

**AN EVALUATION OF SOCIAL MEDIA USE IN MARKETING OF ACADEMIC  
LIBRARY SERVICES TO POSTGRADUATE STUDENTS: A CASE OF MAHATMA  
GANDHI GRADUATE LIBRARY, UNIVERSITY OF NAIROBI-KENYA**

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INFORMATION SCIENCES,  
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE,  
UNIVERSITY OF NAIROBI**

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## DECLARATION

I hereby declare that this research is my original work, and has not been presented for an award of a degree in any institution or university. All the materials cited in this research have been rightfully acknowledged.

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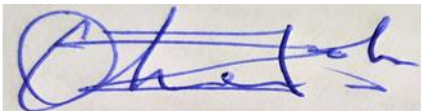
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## **DEDICATION**

The research is dedicated to both the Abok's and Amek's families for their continued endurance and relentless support to me both financially and spiritually during the study.

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Above all, Glory, and honor goes to the almighty God who granted me the priceless health and opportunity to fulfill my lifetime desires. Secondly, I am very grateful to my two supervisors Dr. Hellen Amunga and Dr. John Oredo for continued advice, attention and constructive comments that contributed to the improvement of my skills in writing research as well as the success of my study. You are such a great team I enjoyed working with.

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## **ABSTRACT**

The purpose of the study was to evaluate the utilization of social media use in the marketing of library services at the University of Nairobi's (UoN) library system with specific reference to UoN's Mahatma Gandhi Graduate's Library (MGGL). This study was anchored on five main objectives: to examine the rationale for social media adoption in the marketing of library services to postgraduate students; to determine the extent of use of selected social media applications (Facebook, Twitter, Email, and WhatsApp) in the marketing of library services to postgraduate students; to establish perception of library staff; and graduate students on the effectiveness of social media in the marketing of library services; and to suggest recommendations for adoption of social media in the marketing of library services to postgraduate students at UoN's MGGL. The study employed a blend of two marketing relationship theories; the 7Ps by Booms & Bitner (1981); and 4Cs by Robert F. Lauterborn as frameworks. Descriptive case-study research; and a mixed-method approach was adopted. The study targeted a sample size of 7 library staff and 120 postgraduates as units of analysis, but due to the effects of Covid 19, the study opted for 70 postgraduate students. The study used non-probability sampling techniques involving; purposeful, convenience, and snowballing. In obtaining primary data, the study used interviews and questionnaires as data collection methods which helped gather in-depth information from the respondents in the field. The piloting of the study was to ensure the validity and reliability of the instruments. The data obtained was analyzed and computed through MS-EXCEL, a package of descriptive statistics. The finding from the study established; none of the social media platforms currently in use to market the services to postgraduate students by the library. From the study findings, "it can be concluded, the academic libraries still face a myriad of challenges in adopting social media use in the marketing of services" The study recommended the need for social media adoption, marketing policy, lobbying for the ICT budget, and staff training. In a nutshell, the study is very relevant, especially to the policymakers responsible for the management of academic libraries.

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## **LIST OF ABBREVIATIONS, AND ACRONYMS**

<b>ACRL:</b>	Association of College, and Research Libraries
<b>ALA:</b>	American Library Association
<b>ICT:</b>	Information Communication Technology
<b>IFLA:</b>	International Federation of Library Association
<b>JKML:</b>	Jomo Kenyatta Memorial Library
<b>LIMS:</b>	Library Information Management System
<b>MGGL:</b>	Mahatma Gandhi Graduate Library
<b>MLIS:</b>	Master of Library, and Information Science
<b>NACOSTI:</b>	National Commission for Science, Technology, and Innovation
<b>OCLC:</b>	Online Computer Library Center
<b>SDI:</b>	Selective Dissemination of Information
<b>UoN:</b>	University of Nairobi

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Introduction**

This chapter introduces the background to the study, context of the study, statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, assumptions, scope, limitations and operational terms and concepts.

### **1.1 Background to the Study**

The introduction of social media in the market since their inception into the internet and mobile communication is now transforming how people search, receive, and interact with information daily. Being known to be Information Communication Technology (ICT) applications /social media are tremendously changing the whole world as they present new opportunities and challenges to the academic libraries worldwide; more so, to information service marketing. Social media applications such as Facebook, Twitter, Email, and WhatsApp are transforming the face of library marketing of services.

The rationale for social media marketing strategies in any competitive learning organization is to help transform the conceptual need of that organization. The library, therefore, becomes a learning organization and an information hub that changes in nature from time to time as technology and new ways of doing things advance. According to (Yadav and Agrawal, 2016), a learning organization always encourages continual learning in the ever rapidly changing environment of the 21st century to transform itself, excel and effectively compete in such a dynamic and challenging environment brought about by social media. In this, dynamicity "the library is a growing organism" with new services and user needs (Bhatt, 2011).

Today, both profitable and non-profit businesses have resorted to using social media in marketing their services (Ansari, 2016), and libraries are not left behind. This initiative resulted from the increased benefits social media provides in terms of their visibility, flexibility, convenience, accessibility, reliability and collaboration mechanisms that could enhance effectiveness and efficiency in organizational marketing management. Due to these characteristics, social media blend well into the 7ps, and 4Cs of marketing mixes which involves the product, and consumer needs, promotion, and communication, price, and cost, place, and convenience, processes, people, and physical evidence that could enable developing an effective customer relationship management (CRM) in an organization.

According to (Kotler and Armstrong 2012, p.34), marketing is a process by which companies create value for customers and build strong customer relationships to capture value from them. Visilieu and Rowley (2010, p.5), on the other hand, define marketing as an organized process of planning and executing the conceptions, promotion, and distribution of ideas, products, and services to create an exchange that, if possible, will satisfy individuals', and organizational objectives.

The adoption of social media applications as a marketing strategy has enabled many organizations such as academic libraries to promote their services and thereby achieving organizational marketing objectives and goals. For example, Facebook as a social media application; has been used by USA libraries in the University of Indiana and Library of Congress to promote library services through Facebook pages (Xia, 2009; ALA, 2011); The Tsinghua University libraries in China also use social media to reach out to their users ((Lou, Yuan, and Lifeng, 2013); In India, Jagdalpur libraries use WhatsApp to enhance users' collaboration (Ansari, 2016).

In the 'United Kingdom' Email is used by the Manchester Metropolitan University Library for emailing user queries and delivering instant messaging (Visilieu and Rowley, 2010).In Nigeria, the University of Calabar Library uses social media such as; Facebook, Twitter, Email, and WhatsApp as a communication infrastructure to create the interface between library resources and its users irrespective of the location to address the needs of users, and also to complement the deficiencies of the physical library. This strategy makes the research possible to users than the traditional way of delivering library services (Odu and Omini, 2017), and therefore they become valuable in serving any heterogeneous market niche especially, the postgraduate students whose information needs are specific.

As a marketing tool, social media is referred to as a group of internet-based applications that allows the creation and exchange of user-generated content (Xu, Song, and Clarke, 2015; Kaplan and Haenlin, 2010, p. 62); and has enabled people to interact, and share information online. Social media offers channels for communication, information sharing, and interactive dialogues at any time on any portable device (Xu, Song, and Clarke, 2015). In addition, social media platforms are also known to be networking tools that help build specific online communities through tagged latent semantic relationships. This make it possible for users of the same characteristics to interact and meet virtually.

The marketing of library information services is concerned with management practices that identify customers' wants and needs, then determine use within the organization's resources (Gupta, Koontz, and Massisimo, 2015). Libraries being non - profit organizations, in this case, can use new marketing strategies to help: improve their services, establish contact with users' community, increase use, add value, and promote an image of the library as long as there is a careful setting of the right level of customer expectations that is compatible with the current market needs (Kotler and Armstrong, 2012). The Marketing of library services always has been associated with physical promotion strategies such as; word of mouth, pamphlets, bulletin boards, and displays, among many others. Today social media has come in handy to initiate a changeover.

This transition can be evident within the global perspective, whereby the applications of social media technologies for marketing have transcended to organizations of all kinds; this is equally useful to service provision in the same measure. The highest application of social media marketing seems more prominent in the United States of America and even in other European states than in African countries that are still adopting slowly emerging technologies (Ginlow, 2012). Lou, Yuan, and Lifeng (2013), for example, presented a successful case study on academic libraries in China and discovered that: social media tools such as Facebook, Twitter, Email, and WhatsApp could be effectively employed into library's information systems to share content, engage with target users, and partner with students.

The application of social media as the primary marketing and communication strategy in engaging with the user community has also assisted in the promotion of services to reach as many users as possible (Suha and sultan, 2018). Interestingly "where social media has been into a good, and in right use," there is tremendous improved growth, development, and prosperity (Mullins, 2011). Singh (2013), in the previous finding, established that: the application of social media technologies such as Twitter, Facebook, Email, and WhatsApp in Kenya, still lagged, especially in the aspects of promoting research, customer management, organization services, product design, and management. Though, a lot may have happened since then. The statement presented a challenge in the use of social media technologies in the marketing of public organizations in Kenya, which deserved a concurrent inquiry which may result in the improvement of undesirable situations; that existed.

Therefore, libraries as being perceived as the academic center of interest for their mother organizations. Building customers' relationships and creating awareness require some tools to



assist toward managing customers as their satisfaction always demands feedback and suggestions (Kotler and Armstrong, 2008). The usage of social media platforms such as Facebook, Twitter, Email, and WhatsApp to cater to the needs of specific library users' community more so the postgraduate students who specialize in their area of studies in the academic institutions is most relevant.

The postgraduate students belong to a higher degree category that pursues higher graduate diplomas, masters, and doctoral degrees that entail more research work, require specialized services of well-equipped and multi-functional libraries (Unuoha, Ikonna, and Madukoma, 2013). The objective of postgraduate study in any university is for further development of a graduate student with the spirit of acquiring training in quality research writing in an atmosphere of intellectual independence that allows an individual's creativity and also encourages a strong sense of group cooperation with other peers (Unuoha et al., 2013).

The main essence of having a library in a university is to provide quality, and reliable information services that would enhance, teaching, learning, and research within the university community. Adeyemi and Owulabiyi (2013) ascertain that quality research is the determinant of the educational standard of a university. They further maintain that a robust research profile adds to institutional reputation, visibility, and recognition. In initiating a competitive marketing environment, libraries today have come up with solutions showing how to provide quality services to their market segments (Kotler and Armstrong, 2008). Through the integration of social media into library services, graduate students could then be able to collaborate, access, and easily share relevant information available regardless of their location.

Librarians are required to practice marketing skills, understand user needs, create awareness, stimulate interest, build loyalty, and demonstrate value (Yuan, and Lifeng, 2013, p.3). Therefore, every organization has the mandate to serve its customers, find a game plan for long-term survival and growth. This plan should involve adapting the firm to value the advantage of opportunities in its constantly ever-changing market environment (Kotler and Armstrong, 2012, p. 96). Thus should not be perceived as a big challenge.

The University of Nairobi's (UoN) Mahatma Gandhi Graduate library (MGGL) is a public academic and scholarly library. It is mandated with the selecting, acquiring, organizing, and disseminating information services to users; and other varied stakeholders like any other academic library. It also has main functional areas for providing services which, include: the e-resources, online cataloging services, circulation, reference, and physical display of new

materials that may require social media integration. Preliminary investigation on the library website; ([uonlibrary.uon.ac.ke/node/693](http://uonlibrary.uon.ac.ke/node/693)) to which MGGL is linked showed that: the library website has social media tools such as Twitter, Facebook, Email, and many others, but the extent of their use concerning marketing and integration into the library services to enhance postgraduate training was not known, and this became the basis of the study and concerns.

The competitiveness of any learning organization such; as a University's library demands the ability to outreach and connect with its varied customers and stakeholders. Effective implementation of social media use would contribute to more improved profits and satisfactory results, while poor use of social media technologies could lead to organizational decline, non-performance, and losses (Mullins, 2011). This investigation formed the basis of the study to establish and evaluate the types of social media that is; Facebook, Twitter, Email, and WhatsApp in providing an avenue for integration and marketing of library services to enhance online searching and dissemination of information; that would result into a more collaborative, informative, and transformative experience among the segmented postgraduate students and UoN's Mahatma Gandhi Graduate Library.

### **1.1.1 Context of the Study**

This section describes the environment, and the variables in the perimeter of the study. The study was carried out at the University of Nairobi's Mahatma Gandhi Graduate Library. In this context, the researcher established the types of services offered by the library, the purpose of the library, types of social media technologies in use, and other information relevant to this study.

### **1.1.2 A Brief Profile of Mahatma Gandhi Graduate Library**

The University of Nairobi's library system is geared towards accomplishing the functions; and objectives enlisted by the University of Nairobi Act 1985, which is to carry out core mandates of acquiring, organizing, and disseminating information to support the academic mission by promoting teaching, learning, and research. The entire University of Nairobi library system is composed of twelve libraries, grouped into six colleges. The Mahatma Gandhi Library is a new academic graduate library established in 2019 and situated inside the main campus of UoN. The UoN library system has an approximate total stock of 75000 volumes, inclusive of books, periodicals, and other non-print materials. A union catalog of library materials; is held in the system maintained in the UoN's JKML.

The Mahatma Gandhi Graduate Library is a scholarly library for academic staff, and postgraduate students at the Masters and Doctoral level in the University of Nairobi. The library takes care of postgraduate students in the colleges of humanities, and social sciences, engineering, architecture, and others. It currently has a sitting capacity of 503 users, hosts ICT facilities, and other relevant resources such as online cataloguing, digital repository, electronic books, and journals, core subject text books online, EBSCO Discovery service as well as E-Kitabu.

The University of Nairobi's MGGL provides a suite of services, and physical space where researchers can explore collaborative interdisciplinary, and emerging research methods and connect with experts for guidance at any stage of the research process. This gives students and faculty an opportunity to interact, share, discuss, research as well as get support for steps of research process that involves searching, writing, publishing and findings. The services, include reference, and circulation of information resources to postgraduate students. Its webpage ([uonlibrary.uon.ac.ke/index.php/slideshow-entry/mahatma-gand](http://uonlibrary.uon.ac.ke/index.php/slideshow-entry/mahatma-gand).) is well linked with the UoN's main library website ([uonlibrary.uon.ac.ke/node/693](http://uonlibrary.uon.ac.ke/node/693)), and the digital repository page ([erepository.uonbi.ac.ke/handle/11295/99998](http://erepository.uonbi.ac.ke/handle/11295/99998)) which comprises of social media applications such as, Facebook, Twitter, Email, Pinterest, and LinkedIn among many others.

The context of the study formed the basis of research from which the researcher tried to determine the effectiveness of University of Nairobi's Mahatma Gandhi Graduate Library in the integration of social media ICT tools with the library services to enhance graduate training that would promote collaboration, and transformation. The investigation was focused on four types of social media tools which, include Facebook, Twitter, Email, and WhatsApp in relation to the study problem

## **1.2 Statement of the Problem**

The utilization of social media technologies in the marketing of services in virtual space presents the libraries with opportunities and realizations comprised of competitiveness, quality, innovation, transformation, efficiency and cost-effectiveness. This adoption is crucial for public university libraries whose main objective is to support education, training, and research, especially for graduate students.

Social media indeed plays a significant role in the marketing of libraries and information services. Over the past years, academic libraries have been going the traditional way of

promoting their services which presently is becoming obsolete (Nduka, 2018). Kavulya (2004) similarly noted the same issue by Kenyan university libraries. Today, with the advent of new technologies, librarians and information specialists have been compelled to market library services regardless of time, space, and geographical barriers. The purpose of this is to ensure services are delivered to and accessed virtually by the library's clientele whether remotely, or reachable (Adegoke, 2015). Even though the need for social media in marketing library services is evident, the deterrence for its adoption and integration into the services to assist students' training by most academic libraries remains debatable by most scholars. This gap presented an opportunity for further investigation in the context of the use of social media in the marketing of library services specifically to postgraduate students.

In the International outlook, (Visilieu and Rowley, 2010) raised concern that scanty studies conducted on social media marketing of libraries worldwide could have attributed to poor advocacy on its adoption by academic libraries. They affirmed that studies on social media marketing of academic libraries in the United Kingdom (UK) and some parts of the world, including Africa, were surprisingly very few. There was a gap in the investigation as the proposed study was even faced with inadequate literature, touching more so, the use of social media in the marketing of library services to postgraduate students. The use of emerging marketing initiatives such as social media by academic libraries to enhance the training of graduate students in Kenya still had been a challenge, and this aroused the need to further investigate the University of Nairobi (UoN) library system in the context of MGGL empirically, and pragmatically.

In this context of UoN's MGGL, a preliminary investigation of library websites owned by some private and public universities in Kenya found that the Technical University of Kenya library uses a functional Email application for communicating with users. The library also has a Facebook page for the display of the newly arrived items. This program relates well with library users and other interested friends of the library, who log in and like the page equally. Daystar University library uses; Email, Twitter, Facebook, and WhatsApp for linking users to library services which enhances faster communication. Kenyatta University's website also uses Twitter and Facebook for library users' collaborations and showing the events. However, this was not the case with the University of Nairobi library system as observed on the ([uonlibrary.uon.ac.ke/node/693](http://uonlibrary.uon.ac.ke/node/693)) library's website.

