



Awareness and Utilization of Social Media for Information Repackaging in University Libraries in Edo State, Nigeria

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ABSTRACT

This study examines awareness and utilization of social media for information repackaging in university libraries in Edo State, Nigeria. Two (2) research objectives and questions were raised for this study. Descriptive survey design and structured questionnaire was used to collect data. Total enumeration method of the entire population of 78 academic/professional and paraprofessional library staff from three (5) University libraries in Edo State, Nigeria was used. The research instruments was a structured questionnaire titled Questionnaire on Awareness and Utilization of Social Media for Information Repackaging in University Libraries in Edo State, Nigeria (AUSMIRULED)". A response rate of 45(57%) was recorded. Data collected were analyzed using frequencies, percentages (%), Mean ($\bar{X}$) and Standard deviation (SD). Results revealed that library staff was highly aware of social media for information repackaging and social media was used for information repackaging to a high extent. Based on the result of findings, it was concluded that awareness and utilization of social media play crucial role in information repackaging in university libraries in Edo State, Nigeria. It is therefore recommended among others that awareness of social media for information repackaging should be maintained by library management through promotional information literacy programmes, constant training and retraining programmes should be provided for professional librarians to acquire relevant technological skills in the use of social media for information repackaging, librarians should implement social media policies to promote systematic processing of information analysis, synthesis, editing, translating and transmitting repackaged information resources in university libraries in Edo State, Nigeria.

Keywords

Awareness, Utilization, Social Media,
Information Repackaging

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State Chapter

Introduction

The rapid growth of information due to communication technologies has significantly affected libraries. Information and communication technologies have reshaped how information is organized and delivered in libraries, with the use of social media playing a key role. As a result, the academic community has experienced significant changes influenced by technology-driven processes in information creation, processing, and distribution. Librarians play a crucial role in managing library content, and institutions have adapted social media in

repackaging and sharing their unique resources to benefit users. This transformation has led to changes in collection development policies and service structures, ultimately improving accessibility and dissemination of resources beyond local boundaries. Social Media (SM) is a term referring to a set of internet-based applications rooted in the principles of web 2.0. These platforms enable the creation and exchange of User Generated Content (UGC). This evolution of SM was born out of the foundation of web 2.0 (Ganiyu & Oluwafemi, 2016). Furthermore, Makinde, Aba & Agbonta

(2019) defines SM as collaborative online tools and technologies that foster participation, conversation, openness, content creation, and socialization among community of users. Additionally, Panahi, Watson & Patridge (2012) emphasized that SM serves as an effective channel for social interactions and real-time conversations through various means which include chatting and video/telephone conferencing.

Consequently, there has been a notable shift in collection development strategies, with print materials being replaced by electronic formats (Sharma, 2009 and Egberongbe, 2011). Ani (2008) points out that this transition from print to electronic media has resulted in the expansion of electronic resources, accompanied by the use of new tools such as social media for information retrieval, repackaging and utilization. Dadzie (2007) asserts that electronic resources are invaluable research tools that complement print-based resources in a traditional library setting. Electronic information resources encompasses resources in digital format that aid students, researchers and lecturers in the pursuit of knowledge. They conserve space, reduce time spent in locating information while browsing through library shelves as well as provide a wide variety of information. Thus, Electronic resources have become invaluable for research, complementing traditional print resources in libraries through innovative information repackaging methods.

The concept of Information Repackaging (IR) is subject to varying interpretations. Agada (1995) notes that IR involves a systematic approach to provide information services within corporate organizations. Iwhiwhu (2008) describes IR as the unique bundling of products and services to meet specific user needs by organizing, reformatting, and synthesizing raw information, along with providing access, training, and assistance. Similarly, Oyadonghan, Eke & Fyneman (2016) stated that IR is the renewal of resources and services in an appealing format

to effectively meet the information requirements of library users. In essence, IR necessitates a deep understanding of both user information needs and how to restructure resources into a more comprehensible format, thus facilitating better access and comprehension for various categories of users within university libraries.

Furthermore, repackaging enhances information services by implementing a systematic approach for their improvement (Agbaji & Odumu, 2017). It also involves the analysis and transformation of consolidated information into a format that is suitable and usable for library users. Hence, Agada (1995) highlights IR as a systematic process that add value to information services by promoting a shift from focusing solely on documents to the actual content and from collections to serving the needs of users. Ultimately, information repackaging not only improves the quality of library services but also saves time, labor, and costs associated with delivering these services to users.

