

Digital Literacy Skills, Social Media Use and Library Promotion Practices by Library Personnel in Public Universities in Lagos State, Nigeria

Kabir Adesegun LIADI

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Certification

This is to certify that Kabir Adesegun LIADI with matriculation number LCU/PG/002565 carried out this research work titled “Digital Literacy Skill, Social Media Use and Library Promotion Practices by Library Personnel in Public Universities in Lagos State, Nigeria” in the Department of Information Management, Faculty of Communication and Information Science, Lead City University, Ibadan, Oyo State, for award of Master the Degree in Library and Information Science (MLIS) and that this has not been previously submitted.

Dr. T. E. Adenekan
Supervisor

Date

Dr. S. V. Adeyeye
(Head of Department)

Date

Dedication

This work is dedicated to the glory of Almighty God, to all resource persons that have contributed immensely to the success of this work and to all my family members.

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Abstract

This study investigated the influence of Digital Literacy Skill, Social Media Use on library promotion in public university in Lagos state, Nigeria; the objectives were identify the level of use of promotion mix in universities, find out the level of social media use by librarian, ascertain the level of digital literacy skills of librarian, determine the influence of digital literacy skills of librarian on promotion, ascertain the influence on social media use by library personnel on library promotion. The study adopted technical acceptance model (TAM) 2, digital literacy model and promotion mix model. The descriptive survey research design was adopted the population was 145 library personnel, while the total enumeration simplify technique was adopted. The instrument for the data collection was structured questionnaire. The data collection from questionnaire was coded and analyzed using the international business machine (IBM) for statistical package for service solution (SPSS) software version 22. Findings showed (N-115, R-0.333, P-value-0.00) the positive correlation suggests that as the digital literacy skills of library personnel increase, there tends to be an increase in library promotion efforts.. There is a modest positive relationship between the level of social media use by library personnel and their efforts in library promotion (N-115, R.212, Pvalue.023). This indicates that higher levels of social media use are associated with increased library promotion efforts. This implies that both digital literacy skills and social media use factors play a role in predicting levels of library promotion on the findings of this study. The research recommended that the university and library management should implement regular training programs focused on enhancing digital literacy skills and social media use among library personnel. Thus, there is the need to ensure library users' satisfaction, while librarians embrace the use of ICTs and uphold high work ethics.

Keywords: Digital Literacy Skill, Social Media Use, library promotion, public university and service delivery.

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List of Acronym

Abbreviation	Meaning
LCU	Lead City University
PG	Post Graduate
ICT	Information and Communications Technology
TAM2	Technology Acceptance Model2
LRCN	Librarians' Registration Council of Nigeria
IFLA	International Federation of Library Associations and Institutions
ALA	American Library Association
NLA	Nigerian Library Association
RFID	Radio Frequency Identification
SADC	Southern African Development Countries
OPAC	Online Public Access Catalogue
WAP	Wireless Application Protocol
TV	Television
DESI	Digital Economy And Society Index
TRE	Technology Rich Environment
EDRP	European Digital Progress Report