Another investigation of the main website of the University of Nairobi's library from which the MGGL website; is linked ([uonlibrary.uon.ac.ke/index.php/slideshow-entry/mahatma-gand...](http://uonlibrary.uon.ac.ke/index.php/slideshow-entry/mahatma-gand...)) showed the presence of social media applications comprised of: Facebook, Twitter, and Email. Their integration into the library services to support users' collaboration, interaction, sharing, discussion of research, and connecting with the expert at the MGGL virtually in comparison to the existing physical space was unknown. Further investigation revealed that almost a similar study to this one had been conducted by (Mtunda 2018), however the; approach, context, scope, problem statement, and purpose of the study, was only intended for the United States International University-Africa library resources, not the University of Nairobi's library services. The author also left out the most valuable variables, whereas the current study sought to fill the gap in the newly established library.

Therefore, the study sought to evaluate the utilization of social media in the marketing of library services in Kenya with the specific reference to the University of Nairobi's Mahatma Gandhi Graduate Library about the impacts of the following technologies: Facebook, Twitter, Email, and WhatsApp to enhance postgraduate training.

### **1.3 Purpose of the Study**

The purpose of the was to assess the utilization of social media in the marketing of library services to post-graduate students at UoN's Mahatma Gandhi Graduate Library (MGGL).

#### **1.3.1 Objectives of the Study**

The study was guided by the following objectives:

1. To examine the rationale for social media adoption in the marketing of library services to postgraduate students at UoN's Mahatma Gandhi Graduate Library (MGGL).
2. To determine the extent of use of selected social media applications in the marketing of library services to postgraduate students at UoN's MGGL.
3. To establish the perception of library staff on the effectiveness of social media in the marketing of library services to users at UoN's MGGL.
4. To establish the perception of postgraduate students on the effectiveness of social media in the marketing of library services to users at UoN's MGGL.
5. To suggest recommendations for the adoption of social media in the marketing library services to postgraduate students at UoN's MGGL.

#### **1.4 Research Questions**

1. What is the rationale behind the adoption of social media in the marketing of library services at UoN's Mahatma Gandhi Graduate Library (MGGL)?
2. To what extent does the UoN's MGGL use: Facebook, Twitter, Email, and WhatsApp to market library services to postgraduate students?
3. What are the perception of postgraduate students on social media channels?
4. What are the perception of the library's staff on social media marketing channels?
5. How effective does the use of the Facebook, Twitter, Email, and WhatsApp in the marketing of services to postgraduate students at UoN's MGGL?

#### **1.5 Significance of the Study**

The importance of this study is that it would benefit; University libraries, library professionals, and postgraduate students. The UoN's MGGL would find the study very useful in that the information produced would be used as reference materials, lecture notes for both the students and lecturers. The study; would be used as a benchmark for future research processes, more so those students in the faculty of information sciences. The research would provide a yardstick for future improvement of other research taken in a similar dimension of this scientific approach. Its adoption would result in having a parallel or backup system that could serve users even in case of emergencies.

The library professional at UoN's MGGL and those in both public, and private libraries in Kenya, the Eastern Africa region, and worldwide would benefit immensely as the study touches on their roles and responsibilities in their profession. The study would impact the development of policies and procedures that ensure effectiveness and efficiency in the marketing and management of institutional information services. To the postgraduate training, the study would help uplift quality research and skill development as technology enhances innovation, creativity, and transformation. This initiative would ensure a provision of virtually and timely accessible information services of great value by the library to the clientele.

#### **1.6 Assumptions of the Study**

The following were the main assumptions: library uses four types of social media platforms; Facebook, Twitter, Email, and WhatsApp effectively; in promoting library services. The University of Nairobi's postgraduate students and the library staff also knew how to use these social media applications, the budget allocated for the study would be adequate, the data

collection methods used were correct, relevant, and reliable. The researcher also had enough respondents who could positively respond to the questions provided.

### **1.7 Scope of the Study**

The study was carried out at the University of Nairobi's MGGL; It was endeavored to evaluate the use of social media in the marketing of library services at MGGL to postgraduate students. The following "key aspects" were covered: The rationale for the adoption of social media in marketing of the library services; the extent of use of Facebook, Twitter, Email, and WhatsApp in the marketing of the library services; and the staff and students' perception on the effectiveness of social media in the marketing of library services. The library staff and library users (postgraduate students) were the primary respondents of the study sample. There was an observation of library services, besides the scope of the mentioned social media sites as units of analysis.

### **1.8 Limitations of the Study**

The research was affected by the diversity of respondents, of which sections of postgraduate students were displaced geographically in other university branches, whereby reaching them either physically or virtually became very difficult. The problem got worst by the effects of Covid- 19 and the absence of proper students' databases along with their relevant contacts. To mitigate this, only the respondents who were accessible and met during the data collection process were given questionnaires to fill, thus making it a convenient selection. Issue of health by one library's staff also affected the response turnout to a smaller extent. Therefore, the researcher interviewed only the staff who were available via phone.

The study was also limited with the scope of social media in that there were other relevant social media applications on the UoN's MGGL website, which the study left out but was worth studying. Regarding this, the researcher was only determined to make the study more specific. Lastly, owing to the period used for conducting the study, there was a fear that anything could have happened anytime; a new development may have taken effects in terms of use of specified social media (Facebook, Twitter, Email, and WhatsApp) for marketing library services, and this would have challenged the study's outcome. By surprise, the researcher discovered that Email and WhatsApp; were introduced during the Covid -19 for other functions. However, despite that fear of the unknown, the researcher continued to conduct the study confidently.

## **1.9 Operational Terms and Concepts**

**Library Services** are non-tangible activities such as marketing, reference, circulation, cataloging, and others offered and performed by librarians to assist users of information in the libraries.

**Marketing** is a process by which libraries create quality services for users to capture their attention and build strong customer relationships.

**Social media** in this context refers to a social network that enables people to interact with other peers freely; for example, Facebook, Twitter, Email, and WhatsApp.

## **1.10 Chapter Summary**

The chapter introduced the background to the study. The study touched on the following concepts: social media and marketing, the context of the study, identification of the gaps, the purpose to which the study was going to serve, the objectives which the study sought to fulfill, the research questions constructed in coherence with the study objectives, the significance of the study, the assumptions of the study, the scope the study sought to cover, the limitations to the study during the process, the operational terms and concepts as described in the study.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0. Introduction**

The chapter introduced the theories and concepts of the study. It covered the empirical review of the literature that was consistent with the objectives of the study. It stressed the following themes: The rationale of social media adoption in marketing, the extent of usage, the perception of graduate students and librarians, knowledge gaps, theoretical and conceptual frameworks of the study, and the chapter summary.

#### **2.1. The Rationale of Social Media adoption in Marketing of Library Services**

Today many scholars worldwide have come up with various suggestions pin pointing the rationale for implementing social media marketing, and its strategies. Kotler, and Armstrong (2012) suggested that non- profit organizations need to understand that marketing is all about quality service, and adding value. For one to excel, he/she must adhere to marketing principles (Mi and Nesta, 2006). It should be therefore the role of librarians to understand the needs of different user community vis-a-vis, students look for basics, and concepts on topics of their studies while scholars, and scientists look for scientific information as well as current trends in their research (Mugdha, Belapurkar and Munnoli, 2016). The use of currently trending online social media applications such as Facebook, Twitter, Email, and WhatsApp have so far assisted in the marketing of libraries in many ways:

##### **2.1.1 Social Media for Collaboration, Transformation, Innovation and Competitiveness**

Social media is a two-way communication medium for collaboration, exchange of information and ideas, also teaching and learning (Omeluzor and Itunu, 2014). Numerous libraries use social media to create collaborative relationships between the library and its community. This could be enhanced by use of instant messaging such as Twitter, WhatsApp, and Email for answering user queries (Bhatti & Shakeel, 2012). In terms of transformation, Online Computer Library Center (OCLC) Report (2014 p.10) shows that people use libraries in order to transform themselves so as to become better versions in their lives.

The learning that occurs in either public or private libraries is transformational, and this only happens with books, computers, digital platforms, in conversations, and through creation of relationships. Social media's integration into the library services under proper internet connectivity helps in the fulfillment of this relationship with the library user community. The

social media tools such as Facebook, Twitter, Email, and WhatsApp have also helped transform how information is accessed from physical environment to virtual platform, how libraries interact with users as well as marketing their services to respective clients (OCLC Report, 2014).

Innovation on the other hand refers to as the process of improving already established products/services by introducing something new to them (O’Sullivan, 2008). According to (Tiwari, 2008), innovation is the implementation of a new marketing method, or new business practices. Therefore, changing from physical access of library services to virtual access using social media is an innovation itself for achievement of growth, and development. Social media application in marketing of library services could also help libraries, and librarians in Africa keeping abreast with technologies, and compete effectively with others in developed world (Ayiah and Kumah, 2011). The documented library services may be uploaded, and at the same time information about current findings from researchers could be shared according to specific needs of users through the use of social media. To some extent, this may help increase web metric ranking of the university (Omeluzor and Itunu, 2014), and therefore it is what a competitive organization would require from its competent departments such as library.

### **2.1.2 Social Media for Accessibility, Visibility, Quality, and Efficient Service Provision**

“What is hidden cannot be seen”, what is not displayed cannot be sold “, and “what is silent cannot be heard as well”. Social media platforms as enablers have supported the visibility of both print, and electronic library services to the potential users. New services acquisition may be posted, shared, and hence disseminated to specific users, and this would increase chances of service accessibility. Integrating library services with social media would also enhance their accessibility, and visibility to users (Chu and Du, 2012). An accessible library service builds levels of trust, and confidence in its users (Edewor et al., 2016). Therefore, using user-friendly, and frequently accessed social media such as Facebook could provide an effective marketing platform for library services to special segment of users such as postgraduate students.

Whenever users, and other library stakeholders’ access, relevant, timely, flexible, and reliable information, the service is automatically regarded as quality. The role of any effective library is to fulfill, and meet the objectives, and goals of its mother institution from which it was established, that is to enhance customers’ satisfaction by remaining efficient, and effective in management as well as in service delivery (Kotler and Armstrong, 2012). In ensuring this quality in service delivery, social media applications such as Facebook, Twitter, Email, and

WhatsApp when incorporated into library information management systems (LIMS) such as Koha, vubiSMART among many others could provide an effective, efficient, and reliable service delivery systems to library clientele. In addition, social media is very cost effective in terms of saving space, time, and money (Unuoha et al., 2013).

## **2.2 The Extent of Using social media in Marketing of Library Services**

A number of libraries in developed countries such as United States are increasingly using social media tools in order to connect with library users, and make library services more accessible. Library of Congress for example is using social media for marketing its services, and to interact with its users online (ALA, 2011). Edewor et al., (2016, p.7) in their study to find out the level of usage of social media in the marketing of libraries across the African continent, revealed that there is still low usage of social networking such as Facebook, Twitter, and Email in marketing of library services. They further established that countries like Kenya, Zambia, and South Africa still use the predominant traditional publications, websites, and orientation exercises to market their library services.

The Social media plays a paramount role as a medium used for spreading information to users (Kumar, 2014). Social media such as Twitter, WhatsApp, Facebook, and Email are capable of creating an interface between the library services and users irrespective of their location. In marketing of libraries, (Adebayo, Aderonke and Oyejoke, 2017) concurred social media helps promote libraries, and they enhance learning in terms of user interactions with available information services. Igwesi, and Ezeani (2012) noted that social media with their compatibility to most ICT applications could be used to link users with library e- resources such as World Cat, JSTOR, and many more. Therefore, they could be used to help link together postgraduate students with related information needs regarding their area of specialization. Social media has special features such as user friendliness, interactive, informative, provision of feedback and linking of users.

### **2.2.1. Facebook**

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages, and keep in touch with friends through posts (Kumar, 2014). Facebook can be used as a promotion tool for collaborative library activities to a closed group of students. It can be used for announcing new additions in the library collection, and helps analyze library services through users' feedbacks as it has options for the likes, dislikes, and comments. Through a library's Facebook page, short videos about the services

offered in the library can be shown, and also sharing of newly subscribed databases by the library, (Mugdha et al., 2016).

### **2.2.2. Twitter**

Twitter is a free micro-blogging service that allows its registered members to broadcast short posts called tweets (Kumar, 2014). Through Twitter alerts library users can be updated about library articles of their interests such as new open databases, subscribed sources, and other online databases. Twitter can as well be flashed, and linked on library's home page to enhance communication (Mugdha et al., 2016). Twitter is useful in promoting library activities, and makes the library more visible. It can be used as a feedback tool, display of books, and journals owned by a library. Twitter can also be used to inform users instantly about any changes in library operations (Mugdha et al., 2016). Igwesi and Ezeani (2012) affirmed that Twitter is very useful for questioning on issues pertaining to the library services with an instant reply.

### **2.2.3. Email**

Email is an internet feature that allows people to send, and receive messages to, and from anyone with a functional email account, or address anywhere in the world (Shakeel and Bhatti, 2012). Email is an informative social media application that when embedded into library services has helped in the creation of current awareness, SDI, display of new arrivals, send out reading list, alerts on overdue among other services (Omeluzor and Itunu, 2014). Visilieou and Rowley (2019) mentioned Email as one of "the most effective," and informative promotional tools for library's website, and communications. The application can be used for sending lists of recent publications to users in relation to their specific information needs. Therefore, Email with their viable feedback mechanisms, they could assist library respond to users' queries through reference services.

### **2.2.4. WhatsApp**

WhatsApp is a free messaging service suitable for all major smartphones; it is owned by Facebook and was founded by Brian Acton and Jan Kaun in 2009. According to (WhatsApp Messenger Dictionary online, 2019), WhatsApp is an alternative text messaging system that uses the internet. Besides, excellent for desktop PCs; also flexible to WI-FI connections and allows making free texts, voice, or video calls. Ansari (2016) ascertains that WhatsApp has enabled users: to send videos, and audios, receive and locate information, send real-time text messages to individuals and groups of users who subscribed to it. This social media could assist

in the selective dissemination of information (SDI) to a specific user community or a group that shares common interests.

### **2.3 Perception of Postgraduate Students, and Librarians on Use of Social Media**

Occasionally, social media are viewed as disruptive technologies. According to (Donoghue, 2016) disruptive technologies refers to those that enter the market, and thereby attacking the already established products in their traditional market. People's perception on social media is the way they perceive changes brought about by these channels. Kotler and Armstrong (2008, p.143) define perception as the process showing how much people are attached to certain stimuli. This approach may be looked at on both the positive, and negative attachments by library users from the theoretical findings:

#### **2.3.1. Positive Perception by Postgraduate students**

Mi, and Nesta (2006) in their findings on marketing of library services to Net-generation from Lignan University in China established that students, and their teachers have computers in front of their classrooms, offices, dormitories or homes. They could begin information search anywhere so as to respond to any online query. The Net-generation feels research does not necessarily need to begin in a physical library, but on social media platform as well. Similar findings to this have been confirmed in various studies.

Facebook allows students to create own profiles, communicate, share information, make friends, share photos, and enhance arrangement of social awareness groups. Facebook members may also share ideas, send, and receive messages, create news alerts, chat, tag themselves, write on friends' walls, join groups, and create new groups (Mazman and Usluel, 2010). Email is a cost-effective application that can be used for sending mails, and database attachments (Chu and Du, 2012). Twitter allows users to follow everyone. Users may send, or receive messages, and notifications but of a limited text up to 140 characters only. It is used by libraries as a communication, and marketing service tool for posting of links to articles to students as well as collaborating with lecturers (Kenchakkanavar, 2015). Ansari (2016) affirms WhatsApp is one of the today's mostly used interesting instant messaging applications on smart phone for information sharing, and collaboration. Almost half a billion people around the world have become its regular active users, and so students are not left behind.

### **2.3.2 Negative Perception by Postgraduate Students**

In the general information society point of view, students still believe that social media such as Facebook, Twitter, WhatsApp are meant for creating relationships, making new friends, dating sites, chatting, looking for picture of loved ones, uploading, and sharing of photos, watching news, and videos as well as receiving news updates but not for academic purposes (Donoghue,2016). According to (Mazman and Usluel, 2010) from their finding on students' perception on use of social media, established that Facebook is popular among youthful students aged 18-25.

Most students don't believe the use of Facebook, or any other social media has cut across all the generation who is digitally literate, and can also be used to enhance lifelong learning in schools, colleges, and even universities. To some students, social media bring about fatigue when searching for information, and claims of access rights, privacy, and copyright issues are most concerns raised (Unuoha et al., 2013). Others feel WhatsApp may lead to lose of concentration contrary to its purpose, and therefore becoming a center for exchanging insults (Alvanoudi and Vozaza, 2019).