Social media platforms can be defined as web-based services that allow individuals to create public or semi-public profiles that connect users and share information within a bounded system (Nwachi & Igbokwe, 2019). Nevertheless, in the modern context, librarians utilize these platforms namely Facebook, Twitter, WhatsApp, Instagram and microblogging sites such as Twitter and blogs to repack and disseminate library resources and services (Ezeani, 2011). Social networking sites have become a valuable means that enable librarians promote library resources. Additionally, Gupta, Gautam & Khare (2014) and Khan & Bhatti (2012) point out that social media platforms serve as powerful tools for libraries to engage with their user communities, market services, provide user education, raise awareness about new library resources, disseminate information, connect with other library professionals, and gather feedback on library services. In essence, social media provide a

platform for repackaging and publishing multimedia content in various formats (text, video, audio, and images) and facilitate easy and rapid interaction for sharing information and resources among participants (Gibson, 2009).

Awareness refers to being informed or having prior knowledge about the presence of an item or service in a particular environment. In the context of this study, awareness of social media pertains to how well-informed librarians are using Social Media (SM) for repackaging information resources available in various formats within the libraries under study. Iroaganachi & Ilogho (2012) emphasized that the purpose of awareness is to assist librarians identify relevant resources for repackaging through SM by ensuring that they meet the specific information needs of library users. This implies that it is crucial for librarians to be aware of which resources should be repackaged; otherwise, these resources may become obsolete over time and remain underutilized. Jonathan & Udoh (2015) noted that information sources that users are unaware of will not be effectively utilized, and librarians' primary concern is to provide and facilitate the use of available resources.

Utilization involves the ability to effectively employ and derive benefits from various facilities, items, or environments to meet specific needs (Makinde, 2019). In the context of this study, utilization of social media for information repackaging pertains to the extent to which librarians enhance information services through the use of Social Media (SM). This, in turn, enables users to effectively harness and benefit from library resources in diverse formats to meet their specific information needs. Moreover, effective utilization of SM involves information analysis, synthesis, editing, translation, and transmission of information in symbolic and media formats. The goal of utilizing Information Repackaging (IR) is to ensure that information remains current,

accurate, relevant, comprehensive, easy to understand and convenient to use. Consequently, the extent to which librarians utilize SM for information repackaging enables them to tailor information to the specific needs of users, simplify automated bibliographies, foster user interaction, leverage technology-based knowledge dissemination, and address the issue of information overload (Aba, Ajibil & Makinde, 2019). Therefore, this study focuses on examining awareness and utilization of Social Media for Information Repackaging in university libraries in Edo State, Nigeria. This encompasses extraction of pertinent information from various sources, simplifying or translating materials into the language of target audience, and presenting information through oral, visual, or social media formats to meet users' specific needs.

Problem Statement

The use of social media platforms to presents new opportunities for enhanced service delivery places greater demands on library staff and systems. The emergence of social media driven by technological advancements and internet software expansion has both positive and negative impacts on library services. Social media tools are employed for information repackaging to promote library services, engage with new and potential users, facilitate dissemination of relevant information, support practical application of research findings, translate resources, preserve information, offer systematic and selective valuable information and extend the reach of resources to a wider audience.

However, despite the advantages of utilizing social media for information repackaging, it can be stated that current technological innovations and web trends, libraries may have to compete with primary information providers such as Amazon or Google. This competition arises when libraries aim to provide information resources that may not be readily accessible to users in their original

forms due to factors that involve language, reading level or target audience.

Preliminary observations by the researchers indicate that librarians in the universities under study have a positive attitude and interest and are anxious to learn modern methods in using social media tools for information repackaging. Nevertheless, there is lack of policies to guide the implementation of social media tools for information repackaging in the institutions under study. Furthermore, preliminary research by the researchers revealed that although there have been studies relating to this work, none of them comprehensively cover all the variables considered in this current study, creating a knowledge gap. It is against this backdrop that this study aims to investigate the awareness and utilization of social media for information repackaging in university libraries in Edo State, Nigeria.

Study Objectives

This study aims to investigate awareness and utilization of social media for information repackaging in university libraries in Edo State, Nigeria. Specifically, the study seeks to:

Determine extent of awareness of social media for Information Repackaging in university libraries in Edo State, Nigeria;

Ascertain the extent social media is utilized for information repackaging in university libraries in Edo State, Nigeria.

To achieve these objectives, two research questions were developed for the study:

1. What is the extent of awareness of social media for information repackaging in university libraries in Edo State, Nigeria?
2. To what extent is social media used for Information Repackaging in University libraries in Edo State, Nigeria?

Literature Review

Awareness of Social Media for Information Repackaging

A plethora of studies have explored awareness and utilization of social media tools for information repackaging. Awareness refers to having knowledge or familiarity with items or facilities within a given environment. According to Akpojotor (2016), awareness involves having knowledge of the existence of something or understanding a situation based on information or personal experience. It also encompasses perception, recognition, consciousness, realization, interest, or familiarity with specific developments (Ani & Ahiauzu, 2018).

Besides, the potentials of social media platforms for information repackaging cannot be realized if librarians are unaware of the utility of these tools and services. This implies that effective resource repackaging relies on librarians' awareness, as without it, library resources and services can quickly become outdated and irrelevant. Ademodi (2015) emphasizes that libraries can meet users expectations by structuring resources effectively to enhance use by providing services that assist students to become more aware of available library resources. Thus, the importance of awareness in the context of social media tools for information repackaging within libraries emphasized that librarians' awareness and understanding of these tools are critical for ensuring that library resources remain relevant and useful over time.

Furthermore, awareness of social media platforms for information repackaging not only sparks interest in their utilization but also serves as a crucial factor in preventing resources from falling into disuse which could potentially lead to obsolescence. As a result, the absence of proper awareness about information repackaging, resources can quickly become outdated and irrelevant thereby effectively rendering them

underutilized and wasted. Jonathan & Udoh (2015) underscore the point that information sources go underutilized when users are unaware of their existence. Therefore, the level of awareness regarding social media platforms for information repackaging plays a pivotal role in ensuring the timely and relevant provision of resources to users. Atilomau & Onuoha (2011) indicated that most librarians are aware of various social media tools, including Facebook, LinkedIn, microblogging tools like Twitter, instant messaging, media sharing sites, blogs, and wikis. Uche & Udo-Anyanwu (2019) confirmed that librarians are cognizant of the potential use of social media tools in delivering library services. However, there is a discrepancy in findings. Okenedo, Azubuike & Adeyoyin (2013) reported a high level of awareness among librarians regarding web 2.0 technologies. Web 2.0 is a collective term for series of web-based technologies that include blogging and micro-blogging platforms, wikis, twitter, flickr, media-sharing sites, podcasting, content aggregators, social networks, social book-marking sites and other forms of participatory and social media. Web 2.0 applications enable learners develop critical thinking skills and provide opportunity to regularly compare their contributions with their peers; and motivate learning (Hurlburt, 2008). In contrast, Gupta & Khare (2014) assert that awareness and knowledge of social media applications among library staff are quite poor. Most library staff do not use social media applications due to a lack of technological skills. In the light of the above, effectiveness of social media platforms for information repackaging in libraries depends significantly on librarians' awareness of their existence. This awareness is essential for enhancing efficiency and effectiveness of library services by providing up-to-date and relevant resources to meet users' information needs and preferences.

Utilization of Social Media for Information Repackaging

Utilization refers to the degree to which different social media platforms are employed to repackage information in order to meet the specific information needs of users (Makinde, 2019). Information repackaging involves methods and processes by which librarians select appropriate materials for reprocessing and packaging to align with user requirements. The use of social media in libraries is a widespread global trend, but its extent varies depending on the degree of integration of information and communication technology (ICT) in library services for rapid dissemination of information (Uche & Udo-Anyanwu, 2019). Therefore, social media facilitates the repackaging of resources by seamlessly combining text and graphics. Furthermore, it aids in transforming information into oral formats, such as using podcasts to record oral history, songs, lectures, and seminar presentations, as well as utilizing mobile phones to capture and record lectures, seminars, and conferences through various social media platforms.