### **2.3.3 Positive Perception by Library Staff**

A Study done by (Google, 2011-2019) reveals that most Americans use social media applications in search of information. Alvanoudi and Vozaza (2019) from their findings on social media usage, and assessment for Greek academic libraries established that librarians believe; social media such as Facebook enables visibility of a library, and enhances interaction with user community. Twitter is very effective as it increases openness, recognition, and credibility of the libraries.

In African perspective, (Ezeani and Igwesi, 2012) ascertained, libraries in Nigeria have already started implementing the use social media tools in marketing themselves so as to keep up to date with their patrons who mostly are students on real time. They found that social media adoption; for example use of WhatsApp has enabled libraries provide links to open source and library services, give information about new arrivals, guides to the world cat, and the updated list of journals. In their conclusion, it is only on the social space where most of Nigerians and other African library users are found. Visilieou and Rowley (2010 p.10) on the other hand mentioned email as one of the most effective marketing communication tools for libraries in connecting their services with the specific user group.

#### **2.3.4 Negative Perception by Library Staff**

Even though the marketing of library services is very crucial in all aspects of academic libraries management, the advent of social media in the marketing of libraries still present some challenges in their adoption, as confirmed from several studies: In a general world view (Mugdha et al., 2016) assert that change always comes with challenges. In Pakistan, (Shafique and Rehman, 2011) pointed out the inadequacy of facilities such as computers, and internet connectivity as hindrances to effective marketing in Pakistan libraries. Chu and Du (2012) in their study identified barriers to utilization of social media in the marketing of library services as privacy issues, hesitance regarding the potential benefits of social media, absence of documented social media policies and staff incompetence.

Edewor et al. (2016) found that hindrances to the marketing of library services in African University libraries resulted from; an absence of marketing plan, facilities, and infrastructure. Ezeani and Igwesi (2012) examine how Nigerians leverage social media and skills to provide dynamic library services. They pointed out; challenges that face Nigerian libraries in the use of social media are bandwidth problems, technophobia and unreliable power supply, paucity of; awareness on social media use, trained staff, and government interventions.

Omeluzor et al., (2016) in their findings from a study conducted to examine use social networking tools for service delivery in libraries in South-East zone of Nigeria, identified challenges in the adoption of social networking as laxity of training of staff on the use of computers, necessary ICT skills, and knowledge. Poor communication systems, and funding are also the major problems facing Kenya, Uganda, and other parts of African countries including Nigeria. In concurring with (Ezeani and Igwesi, 2012) they affirmed that fear of technology, paucity of internet connection, insufficient bandwidth, and erratic power supply are the major challenges still facing these regions.

Adewoyin et al., (2017) also did a similar study to (Omeluzor et al., 2016) in federal universities in South-Western Nigeria. In their findings, they established that librarians face challenges of erratic power supply when using social media for service delivery, inadequate finances, poor internet access, paucity of management support and cooperation among staff. Mugdha et al., (2016) added that, social media use may involve change in the role of library professionals. There may be unavailability of technical manpower in fixing problems, government regulations, data security, privacy concerns, copyright issues, as well as terms and conditions of access. Mostly, librarians feel that social media is often associated with losing

sight of what is good, ethical, balanced, respectful, and innovative information professionalism (Donoghue, 2016).

## **2.4 Knowledge Gaps**

Despite the need for adopting social media use in the marketing of library services, evolution is still gradual worldwide, along with Kenya. The literature reviews revealed that the slow adoption is due to scanty studies carried out in the area regarding postgraduate students' training. A preliminary investigation conducted by the researcher; unearthed the presence of social media applications such as Facebook, Twitter, WhatsApp, and Email on UoN's MGGL website, but their integration into the library services to enhance postgraduate training was not evident, and the challenges behind this were unknown.

Further investigation revealed that almost a similar study had been conducted by (Mtunda 2018); however, the author excluded the most prime variables, whereas this study filled that gap. Therefore, the study deserved qualitative and quantitative investigation in the context of newly established MGGL, in which the study sought to evaluate the use of social media in the marketing of library services to enhance graduate training.

## **2.5 Theoretical Frameworks of the study**

The study employed two marketing relationship theories which, included the marketing mix for both the 7Ps, and 4Cs. This synergy through the support of social media in marketing of library services at the MGGL would be able to enhance postgraduate training effectively, and efficiently in a convenience space.

### **2.5.1 The 7Ps Service Marketing, and 4Cs Marketing Theories**

The blending of the 7Ps service marketing mix theory also, known as the extended service marketing mix by Booms & Bitner (1981), with the 4Cs marketing strategy created by Robert F. Lauterborn in (1990) ensures a strong customer relationship management (CRM) system. These mixes form an integral part of an effective organizational service marketing design which, assumes the service as a product itself. The 7Ps stand for product, place, on the consumer, convenience, communication, and cost.

The product in the service marketing mix is intangible in nature and also heterogeneous. This heterogeneity of service helps target a niche audience, thus taking care of every customer's need that promotes convenience, transformation, and satisfaction to customers where possible.

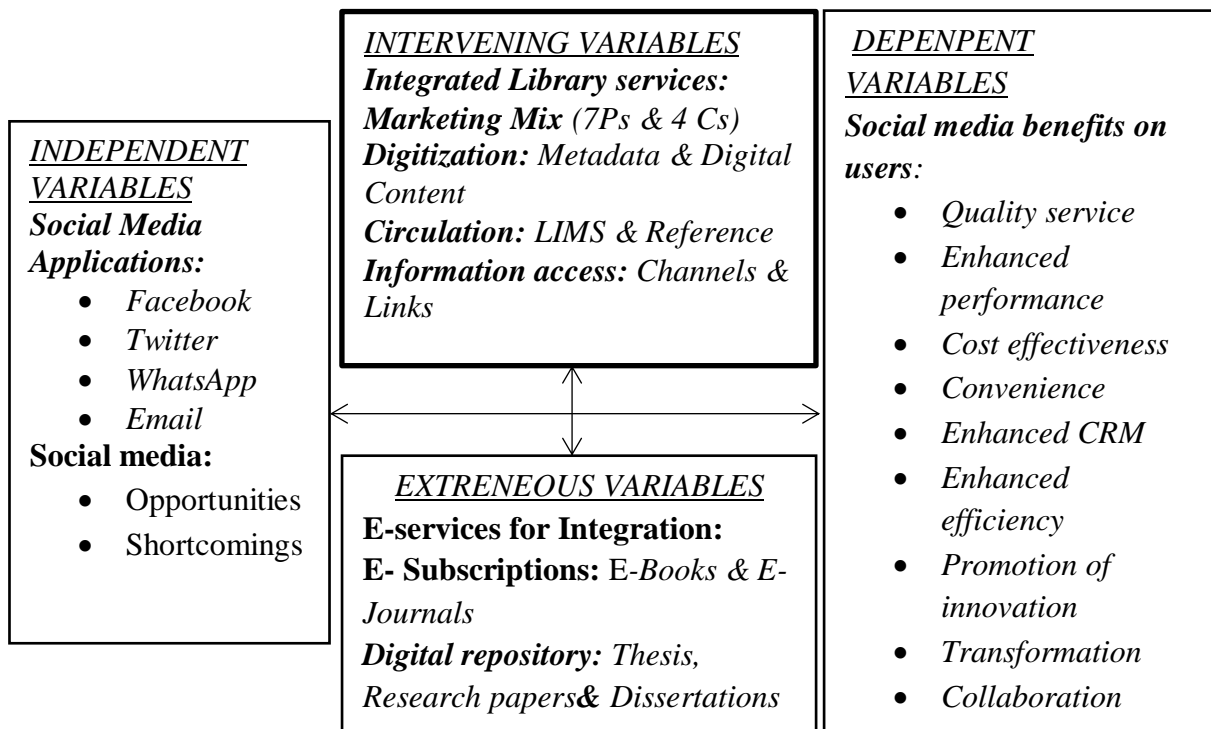


The library services for specific clientele form a niche audience in that market. The place is where the service is going to be located and preferably the location with several visitors. The social media herein provides a conveniently accessible space for marketing services to library visitors. The promotion of service hitherto helps in branding by setting services apart from business counterparts. This is because competition in the service sector might be too high, and promotion is necessary to make services more visible and also to survive. Therefore, social media such as Facebook, Twitter, Email, and WhatsApp could be very effective in communication and promotion of services.

In pricing, the cost-benefit analysis that is associated with service concerning use should be a consideration. Social media can offer a cost-benefit advantage since it markets an organization without incurring extra costs. In many cases, the people in the service marketing can either make or break an organization, so it requires getting trained staff with interpersonal and customer service skills geared towards customer satisfaction. The role of library staff is to ensure services are delivered to users through effective interactive channels such as social media. The process is the way through which services are distributed, to reach the customers; without loss in quality. Social media allows for a faster and flexible process of information sharing, which is appropriate for service marketing. The physical evidence is the tangible element; in this case, the physical library from which services are dispatched. These services are; meant to create a better customer experience within, or outside that environment.

## **2.6 Conceptual Framework**

A conceptual framework helps show relationships between the concepts, and their impacts on the phenomenon under investigation (Ngulube, 2015). The researcher uses the conceptual framework to guide as a blueprint of related theories and variables of the study that affects each other. Walliman (2011), from the findings of variables, explains that the dependent variable is affected by an independent variable in a study. Intervening variables are used in linking the independent and dependent variables, while extraneous variables are used by the researcher to affect the results from the experiment (Creswell, 2012). The social media applications as the substantial independent variables in this context will interlink with the integrated library services (aka intervening variables), whereas the e-services as (extraneous variables), to be integrated will cause dependent variables. The result will be social media benefits on users. In this case, Figure 2.1 the conceptual framework below describes the concepts in relation to utilization of social media in marketing of library service to postgraduate students:



**Figure 2.1: A self-designed conceptual model for social media in marketing libraries services (Source: The Author)**

### 2.7 Summary of the Literature

The chapter highlighted some relevant literatures carried out in Kenya, and other countries around the world, touching on use of social media in the marketing of library services. The literature review has themes, and subthemes which are in coherence with the objectives of the study. These include; the overview of the rationale of the social media marketing, the extent of use of social media, and the perception of librarians, and users. The literature hence presents the need for adoption of social media applications in the marketing of library services to postgraduate students.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

The chapter introduced research design, area of study, sample, and sampling techniques, data collection methods, research instruments, data collection procedures, data presentation and analysis. Research methodology is a research guide, and how it is conducted systematically (Igwenagu, 2016).

#### **3.1. Research Design**

This study adopted a descriptive case study research since it deals with one entity only. A case study is also known to yield deeper information than a survey (Wiki, 2020). Although it is majorly a qualitative study, it has components of quantitative research. These two research methods are known to complement each other (Mugenda, 2003). Qualitative research describes feelings, perception, and experiences. It also measures and communicates the findings analytically; and draws inferences that can be generalized (Kumar, 2014). Quantitative research is an approach that concerns asking questions such as how long or how many (Kumar, 2017). It aims to quantify the variation in a phenomenon and generalize to the total population (Khan, 2018). In this study, the Interpretivist listened to the views of academic library staff, and the postgraduate students regarding the use of social media in the marketing of library services, measured their attitudes, interpretations, and opinions during the data collection process.

#### **3.2 Area of Study**

The study was confined to the newly established UoN's Mahatma Gandhi Graduate Library. It was concentrated in the sections of the library specifically the library marketing/management, ICT, digital content/metadata, reference sections and circulation sections. The purposeful selection of these areas in the library was due to their relationships to marketing functions, use of technology, e-services, and frequent contact with postgraduate students.

#### **3.3 Target Population**

The study targeted a total of 7 number of library staff; that is, 5 librarians, one library director, and one ICT officer. For the population of postgraduate students, only those who visit the MGGL were the main study target, but their exact figure was unknown and no proper statistics were shown by the library records. Since the University has many postgraduate students who

could use any of its libraries among the 14 branches, the study therefore targeted 120 postgraduate students as a possible population. To reach the target, they were to be randomly sampled as they entered the MGGL at least for 4 days, but due to Covid- 19 restrictions and guidelines, this was not possible. So, the study resorted to a target population of 70 students as the sample size.

### **3.4 Sample and Sampling Techniques**

The researcher used non-probability sampling techniques namely; purposeful, convenience, and snowballing. The Purposeful sampling is appropriate, and applicable only to the important key informants, (Saunders, Lewis and Thornhill, 2012; Khan, 2018) asserted. The key informants in this case, who are the library staff were purposefully selected for interviews. The key informants hold the roles of the library director, ICT librarian, service librarians, content creator, or metadata officer. Convenience sampling was employed on postgraduate students because only those who were met or accessible at the point of administering the questionnaires were given forms to fill in. Saunders et al., (2012) ascertain thus chosen by chance. Through the snowballing, 10 postgraduate students were sent a link to an online survey via their emails, WhatsApp, or text messages to fill in. The technique kept the chain going by reaching out the subjects known to be sharing the same characteristics as the first subjects. This resulted to saturated data for analysis.

#### **3.4.1 Sample Size and Sampling frame**

The sampling procedure employed a simple random selection. The sampling frame constituted of four segments of the respondents: this was a purposeful stratification of one Library Director, one ICT librarian, five librarians, and a convenient selection of 50 sampled postgraduate students. In addition, another ten randomly selected graduate students; were mailed a link (<https://forms.gle/x6su3sqDsju1HUsF6>) of the questionnaire to fill in online. Through the snowballing method, the researcher obtained an additional ten respondents from the chain, resulting in a total 20 of students; via the same platform. Therefore, 70 targeted sample size was achieved, thereby becoming a good representative sample for the study.

For the computation of quantitative analysis: A simple formula of descriptive statistics for calculating percentages was used whereby:  $\text{Percentage (\%)} = (f/n) \times 100$ ; (f) stands for frequency while (n) total number of respondents in the study.

**Table 3.1: Sampled frame at UoN’s MGGL**

<b>Sampling Unit/Element</b>	<b>Frequency(N)</b>	<b>Response rate</b>	<b>Percentage%</b>
Postgraduate students	70	65	92
Library staff	7	6	86

### **3.5. Data Collection Methods**

The data collection methods were constructed into four segments:

#### **3.5.1 Questionnaire for Postgraduate Students**

A questionnaire was used to help gather information from the research respondents. Questionnaires inform of open-ended, closed-ended, and scaling questions was constructed for postgraduate students only. In the open-ended questions, a respondent was allowed to provide their own opinion for the question such as “Any other opinion?” while in closed-ended questions, a respondent only selected answers from the given set of questions, for example “Indicate your gender” Male, or Female? The Likert scale aided in the rating of users’ attitudes when answering questions directed to them such as “How frequently do they interact with social media?” Or “How effective is social media in information search, and access?” The attitudinal rating scale like the Likert is designed to measure attitudes towards an issue (Khan, 2018).

#### **3.5.2 Interview Schedules**

3 sets of interview schedules: one for the Library Director, another set for other librarians, and the last set for the ICT staff.

##### **3.5.2.1. Interview schedule for the Library Director**

The library director was the key informant. This staff is the one responsible for the management of the entire UoN’s library system of which MGGL is part. It is the library director who ensures all the library objectives are achieved.

##### **3.5.2.2. Interview schedule for other librarians**

Five librarians formed another segment of the respondents for this study. Librarians at MGGL hold the most relevant in-depth information about this research library. They also interact with

postgraduate students on daily basis and understand their information needs. They are also the custodians of library services such as cataloging/metadata creation, references, circulation, etc.

### **3.5.2.3. Interview schedule for ICT staff**

The ICT staff was also interviewed. The staff is responsible for the implementation of ICT strategies in the library in line with UoN's policies, processes, and procedures. This informant is another important source of information because the study is more anchored on social media which is one of the ICT components.

## **3.6 Research Instruments**

### **3.6.1 Pilot Study**

The study was piloted at Kenyatta University library (KUL) via an online platform. A total of 3 questionnaire attachments and checklists were emailed to 3 postgraduate students. The questionnaires were returned after three days. Then did a phone interview with a senior librarian. Pilot testing is meant to test the clarity of wordings, and actual meaning of research questions as they are understood by the tested respondents to remove any possible problems (Khan, 2018). This helped in evaluating the validity of data collection tools.

### **3.6.2 Validity**

Validity is the ability of an instrument to measure what it is prepared to do (Khan, 2018). In this context, the validity of the data collection instruments was affected when the same question administered to the respondents in the pre-test was able to give similar results to that was provided in the realism of the practical field of data collection. In addition, the data collection tools passed through a peer review by colleagues, a pilot study, and finally reviewed and approved by the supervisors.

### **3.6.3 Reliability**

In the context of this study, the data was considered reliable after results from the pilot study, and the one from data collected from the final study showed some level of consistency. Reliability is the capability of data collection instruments in giving similar results even when administered to the same people but on different occasions. Likewise, (Creswell, 2012) affirms that in reliability the scores from an instrument should be stable, and consistent by giving similar scores from different occasions on different respondents.

### **3.7 Research Ethical Observations**

The researcher observed ethical issues and researched with a high level of professionalism. The reason is that the study sought to serve the purpose it was supposed to, without disclosing any respondent's confidentiality. Nolen and Putten (2007) similarly noted, a researcher should respect the confidentiality of respondents. Mertens (2010) noticed that ethics are intertwined with research methodology in that the researcher has an ethical obligation to conduct good research. In this case, the researcher observed issues concerning plagiarism, biases, and also sought respondents' consent before the data collection process.

### **3.8 Data collection procedures**

The data collection procedure started in the following sequence: Introduction with the key informants, scheduling of interviews, and introduction to the graduate students, followed by clarification of the purpose of the intended study. This helped build a rapport with the respondents. Next step was the appointment of research assistants to aid in the administration of the questionnaires. Only those respondents who were accessible, and were willing to fill in the questionnaires participated in the process, whereas the interviews were conducted on phone. The questionnaires were immediately submitted upon completion. This process took a period of three weeks. The primary data was collected, coded, validated, analyzed, and then presented.

### **3.9 Data Analysis, and Presentation**

The management of qualitative data is aimed at making the collected data look more orderly, structured, and meaningful. This started with the coding and the thematic analysis of the qualitative data. MS-Excel, a statistical package was used in the analysis of quantitative and qualitative data, whereby figures were presented in frequency tables, bar graphs and pie charts. Other measurements which the study looked into include correlation, regression analysis, variations and measures of central tendency. Creswell (2012) noted that data analysis and interpretation involve presenting data in tables, using figures, and drawing inferences in words to provide answers to research questions.

### **3.10 Chapter Summary**

The researcher presented the study methodology that was applied in the process. This chapter entails the research design, area of study, and target population of the study, sampling

techniques, sample size, data collection methods, research instruments, data analysis, interpretation, and presentation procedures.



## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS, AND INTERPRETATION**

#### **4.0 Introduction**

The chapter entails data presentation, analysis, and interpretation. This process took place after the sorting out of primary data from the field. Data was coded then presented in tables, pie charts, and bar graphs according to the results from the study findings. An in-depth analysis of data was done both qualitatively and quantitatively according to specific questions as per the objectives of the study. The themes were analyzed and the data was interpreted with the results from the study to help explain the meanings of the findings. Therefore, the correlation among the variables could be determined.

#### **4.1 Distribution of Respondents**

The study sample size was distributed as follows: The study targeted 70 postgraduate students and 7 library staff. Therefore, 70 questionnaires for students and 7 interview schedules for library staff were prepared.

The interview schedules were categorized into three segments; One for Library Director, one for ICT librarian and the other for 5 librarians. The interview was then conducted via the phone, whereby, out of 7, only 6 library staff were available for the interview and this was equivalent to (86%). One library staff did not participate due to a health-related issue.

A total of 50 questionnaires were also administered to postgraduate students physically but only 45 were returned upon completion. Another 10 questionnaire emails were sent to 10 students who were accessible to aid in online distribution. Out of this, additional 10 responses were received through snowballing leading to a total of 20 respondents submitting back their questionnaire online. Therefore, out of 70 total questionnaires that were distributed to 70 students, the study ended up with 65 questionnaires in return. This was equivalent to the (92%) return rate. As shown in table 3.1 of sample frame.

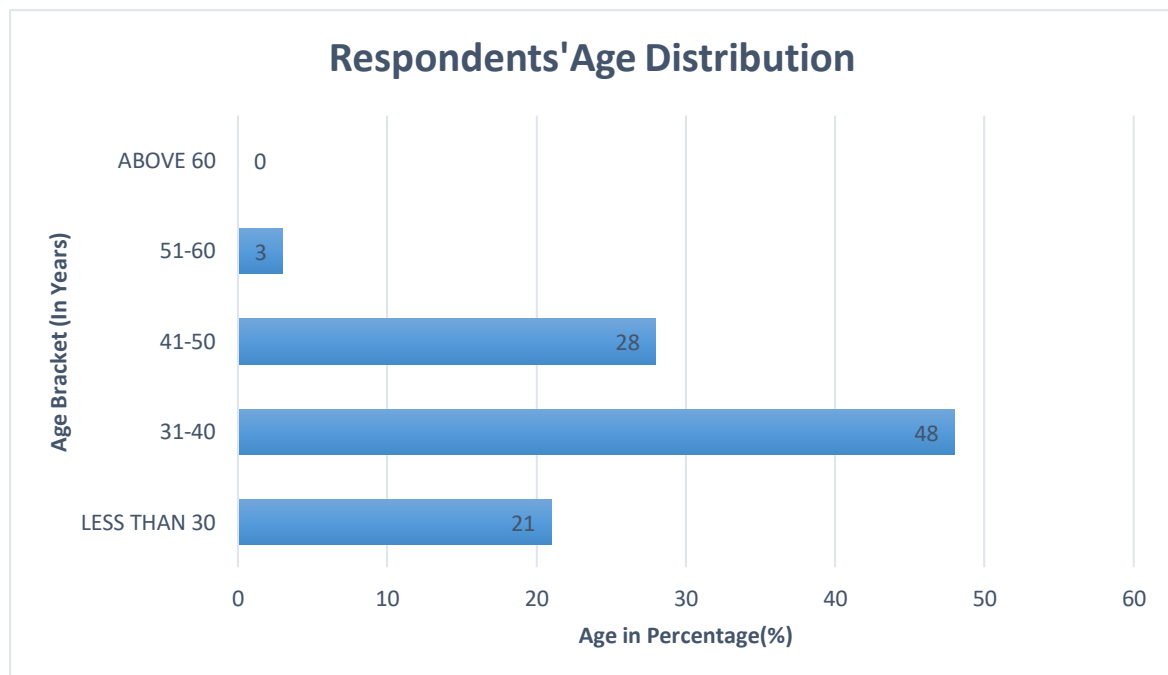
##### **4.1.1 Level of Education**

The investigation to establish the postgraduates' level of education revealed: the majority (80%) were masters' students, (17%) were Ph.D. holders while the remaining (3%) were postdoctoral students. It is a clear indication that the majority of respondents (80%) were masters' students.

This finding presented a true reflection of valid, and reliable data since the study sought to specifically investigate about postgraduate students. The majority (80%) of the respondents were masters' students, thus held most of the opinions.

#### 4.1.2 Age Distribution

To determine the age groups of the postgraduate students. From the study discovered: majority (48%) of the students were between the ages of 31- 40 years, followed by (28%) between the ages of 41-50, then (21%) who were less than 30 years, and lastly (2%) between 51-60 years. None of the students indicated that they were above 60 years of age.



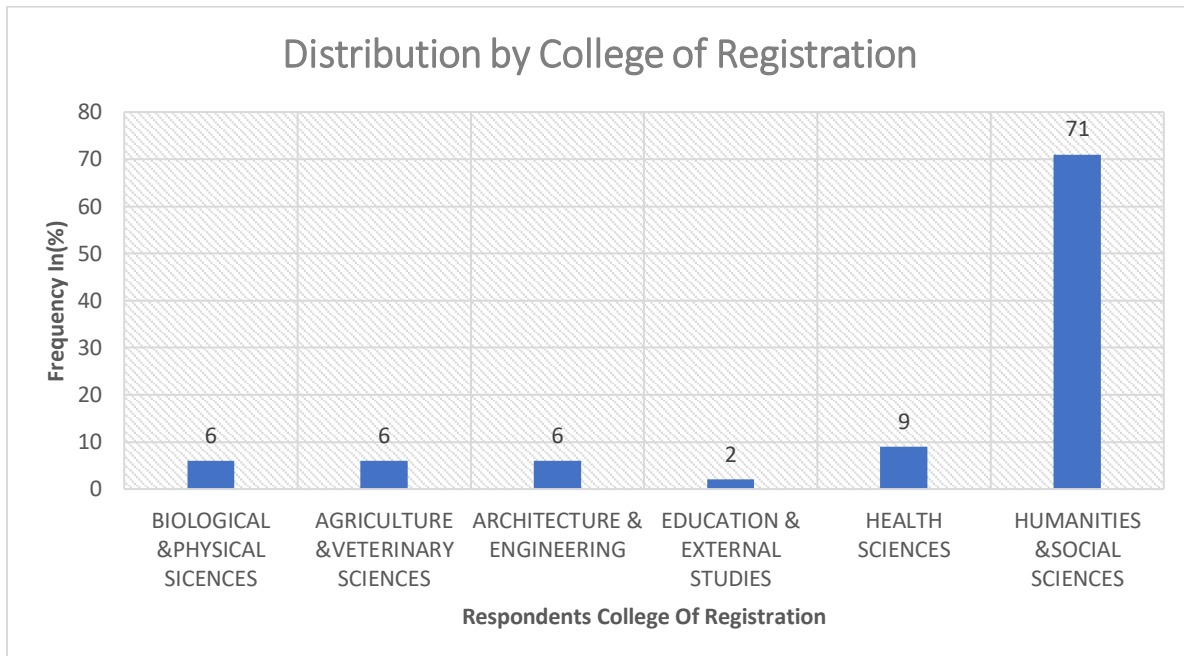
**Figure 4.1: Age Distribution**

Figure 4.1 above, shows the summary of respondents' age distribution. The majority (48%) of the students aged between 31- 40 years. This demographic factor is useful in the prediction of behavioral trends among the age sets and their strong relationship with social media that forms subsequent opinions in the feedback analysis. It was the determinant in voting patterns about social media usage as per the age brackets.

#### 4.1.3 College of Registration

The investigation to establish the college of registration as shown in figure 4.2 below; ascertained, the majority (71%) of the students were registered in College of Humanities & Social Sciences, followed by (9%) of students registered in the College of Health Sciences.

Another (6%) indicated they were in the College of Architecture & Engineering, while (6%) registered in the college of Agriculture & Veterinary Science. The other (6%) of students indicated; they enrolled in the College of Biological & Physical Sciences, while the rest (2%) reacted they registered in the college of Education and External Studies.



**Figure 4.2: College of registration**

Figure 4.2 above shows the findings from postgraduates' colleges of registration in summary. This finding presented unbiased results in that, the study covered almost all the six colleges in the University of Nairobi, which is equally. The variable represents the varied user needs as per each college and their constituent departments in the University. Therefore, every college accidentally got an opportunity to participate in the study. Thus chosen by chance, as Saunders et al., (2012) ascertain.

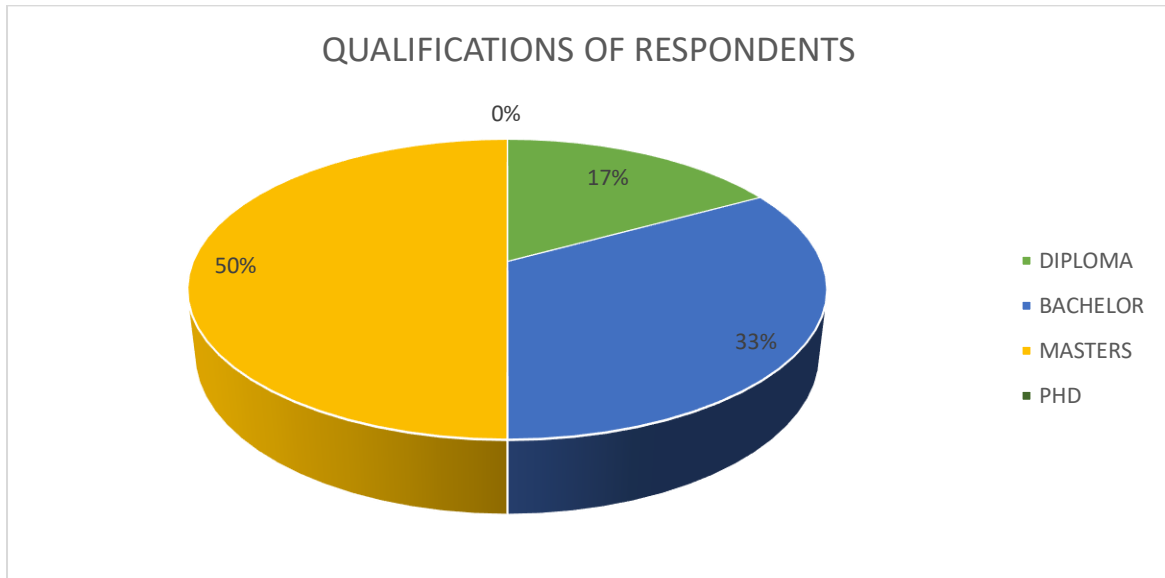
#### **4.1.4 Gender of the Respondents**

To establish this demographic information of the library staff to state their gender: three staff mentioned 'Female', and the other 3 said 'Male'; from this finding, the gender for the study equitably distributed at (50%) each, female and male. It is a well-balanced gender representation and has no biases in the selection of the respondents.

#### **4.1.5: Qualification of the Respondents**

The study established academic qualifications of the respondents as, shown in figure 4.3, below: Majority library staff at (50%) said they have Masters degrees; two specialized in the

library and Information science while another in ICT, followed by two at (33%) with Bachelor degree in library, and Information science, and lastly one at (17%) with a Diploma in Information studies. None indicated to be a holder of Ph.D.



**Figure 4.3: Qualification of library staff**

The finding from figure 4.2 above shows the summary of qualifications of the library staff whereby the majority (50%) were Masters Holders. This finding means most staff were at the managerial level, followed by middle, then operational level.

#### **4.1.6: Position Held by the Respondents**

The study established the positions held by the library staff as follows: one staff was at the top-level management as the Director of Library Services, another two in the rank of Senior Librarian and ICT Librarian. The remaining three staff were at the middle/operational level in the position of Library assistants. From the finding, these were the most crucial informants in the study as far as ethnography is concerned.

#### **4.1.7: Section of the Library**

Investigation regarding the sections where respondents work determined: the Director of library services works in the department of Library Administration. The staff is involved with the management functions. The senior librarian and the ICT officer; both work in the section of content creation. One is responsible for creating the digital content, while the other is involved with the ICT roles. The other three staff stated; they work at the information or

circulation desk. From this analysis, the respondents are the custodians of the services under the study.

#### **4.1.8: Years of Work Experience**

To establish years of work experience in the institution; the majority 3(50%) staff mentioned they have worked for the university between 5 to 10 years. Another 2(33%) said; they have worked between 11-20 years, while the remaining 1(17%) indicated to have worked for the institution between 31- 40 years.

**Table 4.1: Work Experience**

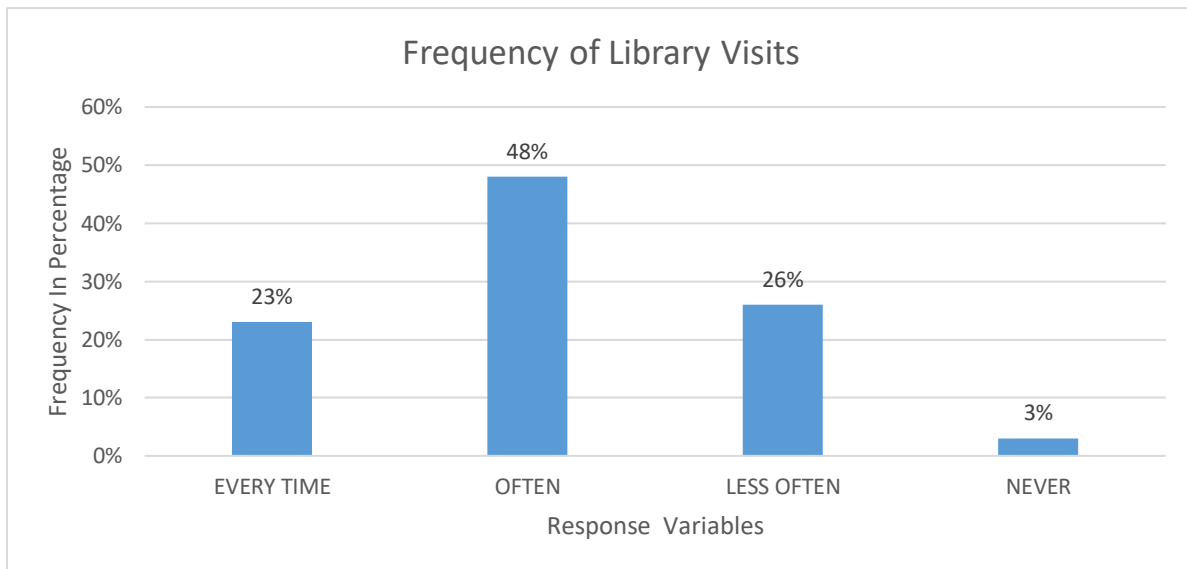
<b>YEARS OF WORK EXPERIENCE</b>	<b>FREQUENCY</b>	<b>PERCENTAGE (%)</b>
5-10	3	50
11-20	2	33
21-30	0	0
31-40	1	17
<b>TOTAL</b>	<b>6</b>	<b>100</b>

Table 4.1 provides summary regarding respondents' workplace experience. From this finding, it means the staff are more experienced in articulating library management functions.