Repackaging information resources through social media platforms assists library users in locating, retrieving, evaluating, and interpreting resources across various subject areas. Consequently, social media proves to be highly beneficial for information repackaging within libraries. Moreover, digital repackaging enhances recording, organization, and presentation of information in physical and digital forms, facilitating better access and understanding of information resources. Furthermore, the internet plays a pivotal role in facilitating and linking social media platforms for the repackaging and distribution of library resources. Oketunji (1999) highlights that the World Wide Web (WWW) allows creation of documents containing various elements such as text, video, sound, and dynamic graphics or images, which can be interconnected and

stored on computer systems globally in form of websites. This means that these documents can be effectively repackaged and shared through social media platforms.

Similarly, the Wide Area Information Service (WAIS), housing a wide range of information databases covering subject areas such as bibliographies, Online Public Access Library Catalogues (OPAC), journals, abstracts, and textbooks, can be repackaged and accessed by users through social media platforms. Bibliographies stored on disks containing information across numerous subjects can also be utilized for repackaging and distribution via social media platforms. Additionally, Kruger & Painter (2011) described social media as virtual spaces for sharing information that promote face-to-face interactions and relationships among individuals. The process of repackaging information through social media enables a systematic approach involving analysis, synthesis, editing, translation, and transmission of information in various symbolic and media formats, ultimately enhancing the value of information services. Social media platforms ensure that repackaged information remains current, accurate, relevant, comprehensive, easy to understand and convenient for users. Hence, the internet and social media platforms are integral in the repackaging and dissemination of library resources, enabling the sharing of diverse content formats and enhancing the overall quality of information services.

Besides, the use of Social Media for information repackaging offers several key benefits, including:

- **Personalization:** Social Media enables the creation of personal profiles, allowing connections with site users for customized information services.
- **Efficient Dissemination:** Social Media streamlines the organization and dissemination of information resources to users.

- **Automated Bibliography:** Social Media simplifies the process of generating automated bibliographies, making information resources more accessible.
- **Interactivity:** Social Media fosters interactivity among users, resources and Information Communication Technology devices, facilitating social interactions and exchange of items, ideas, products and services among users with shared interests.

In essence, Social Media enhances information services by tailoring content to individual preferences, facilitating efficient information sharing and promoting interaction among users.

Methods

The study adopted a survey research design, which is a systematic strategy for gathering data in order to determine respondents' opinions. Total enumeration method of the entire population of 78 academic/professional and paraprofessional library staff from five (5) university libraries in Edo State, Nigeria was used for the study because the population is manageable and accessible to the researchers. Thus, there was no sample and sampling techniques. Research instrument used was a structured questionnaire titled "Questionnaire on Challenges of Social Media for Information Repackaging in University Libraries in Edo State, Nigeria (QCSMIRULEDSN)". The values of reliability estimates range from ($r=0.65$) to ($r=0.80$) indicates that the questionnaire was reliable and used for data collection. A total of 78 copies of questionnaire were distributed while 45 copies of questionnaire were accurately completed and returned and used for this study. Therefore, the data analysis was based on the total number of questionnaire returned which are 45(57%).

Results

Descriptive statistical technique made up of tables using frequency counts, percentages

(%), Mean ($\bar{X}$) and Standard Deviation (SD) and percentages was used to analyze collected data. Indicators were measured

with four points Likert scale such as VHE-Very High Extent =5, HE- High Extent =4, LE- low Extent =3, VLE- Very Low Extent - 2.

Table 1: Mean and Standard Deviation of Extent of Awareness of Social Media for Information Repackaging (N=45)