#### **4.2: Roles of Respondents**

The study sought to examine the roles of library staff and discovered that: the Director of library services is in charge of library administration; has the responsibility of directing, budgeting, controlling, and leadership roles. In the ICT section, the ICT librarian is responsible for technical roles such as the maintenance of library websites, training of staff, remote access services, and troubleshooting functions. Other responsibilities include; construction of instructional materials for online utilization, uploading resources for access at the library website, and ensuring computers services are effective. The senior Librarian in the content creation section is responsible for creating the digital content in the library/the digital repository. The other three assistant librarians are responsible for; issuing of information materials to users, besides providing reference to users' queries at the circulation section. Therefore, library services are in their custody.

### 4.2.1: Library Visits



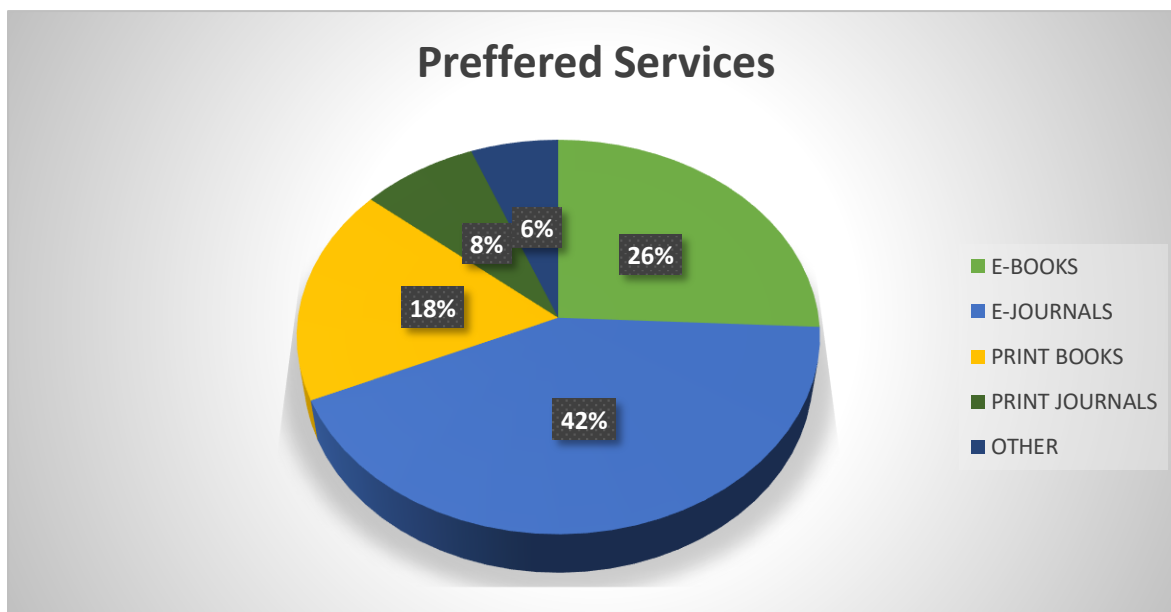
**Figure 4.4: Library visits**

The investigation from the study as shown in figure 4.4 above, established; the majority (48%) of the students often visit the library. Another (23%) indicated they visit the library every time, (26%) responded they visit the library less often, while the other (3%) responded they never visit the library at all. The majority factor of library visits shows correlation and attachment of library users to the services.

### 4.2.2: Preferred Services at MGGL

To establish the types of services offered by the library. The majority of the staff mentioned: apart from e-resources, the library also provides services, such as; print services, current awareness, and reference services, borrowing, and lending services. Other services, also include digital depositories, knowledge management, literature search, cybercafé and conference facilities, discussion rooms for research commons for students, and supervisors, in addition to users' specialized needs systems such as photocopying and printing.

Results from the finding to determine the preferred services at MGGL also indicated: the majority (42%) of students preferred; E-Journals, followed by (26%) who preferred E-Books. E- Journals, and E-Books are the most preferred services as they are accessible anywhere at users' comfort. Therefore, their integration into social media would enhance their accessibility and visibility to the users (Chu and Du, 2012) supports.



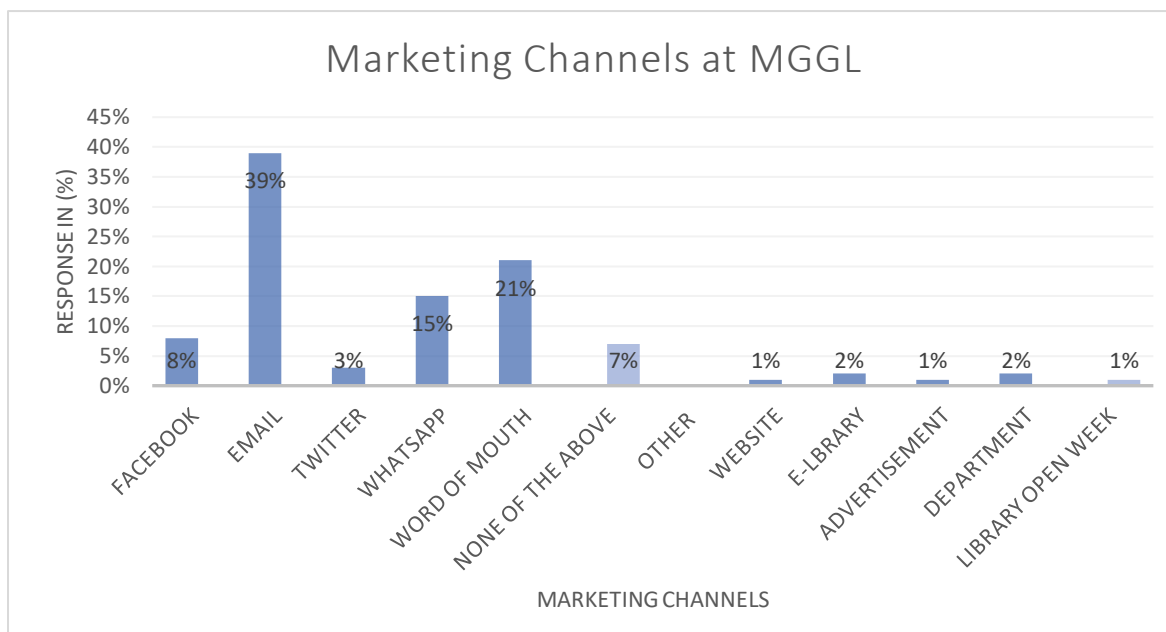
**Figure 4.5: Types of services offered at MGGL**

The above figure 4.5 shows the summary of the finding regarding the preferred services by the postgraduate students at the Mahatma Gandhi Graduate library (MGGL). E-journals and E-books are more relevant to users' information and research needs.

#### **4.2.3: Marketing Channels at MGGL**

To establish the types of marketing channels used to reach out to the postgraduate students. The majority of the library staff mentioned: students are emailed on how to access library services. They use word of mouth, physical and online orientation, physical flyers, posters, and banners. The other channels include; materials in Google, groups in WhatsApp, departmental administrators and advertising on websites of the library on the newly acquired services. The remaining are through; partnerships, collaboration, exhibitions, open day, online training, and remote electronic. Most importantly, marketing for the entire UoN library system since the services offered are one. Another marketing is also done through the UoN website by the corporate office.

To find out the channels used in receiving information to know the availability of services in the library: The majority (39%) of the students similarly indicated they receive information through Email, followed by word of mouth (21%) then WhatsApp (15%).



**Figure 4.6: Marketing channels at MGGL**

Figure 4.6. Above shows, the majority of the respondents indicated; Email is used to a large extent, followed by word of mouth, a traditional marketing strategy. All the findings presented here are in agreement with the previous researchers'. Nduka (2018) found that; academic libraries have been going the traditional ways of promotion services, which presently has become obsolete. Kavulya (2004) shared the same sentiments when it came to Kenyan university libraries.

### **4.3 Rationale for adopting social media at MGGL**

The study objective sought to examine the rationale for social adoption in the marketing of library services to postgraduate students at the University of Nairobi's (UoN's) Mahatma Gandhi Graduate Library (MGGL):

#### **4.3.1: Social Media Adoption**

The investigation to quantify the rationale for adopting social media usage in the marketing of library services; shows, all the 6 library staff and the majority (92%) of students fully supported social media adoption while (8%) of the students opposed it. Therefore, there is a need for social media adoption.

#### **4.3.2: Need for Social Media Adoption**

To establish the need for social adoption, it was discovered that the majority of the library staff were in full support of the social media adoption. Their reactions were as follows: today, quite



a large population uses social media platforms and other new technologies; and so there is a need for technological change that supports; education, research and development. Additionally, social media has a broader outreach capability by the audience and is convenient for making references to users' queries. Social media are time-saving and appropriate for use in the comfort of ones' home. The staff further said, social media can provide materials in soft copy and is excellent for communication as they provide immediate feedback and are more cost-effective. More so, a majority of students are young people who are technoservy, so social media need to be adopted. The technology also helps adopt best practices. In addition, social media facilitates users' access to services.

The postgraduate students similarly supported the need for social media adoption as shown below in table 4.2: Concerning the requirement for social media to make services more visible to students: the majority (75%) students responded they strongly agreed, while none disagreed. Another majority (63%) of students strongly agreed, social media could enhance maximum use of services, and none of the respondents disagreed. About the need for social media in transforming services from physical to digital access: the majority (60%) of students pointed that; they strongly agreed, while none of the respondents disagreed.

Regarding the need for social media use to enhance quality services to students: the majority (58.5%) of students indicated they strongly agreed, while (5%) were in disagreement. Regarding the need to make services more accessible to users: the (55%) majority of students indicated they strongly agreed, while (3%) disagreed. Another (52%) majority students also strongly agreed; social media could enhance collaboration among students, while none disagreed.

**Table 4.2: Need for Social Media Adoption**

Need for social media	Strongly	Agree	Fairly	Disagree
Adoption	Agree	Freq (%)	Agree	Agree
Response	Freq (%)		Freq (%)	Freq (%)
a) Enhance collaboration among students	34(52%)	26(40%)	5(8%)	0(0%)
b) Maximum use of services	41(63%)	19(29%)	5(8%)	0(0%)
c) Transforming services from physical to digital access	39(60%)	20(31%)	6(9%)	0(0%)
d) Make services more accessible to students	36(55%)	15(23%)	2(3%)	2(3%)
e) Make services more visible to students	49(75%)	13(20%)	3(5%)	0(0%)
f) Enhance quality services to students	38(58.5%)	18(27%)	6(9%)	3(5%)

Table 4.2 above shows, the findings are in total agreement with the need for social media adoption. The statement presented by the respondents corroborate the conceptual framework and are more correlated with the previously reviewed literature. The study discovered, there is a need for social media adoption to enhance collaboration, which is in agreement with (Omeluzor and Itunu, 2014) in the previous finding. Another need to transform services from physical to digital access concurred with (OCLC Report, 2014). A need to make services more accessible to users is similar to (Chu and Du, 2012), as presented in their previous findings on the impacts of social media. Another need to enhance quality service to students; (Kotler and Armstrong, 2012) similarly affirmed in the past study.

#### **4.4 Extent of Social Media Use by Respondents**

In the second objective, the study sought to determine the extent to which; the selected social media applications (Facebook, Twitter, Email, and WhatsApp) were utilized when marketing library services to postgraduate students at MGGL.

##### **4.4.1 Social Media Platforms Interacted with when Accessing Library Services**

From investigation to establish types of social media applications employed by MGGL in the marketing of library services to postgraduate students. The following were the opinions of the majority library of staff. They mentioned, "None of the social media, currently used in the marketing services to postgraduate students," but if there is any, then they are not aware. They added, "Emails are used to a larger extent," followed by WhatsApp and Facebook being used to a lesser extent.

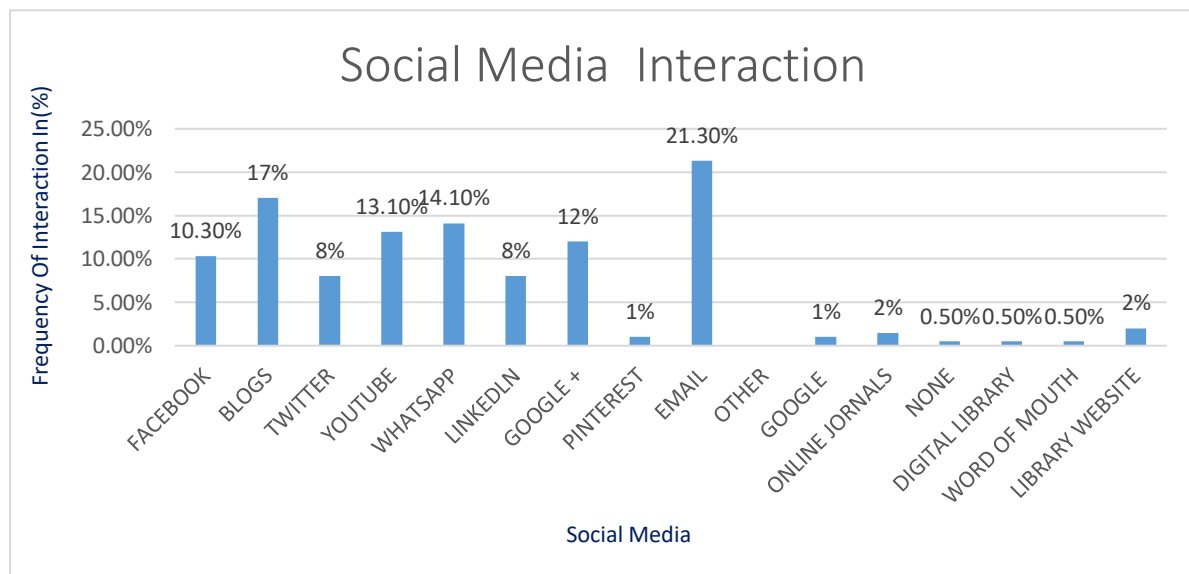
Another investigation was to determine the type of social media used for interaction when accessing library services. The majority (21%) of postgraduate students similarly indicated they interact with Email, followed by WhatsApp at (14.10%), and Facebook as shown in Figure 4.7 below. The staff also mentioned that word of mouth and orientation is still highly used to a larger extent, besides the currently introduced Google-meet. Others said, 'the library website' is perceived by users as a one-stop services delivery hub. According to some respondents, social media; are only used by institution managers.

To establish the reason for the choice of social media in use. The following responses were provided by the majority of library staff: They said, Email has a wider audience, and people use their emails frequently. It is current, and every user has an email address which makes the

application easily accessible. This statement concurred with (Shakeel and Bhatti, 2012) in their previous findings.

Concerning WhatsApp: the staff responded, it is a versatile social media platform, and people with smartphones can use it. WhatsApp has an out-stretched audience. It has a status feature appropriate for library marketing and a video, of which users may send their queries to the online librarians. In the University of Nairobi, WhatsApp communication is through administrators from the department of journalism, who then communicate to the students on behalf of the entire University system and even the library. This process makes library service delivery very slow.

Regarding Website: the staff responded that most colleges in the university and the library use it for making posts. The majority of the students use the library website to retrieve library services, as it is a one-stop information hub. About Facebook, it is a common platform with a larger audience, and also good for advertisement if it could be used in the library, while Google Meet only introduced to train students during Covid -19.



**Figure 4.7: Social Media Interactions**

From this finding, postgraduate students indicated “Email” as highly interactive at (21%), followed by “WhatsApp” as summarized in figure 4.7 above. The finding also revealed that most of the library staff were not aware of any of the social media platforms used to market services to postgraduate students other than Email and the traditional marketing channels in the library. It is evidenced, the library is sluggish in adopting social media applications; no social media is currently used for marketing services to postgraduates, as the library still uses word

of mouth, orientation, posters, and library website as its marketing channels. This statement is similar to (Ediwor et al., 2016, p.7) in their previous study.

#### 4.4.2 Frequency of Social Media Interactions

The study also sought to quantify the frequency of interaction with the social media platforms: Table 4.3 below shows, the majority (82%) of students indicated they ‘always’ interact with Email. Another majority (75%) of students indicated they ‘always’ interact with WhatsApp, while about (43.1%) majority of students indicated they ‘always’ interact with Facebook. Then (32.3%) of students who indicated they ‘always’ interact with YouTube.

**Table 4.3: Frequency of Interaction with social media by Respondents**

Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8
Social Media	Always	Often	Sometimes	Rarely			
	Freq.(%)	Freq.(%)	Freq.(%)	Freq.(%)			
a) I interact with Facebook	28(43.1%)	18(23.1%)	8(12.3%)	14(21.5%)			
b) I interact with Blogs	5(8)	16(24.6)]	20(30.5)	24(36.9)			
c) I interact with Twitter	13(20)	11(17)	23(35)	18(28)			
d) I interact with WhatsApp	49(75)	8(12)	2(3)	6(9)			
e) I interact with Pinterest	3(4.6)	9(13.9)	14(21.5)	39(60)			
f) I interact with You Tube	21(32.3)	24(36.9)	10(15.4)	10(15.4)			
g) I interact with LinkedIn	8(12)	25(39.5)	8(12)	24(37)			
h) I interact with Email	53(82)	8(12)	2(3)	2(3%)			

From this finding. The table above 4.3 shows: Email is” always” interacted with at (82%) followed by WhatsApp (75%) and Facebook (43.1%). Followed by YouTube (32.3%), Twitter 13(20%), LinkedIn 8(12%), Blogs 5 (8%), and Pinterest 3(4.6%).

#### 4.4.3 Effectiveness of the Selected Social Media Platforms

The investigation to establish how effective could be Facebook, Twitter, Email, and WhatsApp are in the marketing of library services to postgraduate students, revealed: The majority of the library staff agreed that; All of the social media applications named could be very effective since they provide feedback, and convenient for communication, but currently not all of the social media are actively used by the MGGL despite the effects of coronavirus.

From another investigation to establish the effectiveness of the social media platforms to access services at the library. Table 4.4 below shows; the majority (62%) of post-graduate students indicated, Email as very effective to their access to services. About WhatsApp, the majority

(35%) of students pointed it is very effective. Regarding YouTube, (31%) of students indicated “very effective” Another (26%) students rated Google plus as very effective, while on Facebook, students (15%) rated it as very effective. On Twitter, (12%) students indicated very effective, while on LinkedIn, (12%) students rated it as very effective, followed by Pinterest with (2%) as very effective.

**Table 4.4: Effectiveness of Social Media Platforms**

	Social Media	Very	Effective	Moderately	Less
		Effective	Freq	Effective	Effective
		Freq. (%)	(%)	Freq(%)	Freq(%)
a)	Facebook	10(15)	11(17)	17(26)]	27(42)
b)	Twitter	8(12)	17(26)	13(20)	27(42)
c)	WhatsApp	23(35)	14(22)	6(9)	22(34)
d)	Email	40(62)	13(20)	4(6)	8(12)
e)	LinkedIn	8(12)	14(22)	18(28)	25(38)
f)	Google+	17(26)	15(23)	14(22)	19(29)
g)	Pinterest	1(2)	8(12)	19(29)	37(57)
h)	You Tube	20(31)	15(23)	11(17)	19(29)

From the generalization of this study finding regarding the effectiveness of the selected social media: the majority of the library staff rated Email as very effective, as email addresses are not usually changed. WhatsApp could be very effective, but to some extent may not be due to frequent change of users’ phone numbers. Facebook, is rated could be effective but due to changes in user names may not, the same to Twitter. Postgraduate students similarly responded in Table 4.4 above that; Email is very effective at (62%) over other social media platforms that are less effective in accessing services at the MGGL.

#### **4.4.4 The Quality-of-Service Delivery by social media to Postgraduate Students at MGGL**

To quantify the quality of social media applications in the delivery of library services to students at MGGL presented feedback as shown in table 4.5 below: the majority (59%) of students indicated the quality of services offered through Email is Excellent. Regarding the quality of service offered on Facebook, the majority (46%) students have shown as Poor. On the quality of services provided by Twitter, the majority (43%) students indicated Poor; and regarding the quality of service delivered by WhatsApp, the majority (32%) of the students pointed Excellent.

**Table 4.5: Quality of service delivery by social media**

Column1	Column2	Column3	Column4	Column5	Column6
Social Media	Excellent Freq (%)	Good Freq (%)	Fair Freq (%)	Poor Freq(%)	
a) Facebook	10(15)	10(15)	15(23)	30(46)	
b) Twitter	4(6)	16(24)	17(24)	28(43)	
c) Email	38(59)	10(15)	10(15)	7(11)	
d) WhatsApp	21(32)	19(29)	9(14)	16(25)	

From this study finding, as shown in Table 4.5 above, it is evidenced that Email is to a large at (59%) in service delivery, followed by WhatsApp (32%) while Facebook (46%) and Twitter at (43%) not used.

#### **4.4.5 Extent to which the Social Media Impacts Services Access at MGGL**

The following reactions were made from the study in determining the extent to which MGGL uses: Facebook, Twitter, Email, and WhatsApp. The majority of 6 library staff said, “Email” is used to a large extent, followed by website and WhatsApp used at some extent. Regarding Facebook, the majority of 4 library staff responded; it is used to a smaller extent, while on Twitter, the majority of 4 staff indicated, “Not used” at all.

From an investigation conducted to establish the reason behind extensive use of Email “by MGGL over the other social media platforms. The majority of library staff reacted that: Email; is preferably for research and the creation of awareness of new library materials both in hard copy and soft copy. It is appropriate for making reference to queries, advertising, posting library events, and training of users since Covid-19 onset. So, it is an effective communication tool and cost- saving. Email; can also be used to share links such as from google drive, website, or YouTube links.

Another investigation was to determine the extent to which Facebook, “Twitter, Emails, and WhatsApp impact access to services at MGGL, and the majority of students provided similar results, as shown in Table 4.6 below.

**Email:** use for the creation of service awareness, the majority of students at (63%) indicated they strongly agree. Regarding sending of reading lists, the majority (55%) of students

indicated they strongly agree. In response to users' queries, the majority (54%) of students indicated they strongly agree.

**WhatsApp:** used for receiving videos, and audios, the majority (37%) of students disagreed. For receiving; and locating links to E-services, another majority (37%) indicated they disagree. Regarding the use of WhatsApp for library communication, the majority (34%) of students indicated they strongly agree, while for sharing library news with users, the majority (24%) respondents indicated they disagree.

**Facebook:** used in creating alerts of new library services, the majority (48%) of students indicated "disagree" Regarding sharing of databases, another majority (48%) of the students pointed, disagree. For creating updates of library services, the majority (42%) of students indicated they disagreed with the statement. Regarding the extent of use in keeping students in touch with the library, the majority (43%) of the respondents pointed, they disagreed.

**Twitter:** Regarding the use of Twitter to create updates on links to databases, the majority (43%) of students indicated they disagree. For making posts of library activities, the majority (40%) of students showed disagreement, while informing users on library events, the majority (40%) of the students also disagreed with the statement.

**Table 4.6: Social Media Impacts on Access to Services at MGGL**

Social Media	Extent of Use on Students Responses	Strongly Agree Freq (%)	Agree Freq (%)	Moderately Agree Freq (%)	Disagree Freq (%)
a) Facebook	Updates on library services	14(22)	13(20)	11(17)	27(42)
	Keeping in touch with library	15(23)	8(12)	14(22)	28(43)
	Alerts of new services	11(17)	13(20)	10(15)	31(48)
	Sharing of databases	13(20)	12(18)	9(14)	31(48)
b) Twitter	Updates on links to databases	7(11)	15(23)	15(23)	28(43)
	Posts of library activities	7(11)	19(29)	13(20)	26(40)
	Informing users on events	8(12)	20(31)	11(17)	26(40)
c) Email	Creation of service awareness	41(63)	9(14)	4(6)	11(17)
	Sending reading lists	36(55)	11(17)	9(14)	9(14)
	Response to users queries	35(54)	8(12)	6(9)	16(25)
d) WhatsApp	Receiving videos & audios	20(31)	10(15)	11(17)	24(37)
	Receiving & locating links	17(26)	16(25)	8(12)	24(37)
	Sharing library news	20(31)	12(18)	11(17)	22(34)
	Library communication	22(34)	11(17)	11(17)	21(32)

In establishing the impacts of social media on access to services in the MGGL. The following were the summary and interpretation of the findings: The majority of the respondents agreed that Facebook, Twitter, and WhatsApp, are not used except Email. The study also found: social media are very cost-savings, as (Unuoha et al., 2013) previously presented in their findings. Facebook; could be used for sharing databases, as (Mugdha et al., 2016) also concurred. Twitter; could be used for making updates on links to library databases. When linked to a library website, social media may enhance communication between the library and its users (Mugdha, 2016) similarly affirmed. Twitter is also appropriate for posting library activities and making the library more visible to users. It can inform users on library events instantly and on changes in library operations, (Mugdha et al., 2016) concurred.

Regarding WhatsApp: users may send and receive videos to queries. Ansari (2016) ascertain, especially those who have subscribed. In support of the Email, the respondents strongly agreed, it impacts their access to services. Email; is used in creating service awareness and sending reading lists. Omeluzor and Itunu (2014) concurred that; Email can be used in displaying new



arrivals and is also perfect for SDI. In response to users' queries. Visilieu and Rowley (2019) affirmed; this is due to their viable feedback mechanism.

It can be deduced from this finding that apart from any other social media platforms, email is highly used in the library. Table 4.6 above indicates, majority of the students agreed, Email as being used to a large extent at (63%). Along with this finding, the majority of the students were in agreement that Facebook, Twitter, and WhatsApp do not impact access to services on users at the MGGL.

#### **4.5 Perception of the Respondents**

Here, the study sought to establish perception of the library staff on the use of social media in the marketing of library services to postgraduate students, and the perception of students regarding their use of social media as well.

##### **4.5.1 Perception of library staff on Use of social media**

The objective of the study was to explore general views regarding the use of social media applications in the marketing library services. From the finding, it was established: All 6-library staff gave positive response regarding the use of social media in the library. In support of their reactions, the majority admitted, social media are good for the 21st century. Social media can be very effective and convenient in providing timely feedback. The platforms enhance service delivery, and are ideal for use to reach out many users than in physical access. Social media such as WhatsApp has given librarians a boost in reaching people instantly; Ezeani and Igwesi (2012) similarly noted. Students also use emails to send their queries to librarians. Besides that; Emails, WhatsApp, and Websites are appropriate for advertisements.

They added, social media use should be championed by everybody across the age group both the old and the young. They all agreed, technology is good, and there is a need to embrace social media use in libraries, and now Covid has put the librarians on notice. Social media is currently the way forward as an effective tool for marketing libraries; Visilieu and Rowley (2010) similarly mentioned. However, the staff noticed; social media has been evolving slowly in the library, though it has not reached its maximum.

##### **4.5.2 Perception of Postgraduate Students Regarding Use of Social Media**

Another objective was to establish perception regarding the use of social media. The majority of students reacted as follows: About (46%) of students indicated they strongly agree they use

social media to make new friends. Regarding the use of social media for information search, (60%) of students indicated strongly agreed. Another majority (60%) strongly agreed, social media could be used for sharing information. Regarding the use to exchange insults, (54%) indicated they disagreed. On the use of social media for dating, (40%) of students indicated they fairly agree. Regarding social media use for networking, the majority (54%) indicated they strongly agree. For communication use, the majority (73%) indicated strongly agreed, while regarding the use of social media for receiving library messages, the majority (31%) of students indicated they agree.

**Table 4.7: Respondents’ Perception on Use of social media**

Social Media Use		Strongly Agree	Agree	Fairly Agree	Disagree
		Freq (%)	Freq (%)	Freq (%)	Frequency (%)
a)	Making new friends	30(46)	17(26)	15(23)	3(5)
b)	Information search	39(60)	17(26)	4(6)	5(8)
c)	Sharing information	39(60)	17(26)	7(11)	2(3)
d)	Exchange of insults	5(8)	6(9)	19(29)	35(54)
e)	Dating	7(11)	10(15)	26(40)	22(34)
f)	Networking	35(54)	22(34)	6(9)	2(3)
g)	Communication	47(73)	16(25)	1(1)	1(1)
h)	Receiving library messages	16(25)	20(31)	17(26)	12(18)

From this finding, it can be deduced; the majority of the students had positive perception towards the use of social media. The study outcome is in agreement with the statements made by the previous researchers in the literature review. Perception on the use of social media as shown in table 4.7: Indicated that the majority (46%) of the respondents strongly agreed they use social media to make new friends. This statement is in agreement with (Donoghue 2016). Another majority (40%) fairly agreed they use social media for dating, similar to (Donoghue 2016) findings. On the use of social media to make insults, (54% of) majority expressed a disagreement on this statement; contrary to (Alvanoudi and Vozaza, 2019) from their findings that stated: "social media" such as WhatsApp may become a center for exchanging insults.

Regarding the use of social media for information search, the majority (60%) strongly agreed; this concurred with (Mi and Nesta, 2006) in their finding on the marketing of library service to the net-generation, whereby they established information search, could begin anywhere so long as students, and their teachers have their laptops and smartphones. Concerning the use of social

media for sharing information, the majority (60%) of respondents strongly agreed; Ansari (2016) in the previous study similarly affirmed that use.

According to Mazman and Usluel, (2010), Email is appropriate for sharing ideas with friends; this study confirmed the same. Use for communication, the majority (73%) strongly agreed; (Kenchakkanavar, 2015) from the previous study affirmed. For receiving library messages, the majority (31%) agreed; Mazman and Usluel (2010) confirmed the same with Facebook.

#### **4.6 Challenges Involved in the Adoption of Social Media Use**

The study sought to find out if there were challenges faced: in the adoption, integration, use of social media in accessing, and in the marketing of services by the respondents. This section consists of four sets of responses to questions regarding challenges involved in social media adoption in the library:

##### **4.6.1: Challenges involved with Use of social media when Accessing library Services**

To establish the challenges faced when using social media to access library services. Most of the students were of the following views: In their responses, the majority said the library does not embrace social media usage to make the services available to users. In addition, social media has not been fully incorporated or integrated into library services, and may result in poor access. The students admitted, social media are attached to the library website but are not functioning. Most students were unaware of social media usage in accessing the library services apart from Email. Besides, there is no creation of current awareness of services, which is a big problem that requires attention.

They mentioned some crucial issues such as network traffic could lead to the slow speed of the internet, and even WIFI. Ezeani and Igwesi (2012) established, the same problems are facing Kenya, Uganda, and other African countries such as Nigeria. The challenges associated with accessing services remotely or off- campus were raised, poor network connectivity, and network barriers in various geographical coverage that hinder service provision. Also, the issues of lack of smart gadgets such as smartphones and laptops by some disadvantaged students, and unfavorable internet cost, due to high rates put or taxed on bundles. Other concerns include shortage of enough power supply as Ezeani and Igwesi (2012) similarly noted; and insufficient electric sockets in the library that require immediate action.

Others pointed out: absence of technological know-how on the use of social media by library staff and users and the absence of commitment by library administrators in response to users'

queries; rate of response is too low. There are dead links on the library website that fail to load, the blurred images of the links to services, and outdated information online due to a laxity of the library administration to carry out proper updates.

They raised concerns about, Government regulations, and interruptions on the use of social media; the statement agrees with (Mugdha et al., 2016). Other issues; were the hectic process involved with institution registration to use social media, information explosion, and fake news. Besides, some termed social media as insecure, similar to (Mugdha et al., 2016), and also expensive, time-consuming, may deny family time, and become a hub for exchanging insults.

#### **4.6.2: Challenges with Use of social media in Marketing of Library Services**

The finding to establish challenges faced by the library concerning the usage of social media in the marketing library services revealed: The majority of 5 library staff were of the same opinions; They mentioned, the library still embraces the use of traditional kind of services delivery; this statement is similar to (Ediwor et al., 2016, p.7) in their study to determine the level of social media usage in marketing libraries across the African continent. Besides, the library has no documented marketing policy, similar to Ediwor et al., (2016); and therefore it is sluggish in adopting social media. Apart from Email, the staff were unaware of any other social media in use.

In addition, they claimed to have no direct access to users' contacts, whereby only the corporate office has that right. In case they need to disseminate services to students, it follows stages of administrators or secretaries to reach students, and this causes delays in service delivery. They mentioned internet failure is a problem, there is no training for students on how to use social media, there is the issue of expired e-journals on the library website, and it takes time to renew them.

Other challenges were; connectivity issues, and due to geographical distance, this may cause a barrier to communication between the students and librarians. Students' varied backgrounds are a challenge, especially those who come from marginalized areas might fall short of internet access or smartphones; Shafique and Rehman (2011) similarly presented as major hindrances to effective marketing in Pakistan libraries. Thus, making students' facilitation becomes very difficult. They also cited an absence of management support; the statement agrees with (Mugdha et al., 2016), and ICT budget as the main issues.

#### **4.6.3: Challenges Involved with integrating social media into the Library Services**

From the investigation to establish the challenges involved in the integration of social media into the library services. The response of the staff was as follows: social media use is managed and regulated by the University's ICT policy, and the corporate affairs department is the only body to do communications to students; therefore, there is a restriction. Besides, the authority suggested only one centralized social media due to the risks involved with these platforms. Also, there are lots of bureaucracies, and this slows down service delivery to clients.

#### **4.6.4: Challenges Involved in Adoption of social media in the Marketing of Services**

The following findings were from the challenges with the adoption of social media usage in the marketing of library service as mentioned by key library staff: The administrator said there is an absence of technological acceptance among the library staff, and this has led to slow adoption of social media, and therefore it is not (100%) fully embraced; Mugdha et al., (2016) assert; the challenge comes with fear of change. There is also fear of technology among library staff and users and a lack of current awareness creation on the currently used social media platforms. Furthermore, deficit of skilled library staff to train users have resulted in technological know-how problem, (Omeluzor et al., 2016), confirmed in the previous study. Poor technology infrastructure is another challenge. In addition, the University policy is neither friendly nor flexible to the library department. Lastly, the shortage of data bundles on the side of the students to be used when accessing library services could be a problem since many students have different backgrounds.