S/N	Extent of Awareness Social Media for Information Repackaging	*VHE	HE	LE	VLE	Mean	SD	Remarks
1.	Blog	18 (40.0)	15 (33.3)	10 (22.2)	02 (4.4)	3.0	0.75	HE
2.	Wiki	18 (40)	22 (48.9)	03 (6.6)	02 (4.4)	3.2	0.8	HE
3.	Instant Messaging	22 (48.9)	11 (24.4)	04 (8.9)	08 (17.8)	3.0	0.75	HE
4.	Podcast	12 (26.7)	15 (33.3)	07 (15.5)	11 (24.4)	2.6	0.65	HE
5.	Social Bookmarking	10 (22.2)	14 (31.1)	12 (26.7)	09 (20)	2.5	0.62	HE
6.	Tags	18 (73.5)	13 (19.4)	09 (3.6)	05 (11.1)	2.9	0.72	HE
7	YouTube	29 (64.4)	11 (24.4)	03 (6.6)	02 (4.4)	3.4	0.85	HE
8	Facebook	29 (64.4)	14 (31.1)	04 (8.9)	01 (2.2)	3.7	0.92	HE
9	MySpace	15 (33.3)	14 (31.1)	11 (24.4)	05 (11.1)	2.8	0.7	HE
10	Whatsapp	31 (68.9)	10 (22.2)	02 (4.4)	02 (4.4)	3.5	0.87	HE
11	Twitter	21 (78.9)	18 (17.5)	04 (3.5)	02 (3.5)	3.2	0.8	HE
12	Flicker	18 (40)	12 (26.6)	12 (26.6)	03 (6.6)	3	0.75	HE
13	LinkedIn	19 (42.2)	12 (26.6)	13 (28.9)	01 (2.2)	3.0	0.75	HE
14	Telegram	19 (42.2)	17 (37.8)	07 (15.5)	02 (4.4)	3.1	0.77	HE
15	Really Simply Syndication (RSS)	10 (22.2)	16 (35.5)	06 (13.3)	13 (28.9)	2.5	0.62	HE
Grand Mean		19 (42.2)	12 (26.6)	13 (28.9)	1 (2.2)	3.0	0.75	HE

*VHE-Very High Extent, HE- High Extent, LE- Low Extent, VLE- Very Low Extent

Table 1 shows the mean and standard deviation of responses on extent of awareness of social media for information repackaging in university libraries. Results revealed that awareness of social media for Information Repackaging is ($\bar{X}$ = 3.0, SD=0.75) which ranges from ($\bar{X}$ =2.5-3.7 and

SD=0.62-0.92). Results indicated that ($\bar{X}$ =3.0) is greater than the criterion mean of ($\bar{X}$ =2.50). Therefore, library staff are highly aware of social media for Information Repackaging in University libraries in Edo State, Nigeria

Table 2: Mean and Standard Deviation of Extent of Use of Social Media for Information Repackaging (N=45)

S/N	Use of Social Media for Information Repackaging	*VHE	HE	LE	VLE	Mean	SD	Remarks
1	Use Social Media for tailoring and reduction of information resources	19 (42.2)	09 (20)	09 (20)	08 (17.8)	2.8	0.70	HE
2	Use Social Media for translation of information resources	17 (37.8)	17 (37.8)	09 (20)	02 (4.4)	3.0	0.75	HE
3	Repackaging of scientific/technical information resources	13 (28.9)	19 (42.2)	10 (22.2)	03 (6.7)	2.9	0.75	HE
4	Use of selective dissemination of information (SDI) service for information repackaging	19 (42.2)	15 (33.3)	07 (15.5)	04 (8.9)	3.0	0.80	HE
5	Use of Social Media to reformat and synthesize raw information resources	14 (31.1)	16 (35.6)	10 (22.2)	05 (11.1)	2.9	0.72	HE
6	Use of Social Media to consult experts in acquiring relevant information resources	20 (44.4)	18 (40)	06 (13.3)	01 (2.2)	3.2	0.8	HE
7	Use of Social Media to provide current awareness services (CAS) for repackaged information resources	17 (37.8)	22 (48.9)	04 (8.9)	02 (4.4)	3.2	0.8	HE
8	Use of Social Media to provide library orientation programmes to create awareness of information resources	19 (42.2)	18 (40.0)	06 (13.3)	02 (4.4)	3.2	0.80	HE
9	Information are repackaged and circulated through internet connectivity	21 (46.7)	17 (37.8)	07 (15.6)	-	3.3	0.82	HE
10	Information are repackaged using the World Wide Web (WWW)	19 (42.2)	14 (31.1)	02 (4.4)	2 (4.4)	2.7	0.67	HE
11	Use of Social Media for literacy services to enhance information repackaging	15 (33.3)	21 (46.7)	09 (20.0)	-	3.1	0.77	HE
12	Social Media is used for repackaging electronic books	21 (46.7)	11 (24.4)	10 (22.2)	03 (6.7)	3.1	0.77	HE
13	Social Media is used for repackaging E-Journals	16 (35.6)	18 (40)	11 (24.4)	-	3.1	0.77	HE
14	Social Media is used for repackaging E-newspapers	13 (28.9)	18 (40)	14 (31.1)	-	2.9	0.72	HE
15	Social Media is used for repackaging E-Magazines	13 (28.9)	18 (40)	14 (31.1)	-	2.9	0.72	HE
16	Social Media is used for repackaging E- Thesis /Dissertations	11 (24.4)	19 (42.2)	15 (33.3)	-	2.9	0.72	HE
17	Social Media is used for repackaging E-Repots	14 (31.1)	15 (19.7)	16 (35.6)	-	2.9	0.72	HE
18	Social Media is used for repackaging Print resources	13 (28.9)	18 (40)	14 (31.1)	-	2.9	0.72	HE
19	Social Media is used for repackaging bibliography	16 (35.6)	11 (19.7)	18 (40)	-	2.9	0.72	HE
20	Social Media is used for repackaging excerpts and extracts	22 (48.9)	17 (37.8)	06 (13.3)	-	3.3	0.82	HE
	Grand Mean	19 (42.2)	18 (40.0)	06 (13.3)	02 (4.4)	3.0	0.80	HE