#### **4.7 Relevance of the Study**

From the investigation to determine the relevance of the study: The majority of 65 postgraduate students at (100%) indicated "YES" it was relevant, and also 5 library staff at (83%) similarly agreed "YES."

Only one library staff equivalent to (17%) said NO, it was not, citing the challenges involved with social media, but the respondent supported the need for adoption. The majority of the respondents mentioned; it is a brilliant and exhaustive study, while others admitted, the study is all-inclusive.

The finding shows that the study is more relevant, valid, and reliable; Unethical issues did not arise, and so, areas with queries addressed effectively.

## **4.8 Chapter Summary**

The chapter summary presents the findings from the data collection field using interview guides, both online and manual questionnaires. Each respondent's views were gathered and analyzed thematically as per the objective questions. The researcher did data analysis and presentation quantitatively and qualitatively. The study employed the frequency tables, pie charts, bar charts, and qualitative expression of the open-ended opinions for data presentation. Then data interpreted as per the findings from the research and judgment made where possible.

## CHAPTER FIVE

### SUMMARY OF THE FINDINGS, CONCLUSION, AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter of the research presents; a summary of the findings, conclusion, and recommendations of the study. The study sought to investigate the utilization of social media that is Facebook, Twitter, WhatsApp, and Email in the marketing of library services to postgraduate students at the UoN Mahatma Gandhi Graduate library (MGGL).

The objectives of the study were: to examine the rationale for social media adoption in the marketing of library services to postgraduate students; to determine the extent of use of selected social media applications (Facebook, Twitter, Email, and WhatsApp) in the marketing of library services; to establish perception of library staff; and postgraduate students on the effectiveness of social media in the marketing of library services; and to suggest recommendation for the adoption in the marketing of library services to postgraduate students at UoN's MGGL.

In the preliminary investigations, the researcher discovered that: social media applications such as (Facebook, Twitter, Email, and WhatsApp) which were study's concern, are attached to the library's website. However, their integration into library services was unknown. To delve deeper into this problem: the study adopted; a descriptive case study research, sampling techniques; purposeful, convenience and snowballing. Besides, the study used the interview schedules, questionnaires, online survey and checklist ; Nacosti research permit and introductory letter as tools for data collection.

#### 5.1 Summary of the Findings

This chapter summarizes the key findings based on the study's objectives which influenced the formulation of the research questions, themes, and sub-themes as discussed below:

##### 5.1.1 Rationale of Social Media Adoption

The first objective of the study was to examine the rationale for social adoption in the marketing of library services. From study findings, subtheme 4.3.1 shows most of the respondents supported social media adoption; 6-library staff, and (92%) of postgraduate students. In establishing the reasons for their support, the majority of the library staff and students provided similar feedback as shown in subtheme, 4.3.2 and Table 4.2 respectively. From the findings, 'it

could be affirmed' the study outcomes show many correlations with the previously reviewed theories in chapter two.

### **5.1.2 Extent of Social Media Use**

The second objective was to determine the extent to which: Facebook, Twitter, Email, and WhatsApp, are used in marketing library services to postgraduate students at MGGL. The theme 4.4, subthemes; 4.4.1 to 4.4.5, Tables 4.3, 4.4, 4.5, 4.6, and Figure 4.7 provide the details about the extent of social media use in general:

Table 4.3 shows a summary of the finding regarding the frequency of interaction with social media: Most of the students (82%) indicated they always used Email, while (75%) showed they always interacted with WhatsApp. Another majority (60%) rarely used Pinterest, while (43.1%) stated they 'always' interacted with Facebook. The majority (39.5%) of students often used LinkedIn, while (36.1%) indicated they often used YouTube. Other (36.1%) of the students pointed they rarely interacted with Blogs. Lastly, majority (35%) of students indicated they interact with Twitter sometimes. From the study finding, it is evident that the respondents embraced the use of social media technologies.

Table 4.4 presents a summary regarding the effectiveness of selected social media platforms at MGGL: the majority (62%) of the students responded, 'Email' is very effective. The majority (57%) noted; Pinterest is less effective. Another majority (42%) indicated Facebook is less effective in the library, while the other (42%) majority of students noted the same with Twitter. About (38%) of students indicated LinkedIn is less effective. Another majority (35%) responded that WhatsApp is very effective, and the other (31%) about YouTube responded the same. A finding conducted on the same showed; the majority of library staff mentioned, all the selected social media sites could be effective when utilized but currently are not actively used by MGGL.

Table 4.5, summarized the finding from the study regarding the quality of service delivered by social media at MGGL. Concerning the quality of service delivered via Email, the majority (59%) of the respondents rated it as Excellent. The majority (46%) of respondents showed the quality-of-service delivery by Facebook is poor, while another majority (43%) confirmed the same with Twitter. Another majority (32%) rated the quality of services offered via WhatsApp as excellent.



Table 4.6 is the summary of social media impacts on access services at MGGL. The finding shows the majority of students strongly agreed, Email had the highest impact on access to services than other selected social media. Another majority of library staff interviewed on the same question mentioned they are unaware of any social media platform used in the library apart from Email.

Summary from figure 4.7 regarding the type of social media used for interactions shows: Majority of students interact with Email at (21%) when accessing library services. The majority of library staff similarly mentioned; Email and word of mouth as highly utilized channels for interaction in the library. The majority of students and library staff also maintained, none of the social media platform is currently used in the marketing of services to postgraduate students, and if there is, they are unaware.

Therefore, regarding the extent of social media usage in the library. It is evident, a majority of respondents appreciate the use of social media platforms. It can be said that, apart from email, other social media platforms were not actively in use, and even the majority of respondents were not aware of the utilization of any social media in the MGGL.

### **5.1.3 Perception of Respondents on Use of social media**

The third and fourth objectives of the study were to establish the perception of the library staff; and the postgraduate students on the effectiveness of social media in marketing library services at UoN's MGGL.

From this investigation: The majority of library staff had positive opinions regarding the use of social media in the marketing of library services. In their responses, they said social media could offer very effective communication. Social media is much convenient and currently is the way forward in this 21st century and hence very needful to be embraced by almost everybody. Social media is also effective in content creation and advertising.

In another finding conducted to gather students' perception regarding their use of social media: Table 4.7 indicates, the majority (73%) of students indicated they use social media for communication. Another majority (60%) strongly agreed, they use social media for information search. On use for sharing information, (60%) majority of students similarly indicated they strongly agree. Concerning networking, the majority (54%) of students strongly agreed, they use social media for that purpose. Other (46%) majority of the students indicated they strongly agree they use social media for making new friends, while about the exchange of insults, the

majority (54%) pointed they disagree. For dating, the majority (34%) of the students disagreed, and regarding the use of social media for receiving library messages, a majority (31%) agreed.

The study finds, the majority of the respondents accepted the use of social media, which they positively showed.

#### **5.1.4 Challenges Involved with Social Media Adoption**

The fifth objective of the study was to suggest recommendations for the adoption of social media in the marketing of library services to postgraduate students at UoN's MGGL. Before any suggestion, the study sought to determine the challenges in adopting social media use in the library.

From the findings, the respondents mentioned various challenges concerning the use of social media when accessing library services; challenges with the marketing of library services; challenges involved with social media integration into library services, and challenges related to the adoption of social media in the marketing of library services.

The modal views gathered from respondents include: social media not integrated into services, the library still use traditional marketing, management problems, no documented library policy, regulations by university ICT policy, lots of bureaucracies slow service delivery, unavailability of students databases, network traffic, poor network connectivity, high cost of internet, undersupply of power, insufficient electric sockets, government regulations, dearth of training, cyberbullying, and insults, insecurity, lack of smart-gadgets, absence of technological acceptances, technophobia, deficit of internet data bundles, laxity of creating awareness, digital divide, non-commitment by library staff in response to users queries, and no actions taken on the dead links to databases among other challenges as shown on 4.6.1, 4.6.2, 4.6.3, and 4.6.4 interview questions respectively.

Despite the fact study was successfully conducted, there were some limitations: The research study was affected by the diversity of the students displaced into various university branches, Covid-19 effects delayed the data collection process, there was absence of students databases with relevant details and therefore contacting them became difficult, the study incurred extra costs spend on the construction of the online platform and the airtime used for the interviews via the phone. There was a fear of the unknown since a new initiative similar to the research study's gap could have taken over the event and discredited the results.

However, the study is very significant; in that: it will impact the integration of social media into library services to enhance postgraduate training; aid in the development of policies and procedures that would ensure quality information management in the institution. The study will add value to the existing body of knowledge, new research and skill development as technology enhances innovation and transformation, and besides raising the standard of quality service delivery to users; also initiate additional roles for the library professionals.

In a nutshell, the study had no biases, and lots of correlations were evident. Besides, the research findings show numerous challenges still faced by the libraries.

## **5.2 Conclusion**

The researcher made the conclusions based on the results and discussions as mentioned in the previous sections. The generalization of the inferences drawn from findings are as follows:

It could be deduced that academic libraries encounter numerous challenges regarding social media adoption and use to market their services. Even though most library users accept the use of social media technologies; from the analysis of the results, it could be concluded; most users and library staff are unaware of social media platforms used in the library, and there is no documented marketing policy to take care of marketing functions. It can be confirmed; the library is sluggish in the adoption of emerging technologies.

From the further analysis, it could be inferred that: the library staff and users are not trained on the use of ICT technologies in place. There is no social media site currently in use for the marketing of library services to enhance postgraduate training. It is also true the social media platforms; are not integrated into library services.

However, the study concluded that academic libraries still face a myriad of challenges in the adoption of social media, and this plays a core role in its slow evolution. Challenges like: insufficient management support, lots of bureaucracies, government regulations, deficit of proper budgets, and training of staff; are the major deterrents of effective and efficient service delivery to users.

## **5.3 Recommendations**

The recommendations are suggestions provided by the researcher concerning the challenges resulted from the findings.

### **5.3.1 Policies**

Since it is the mandate of any department to help implement the objectives of its mother organization at every level. The University of Nairobi should reconsider a more flexible ICT policy; that would allow the library department serves its user community very effectively; through the utilization of media platforms in marketing its services. An effective library; requires a more decentralized space but in collaboration with other corporate bodies that make it function. This would make services more visible and accessible to all its customers.

### **5.3.2 Customer Care Service**

The University should have a 24 hour online customer care or help desk for the library's e-services to which users may contact directly. This establishment may aid in the posting of daily library updates on its social media pages. Therefore: there is a need for the library to have its marketing department; document its marketing policy since the library is the custodian of its services; besides has its readers at heart. Through this initiative, the library will be able to market its services effectively.

### **5.3.3 User Databases**

For any library to serve its community users properly, the library department should have the databases of all its potential clients. The database should have relevant details on the user profile. This will enable librarians to meet their users' needs as per the departments or as suggested by the lecturers. Therefore, the University should not deny the library department access to users' databases. Through users' profiles, the library will know the relevance of its service to its consumers. More so, lots of bureaucracy that might deprive the library department of its obligations should be dimmed.

### **5.3.4 Internet Provision**

There is a need for Government intervention in lowering the rates of internet charges. There should also be free Wi-Fi for students from reliable sources. Therefore, the University and the Government should liaise with mobile operators like telecom Kenya to offer free data for researchers or education bundles to enable students to utilize the resources effectively. The token would cater to vulnerable students as well. Moreover, the ICT office should provide strong internet; by increasing internet speed and ensuring the internet is all over the schools. This action would ease access to services, whether within or remotely. At least, the budget for the internet be lobbied.

### **5.3.5 Integration of social media into Services**

There is a need to integrate social media into library services. The technology acceptance could be evident by the 100% responses in support of social media adoption. It is also true that the library website is a one-stop information hub, but it is not compatible with the social media platforms attached to it in sharing of services. Social media platforms may enhance promotion, collaboration, efficiency, and quality service provision. For use, social media are more convenient and enable effective communication, as mentioned in the study.

Through integration, the library department would do publicity of its services on the social media platforms. This strategy will demand the hiring of a social media librarian who will be an online administrator; who will be more dedicated to library users online, and responds to user queries promptly.

### **5.3.6 Training of the Library Staff and Users**

The ICT department should impose training on the library staff in emerging technologies. This training would: reduce technophobia; and boost technological know-how, or advancement which would result in skill development; attitude change. The skill would enable librarians to effectively provide a continuous online orientation and information literacy to users. There is a need to train students and show them how to access databases the library pays for, and lobbying for the technology funds is a concern.

### **5.3.7 Power Supply and Electric Sockets**

The Kenya power should increase reliable power supply in the institution, whereas the University needs to install power backups to avoid power shortages that may disrupt service provisions. The number of electric sockets should be increased in the graduate library reading section to facilitate enough power supply for students using their laptops.

### **5.3.8 Free Smart Gadgets**

The government should provide; free laptops, or education smartphones, and powered sim-cards for scholars. This action may advantage the financially challenged students, especially the ones from vulnerable households.

### **5.3.9 Updates of Online Databases**

There is a need to update databases, do new subscriptions, and register with renowned or authoritative journals by the ICT librarian in collaboration with the online librarian. This

practice would reduce several dead and blurred links on the library website that often deny users access to databases. Users always like accessing more current, timely, quality, and relevant information to their needs.

#### **5.3.10 Social Media Threats, Risks and Other Challenges**

For data security-employ anti-malware software to help curb the problem. In matters concerning cyberbullying on social media platforms, an online administrator should enforce rules and regulations. In cases of technological obsolescence, the social media site should be frequently be renewed or updated. Any social media user should be cautious enough and remember to create time for loved ones.

#### **5.4 Suggested Areas for Further Research**

The following are areas suggested for further investigation:

##### **5.4.1 Utilization of YouTube, Linked In, Pinterest, and Blogs for Training Library Professionals to Enhance Effective Service Delivery to Users.**

Technology has become the backbone in the field of marketing and entrepreneurship. Social media usage is the way forward in the 21st century. The need to train library professionals on how to market library services using social media technologies is an important aspect that will enable them to deliver services more effectively and efficiently to users. The idea may boost technological know-how among professionals.

##### **5.4.2 Utilization of Social Media Platforms to Market Library Services to Special Groups in Public Libraries.**

Every library in the community or society should serve the need of its clientele regardless of their status. People of varied nature, such as children, aged persons, sightless, and hearing impaired are part of the society. Their contribution in terms of decision-making and development is pivotal. Therefore, the use of social media by the libraries to enhance education among the special group segments would be appropriate.

#### **5.5 Chapter Summary**

This chapter provides a summary of the findings from the study. Here, a conclusion has been made based on the study variables and recommendations provided, as per the challenges found. The chapter further suggested areas for future research.

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## APPENDICES

### APPENDIX I BUDGET

ITEM	Purpose	Quantity	Cost (kshs.)
Data bundles	Accessing online services	1400Mbs@400kshs×12	4800
Printing	Supervision	200kshs ×12months	2400
Transport expenses	Meeting supervisors	2000kshs@Trip ×12	24000
Food & beverages	Health benefits	500kshs@trip × 12	8000
Data collection fee	Data collection assistants	Questionnaire's administration	4000
Data analysis presentation	Statistical analysis	Whole text	20000
Editing	Editor's fee	Whole text	10000
Subscriptions	Online e-resources		10000
Air time	Phone conversations		6000
Data bundles	Online Google meetings	Cost of data bundles	6000
Online survey/physical forms	Questionnaires	Cost of construction & printing	3000
Printing & binding of final documents	No. of copies	4 copies	7800
<b>Total Budget</b>			<b>106000</b>

**APPENDIX II**  
**TIME SCHEDULE**

<b>TIME</b>	<b>ACTIVITY</b>
January 2019	Approval of proposed research title
February	Change of title
Feb –March	Writing proposal chapter one
March-April	Refining of chapter one
April-May	Make slight changes on title & objectives
May-July	Refining the whole chapter one
July-Sept	Making corrections
Sept-Oct	Completion of chapter one
Oct-Nov	Writing of literature review –chapter two
Nov-Dec	Chapter three: methodology, data analysis, and presentation
Jan-Mar 2020	Making corrections & construction of data collection instruments
March-April	Marking of the proposal chapters by the supervisors
May –Jun	Refining proposal chapters
June –July	Refining, and editing of the document
July-August	Refining, and editing
August –Oct	Refining, editing
Oct- Nov	Plagiarism check, and editing
Nov- Dec	Editing of the whole text
Jan- Feb 2021	Proposal defense
Feb -March2021	Making corrections
March-April 2021	Processing of introductory letter, and Research permit
April-May 2021	Data collection
May- June 20 21	Data Analysis
June- July 2021	Data analysis, and data entry
July-August 2021	Presenting research report to the supervisors /do corrections
August-Sept 2021	Defending final document / making corrections
Sept-Oct 2021	Compiling /printing / binding /forwarding of final copies

## APPENDIX III

### QUESTIONNAIRE FOR POSTGRADUATE STUDENTS

#### Confidentiality Note:

I am Emily Anyango Amek, a postgraduate student at the University of Nairobi in the Department of Library, and Information Science. I am currently conducting research on “*An Evaluation of social media use in marketing of library services to postgraduate students with specific reference to the University of Nairobi’s Mahatma Gandhi Graduate library (MGGL).*”

I hereby request you to voluntarily fill out this questionnaire, with the assurance that all data provided shall only be used to fulfill the purpose of the study which is academic, and that it shall be treated with high level of confidentiality.