Source: Field Survey, 2023

Table 2 shows the mean and standard deviation of responses on extent of use of social media for information repackaging in university libraries. Results revealed that use of social media for Information Repackaging

is ($\bar{X}$ = 3.0, SD = 0.80) which ranges from ($\bar{X}$ = 2.7-3.3 and SD = 0.67 -0.82). This shows that ($\bar{X}$ = 3.0) is greater than the criterion mean of ($\bar{X}$ = 2.50). Therefore, library staff

used social media for Information Repackaging to a high extent in University libraries in Edo State, Nigeria.

Discussion of Findings

The study's results highlight very high awareness of social media for repackaging information among library staff within university libraries Edo State, Nigeria. This finding is consistent with prior researches of Atilomau & Onuoha (2011) and Uche & Udo-Anyanwu (2019) that library staff are well-informed about various social media platforms, including blogs, wikis, instant messaging, podcasts as tools that enhance library services. This awareness is deemed essential for enhancing library service efficiency and meeting users' information needs. Therefore, the potentials of social media platforms for information repackaging in libraries can only be useful to librarians if they are aware of its existence. This implies that the awareness of social media platforms for information repackaging will enhance effective and efficient library service delivery in providing current and relevant resources to satisfy users' information appetite and needs. However, it contrasts the findings of Gupta & Khare (2014) that identified limited awareness and usage of social media applications among library staff due to technological skill gaps.

Results also revealed that library staff extensively use social media for information repackaging in university libraries in Edo State, Nigeria. This utilization encompasses translating information resources, providing Selective Dissemination of Information (SDI) services, reformatting and synthesizing raw information, acquiring relevant information, offering Current Awareness Services (CAS) through repackaged content, conducting library orientation programs to raise awareness about information resources, and circulating resources via internet connectivity through the World Wide Web (WWW). The use of social media enhances repackaging of crucial information to cater to specific user

information needs. These findings align with the findings of Makinde (2017), Agbaji & Odumu (2017) and Kruger & Painter (2011) that social media facilitate communication, collaboration, and the sharing of repackaged information in libraries. Additionally, social media empowers librarians to repackage, assimilate and disseminate information products, using databases as storage devices for repackaged information. Overall, social media plays a vital role in systematically processing information, enhancing its accuracy, relevance, comprehensiveness, and accessibility in various media formats, ultimately improving information services.

Conclusion

This study focused on awareness and utilization of social media for information repackaging within university libraries in Edo State, Nigeria. The findings demonstrate that social media plays a vital role in repackaging essential information to meet specific information needs of library users in university libraries under study. This can be attributed to social media serving as a virtual information-sharing space that enhances two-way communication between librarians and patrons. Social media also facilitates a systematic process of information analysis, synthesis, editing, translation, and transmission in various symbolic media formats, thereby adding significant value to information resources in university libraries in Edo State, Nigeria.

Recommendations

1. It is recommended that library management continues to promote awareness of social media for information repackaging through informative and engaging information literacy programmes.
2. Librarians should actively utilize social media platforms to foster and promote face-to-face interactions and relationships among library users, thereby enhancing positive library

experience.

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