For any further information, and /or clarification regarding this study, contact me through:

Telephone: 0725597972, Email: [emilyamek@gmail.com](mailto:emilyamek@gmail.com)

Sign: \_\_\_\_\_

Emily Anyango Amek C54/7652/2017

#### INSTRUCTIONS

There are five sections of the questionnaire given (A-E)

Kindly answer appropriately

#### Section A: Demographic Information

1. Your current level of education

- a) PhD
- b) Masters
- c) Post- doctoral

2. Age bracket

- a) Less than 30 years
- b) 31-40 years
- c) 41-50 years
- d) 51-60 years
- e) Above 60 years



3. Indicate the college you registered at e.g., College of Architecture, and Engineering, Humanities, and social science etc. \_\_\_\_\_

### **Section B: Basic Questions**

4. How often do you visit the Mahatma Gandhi Graduate Library (MGGL)?

- a) Every time
- b) Often
- c) Less often
- d) Never

5. What are your preferred e- services at MGGL?

- a) E- Books
- b) E-journals
- c) Print books
- d) Print journals
- e) Other \_\_\_\_\_

6. How do you receive information from MGGL about the availability of services?

- a) Facebook
- b) Email
- c) Twitter
- d) WhatsApp
- e) Word of mouth
- f) None of the above
- g) Other \_\_\_\_\_

### **Section C: Rationale for Adopting Social Media**

7. Do you find any rationale for adopting use of social media in providing library services to postgraduate students' at UoN's MGGL? Yes  or No

8. If your answer is YES in no.7 above, indicate the extent to which you agree with the statements below in support of the need for adopting use of social media applications to enhance postgraduate training at the MGGL:

<b>Need for social media Adoption</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Fairly Agree</b>	<b>Disagree</b>
a) Enhance collaboration among students	[ ]	[ ]	[ ]	[ ]
b) Maximum use of services	[ ]	[ ]	[ ]	[ ]
c) Transforming services from physical to digital access	[ ]	[ ]	[ ]	[ ]
d) Make services more accessible to students	[ ]	[ ]	[ ]	[ ]
e) Make services more visible to students	[ ]	[ ]	[ ]	[ ]
f) Enhance quality services to students	[ ]	[ ]	[ ]	[ ]

**SECTION D: Extent of Social Media Usage**

9. What are some of the social media platforms you normally interact with when accessing library services?

a) Facebook  b) Blogs  c) Twitter  d) You Tube  e) WhatsApp  f) LinkedIn  g)

Google+  h) Pinterest  I) Email  j) Other \_\_\_\_\_

10. How frequently do you interact with the social media platforms below?

<b>Social Media</b>	<b>Always</b>	<b>Often</b>	<b>Sometimes</b>	<b>Rarely</b>
a) <b>I interact with Facebook</b>	[ ]	[ ]	[ ]	[ ]
b) <b>I interact with Blogs</b>	[ ]	[ ]	[ ]	[ ]
c) <b>I interact with Twitter</b>	[ ]	[ ]	[ ]	[ ]
d) <b>I interact with WhatsApp</b>	[ ]	[ ]	[ ]	[ ]
e) <b>I interact with Pinterest</b>	[ ]	[ ]	[ ]	[ ]
f) <b>I interact with You Tube</b>	[ ]	[ ]	[ ]	[ ]
g) <b>I interact with LinkedIn</b>	[ ]	[ ]	[ ]	[ ]
h) <b>I interact with Email</b>	[ ]	[ ]	[ ]	[ ]

11. How effective does each of the following social media platforms in relation to your information access at MGGL?

<b>Social Media Platform</b>	<b>Very Effective</b>	<b>Effective</b>	<b>Moderately Effective</b>	<b>Less Effective</b>
a) <b>Facebook</b>	[ ]	[ ]	[ ]	[ ]
b) <b>Twitter</b>	[ ]	[ ]	[ ]	[ ]
c) <b>WhatsApp</b>	[ ]	[ ]	[ ]	[ ]
d) <b>Email</b>	[ ]	[ ]	[ ]	[ ]
e) <b>LinkedIn</b>	[ ]	[ ]	[ ]	[ ]
f) <b>Google+</b>	[ ]	[ ]	[ ]	[ ]
g) <b>Pinterest</b>	[ ]	[ ]	[ ]	[ ]
h) <b>You Tube</b>	[ ]	[ ]	[ ]	[ ]

12. How do you rate the quality of the following social media applications in the delivery of library services to postgraduate students from the MGG Library?

Social Media	Excellent	Good	Fair	Poor
a) Facebook	[ ]	[ ]	[ ]	[ ]
b) Twitter	[ ]	[ ]	[ ]	[ ]
c) Email	[ ]	[ ]	[ ]	[ ]
d) WhatsApp	[ ]	[ ]	[ ]	[ ]

13. To what extent do you agree that the following social media platforms impact on your access of services at MGGL?

Social Media	Extent of Use on Students	Strongly Agree	Agree	Moderately Agree	Disagree
a) Facebook	Updates on library services	[ ]	[ ]	[ ]	[ ]
	Keeping in touch with library	[ ]	[ ]	[ ]	[ ]
	Alerts of new services	[ ]	[ ]	[ ]	[ ]
	Sharing of databases	[ ]	[ ]	[ ]	[ ]
b) Twitter	Updates on links to databases	[ ]	[ ]	[ ]	[ ]
	Posts of library activities	[ ]	[ ]	[ ]	[ ]
	Informing users on events	[ ]	[ ]	[ ]	[ ]
c) Email	Creation of service awareness	[ ]	[ ]	[ ]	[ ]
	Sending reading lists	[ ]	[ ]	[ ]	[ ]
	Response to users queries	[ ]	[ ]	[ ]	[ ]
d) WhatsApp	Receiving videos, and audios	[ ]	[ ]	[ ]	[ ]
	Receiving & locating links	[ ]	[ ]	[ ]	[ ]
	Sharing library news	[ ]	[ ]	[ ]	[ ]
	Library communication	[ ]	[ ]	[ ]	[ ]

**Section E: Perception of Postgraduate Students on Social Media**

14. Using the four points rating below, do you agree with the following perception regarding your use on social media?

<b>Social Media Use</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Fairly Agree</b>	<b>Disagree</b>
<b>a) Making new friends</b>	[ ]	[ ]	[ ]	[ ]
<b>b) Information search</b>	[ ]	[ ]	[ ]	[ ]
<b>c) Sharing information</b>	[ ]	[ ]	[ ]	[ ]
<b>d) Exchange of insults</b>	[ ]	[ ]	[ ]	[ ]
<b>e) Dating</b>	[ ]	[ ]	[ ]	[ ]
<b>f) Networking</b>	[ ]	[ ]	[ ]	[ ]
<b>g) Communication</b>	[ ]	[ ]	[ ]	[ ]
<b>h) Receiving library messages</b>	[ ]	[ ]	[ ]	[ ]

15. a) What challenges do you face when using social media applications to access library services? \_\_\_\_\_

b) What are your suggestions to help resolve the challenges you are facing when using social media to access library services? \_\_\_\_\_

16. Is there anything else that you feel is relevant to this study that I have not addressed? Yes [ ] or No [ ]. If your answer is YES, point it out \_\_\_\_\_

**Thank You for Your Participation, and Candid Responses**

**Please return your questionnaire after complete**

## APPENDIX IV

### INTERVIEW SCHEDULE FOR LIBRARIANS

Date of Appointment \_\_\_\_\_ Time Schedule \_\_\_\_\_ To \_\_\_\_\_

#### INTRODUCTION

I am Amek Emily Anyango, a postgraduate student at the University of Nairobi in the department of library, and information science. I am currently conducting research on “*An Evaluation of social media use in marketing of library services to postgraduate students with specific reference to the University of Nairobi’s Mahatma Gandhi Graduate library (MGGL).*” Kindly provide relevant information required for the interview schedule with an assurance that all information provided shall only be used to fulfill the purpose of the study, and it will be treated with high level of confidentiality.

For any further information, and /or clarification regarding this study, contact me through:

Telephone: 0725597972, Email: emilyamek@gmail.com

Signature: \_\_\_\_\_

Emily Anyango Amek C54/7652/2017

#### Section A: Demographic Information

1. Gender: Male [  ] Female [  ]
2. Highest academic qualification \_\_\_\_\_
3. Position held \_\_\_\_\_
4. Unit/section \_\_\_\_\_
5. How long have you served in the organization?
  - a) 0-4 years [  ] b)5-10 years [  ] c)11-14 years [  ] d)15-20 years [  ]
  - e) Over 20 years [  ]

#### Section B: Basic question

6. What marketing channels does the MGGL currently use to reach out postgraduate students?

\_\_\_\_\_

### **Section C: Rationale for Social Media Adoption**

7. a) In your opinion, do you find any rationale in the adoption of social media use in marketing of library services? Yes [ ] or No [ ]

b) Briefly explain your answer (a) above:

### **Section D: The Extent of Social Media Use**

8. a) What is the preferred social media application for marketing of the MGGL services?

b) Briefly explain your choice in (a) above?

9. Which social media applications do you use in marketing the library services to postgraduate students, and why?

10. To what extent does the MGGL uses Facebook, Twitter, Email, and WhatsApp?

11. How effective could the following social media applications be, in marketing of library services to postgraduate students?

a) Facebook?

c) Email?

b) Twitter?

d) WhatsApp?

### **Section E: Perception of Library Staff**

12. What is your general perception on the use of social media applications in marketing library services?

13. a) What challenges does the library face in relation to use of social media in marketing of library services?

b) How do you go about these challenges?

14. Is there anything else that you feel is relevant to this study that I have not addressed? Yes [ ] or No [ ]. If your answer is YES, point it out

**Thank You for Your Time!**

## APPENDIX V

### INTERVIEW GUIDE FOR LIBRARY DIRECTOR

Date of Appointment \_\_\_\_\_ Time Schedule \_\_\_\_\_ To \_\_\_\_\_

#### INTRODUCTION

I am Amek Emily Anyango, a postgraduate student at the University of Nairobi in the department of library, and information science. I am currently conducting research on “*An Evaluation of social media use in marketing of library services to postgraduate students with specific reference to the University of Nairobi’s Mahatma Gandhi Graduate library (MGGL).*” Kindly provide relevant information required for the interview schedule with an assurance that all information provided shall only be used to fulfill the purpose of the study, and it will be treated with high level of confidentiality.

For any further Information, and /or clarification regarding this study, Contact me through:

Telephone: 0725597972, Email: [emilyamek@gmail.com](mailto:emilyamek@gmail.com)

Signature:

Emily Anyango Amek

Registration No: C54/7652/2017

#### Section A: Demographic Information

1. Gender: Male [  ] Female [  ]
2. Highest academic qualification \_\_\_\_\_
3. Position held \_\_\_\_\_
4. Unit/section \_\_\_\_\_
5. How long have you served in the organization?
  - a) 0-4years [  ] b)5-10years [  ] c)11-14years [  ] d)15-20 years [  ] e) Over 20 years [  ]

#### Section B: Basic Questions

6. What are your roles in the management of University of Nairobi library system?
7. What channels do you employ in marketing of your library services?



8. What type of services do you provide to postgraduate students at the Mahatma Gandhi Graduate library?

9. How do you market your library services to postgraduate students at the (MGGL)?

**Section C: Rationale for the Adoption of social media**

10.a) Do you find any rationale in the adoption of social media use in marketing of library services? Yes [ ] / No [ ].

b) Explain the reason to your response (a) above \_\_\_\_\_

**Section D: Extent of Social Media Use**

11. What types of social media applications does (MGGL) employ in the marketing of library services to postgraduate students?

12. To what extent does (MGGL) use the following social applications in the marketing of library services to postgraduate training?

a) Facebook?    b) Twitter?    c) Email?    d) WhatsApp?

13. How effective could the following social media applications be, in marketing of library services to postgraduate students?

a) Facebook?                                c) Email?  
b) Twitter?                                        d) WhatsApp?

**Section E: Perception on Social Media use**

14. What is your general perception on the use of social media applications in the marketing of library services?

15. a) What are the challenges involved with the adoption of social media use in the marketing of library services?

b) How do you mitigate the challenges involved?

16. Is there anything else that you feel is relevant to this study that I have not addressed Yes [ ] or No [ ]. If your answer is YES, point it out \_\_\_\_\_

**Thank You for Your Time**

## APPENDIX VI

### INTERVIEW GUIDE FOR LIBRARY ICT PERSONNEL

Date of Appointment \_\_\_\_\_ Time Schedule \_\_\_\_\_ To \_\_\_\_\_

#### INTRODUCTION

I am Amek Emily Anyango, a post graduate student at the University of Nairobi in the department of library, and information science. I am currently conducting research on “*An Evaluation of social media use in marketing of library services to post graduate students with specific reference to the University of Nairobi’s Mahatma Gandhi Graduate library (MGGL).*” Kindly provide relevant information required for the interview schedule with an assurance that all information provided shall only be used to fulfill the purpose of the study, and it will be treated with high level of confidentiality.

For any further Information, and /or clarification regarding this study, Contact me through:

Telephone: 0725597972, Email: emilyamek@gmail.com

Signature:

Emily Anyango Amek

Registration No: C54/7652/2017

#### Section A: Demographic Information

1. Gender: Male  Female
2. Highest academic qualification \_\_\_\_\_
3. Position held \_\_\_\_\_
4. Unit/Section \_\_\_\_\_
5. How long have you served in the MGGL?
  - a) 0-4years
  - b) 5-10years
  - c) 11-14years
  - d) 15-20 years
  - e) Over 20 years

#### Section B: Basic Questions

6. What are your specific roles at the MGGL?
7. What ICT strategies do you employ in the marketing of MGGL services?

### **C: Rationale for the Social Media Adoption**

8. a) Do you find any rationale in the adoption of social media use in marketing of library services? Yes [ ] /No [ ].

b) Explain the reason to your response (a) above

### **Section D: Extent of Social Media Use**

9. What social media applications do you find most effective to use in the marketing of library services?

10. To what extent does (MGGL) use the following social media applications in the marketing of library services to postgraduate training?

- a) Facebook?
- b) Twitter?
- c) Email?
- d) WhatsApp?

11. How effective could the following social media applications be, in marketing of library services to postgraduate students?

- a) Facebook?
- b) Twitter?
- c) Email?
- d) WhatsApp?

### **Section E: Perception on Social Media Use**

12. What is your general perception on the use of social media applications in marketing of library services?

a) What challenges do you find involved with the integration of social media into the library services?

b) How do you mitigate the challenges involved?

13. Is there anything else that you feel is relevant to this study that I have not addressed?

Yes [ ] or No [ ]. If your answer is yes, point it out\_\_\_\_\_

**Thank You for Your Time!**

## APPENDIX VII

### QUESTIONNAIRE CHECKLIST

Title of the study: An evaluation of social media use in marketing of library services to postgraduate students; a case of Mahatma Gandhi Graduate Library (MGGL), University of Nairobi.

Purpose of the study: To assess utilization of social media in marketing library services to postgraduate students at UoN's MGGL, and to recommend a model for the adoption of social media use to enhance postgraduate training.

Please give your view about the attached research instrument. All responses will be confidential.

1. Are there any grammatical mistakes you have encountered in the questionnaire?

Yes [ ] No [ ]

If yes, please indicate the questions(s) \_\_\_\_\_

2. Are there questions that are ambiguous or unclear? Yes [ ] No [ ]

If yes, please indicate the question(s) offered \_\_\_\_\_

3. Are there instructions given in the questionnaire clear? Yes [ ] No [ ]

If NO, please give suggestion on to improve clarity indicating the section(s) or question(s) offered \_\_\_\_\_

4. Do you that the layout of the questionnaire, and the sequence of the questions are logical?

Yes [ ] No [ ]

If NO, please give suggestion on how to improve the layout of the questionnaire, and

Sequence of the questions? \_\_\_\_\_

5. Is the questionnaire too long? Yes [ ] No [ ]

If yes, give suggestion how it can be improved \_\_\_\_\_

6. Is there any technical term or difficult question which you are not able to understand?

Yes [ ] No [ ]

If yes, please indicate the question (s) affected\_\_\_\_\_

7. Is there anything presented in the questionnaire that you find offensive? Yes [ ] No [ ]

If yes, please specify\_\_\_\_\_

8. Is there anything about the questions that you find annoying? Yes [ ] No [ ]

If yes, please indicate\_\_\_\_\_

9. Do you think there is any omission of relevant question for this study? Yes [ ] No [ ]

If yes, please suggest the question(s) that could be included to improve completeness of the questionnaire\_\_\_\_\_

\_\_\_\_\_

10. Please give any suggestion(s) to help improve the questionnaire?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**After completing your views, please return the documents to me.**

**Thank for your kind assistance, and cooperation.**

**APPENDIX VIII:  
RECOMMENDATION LETTER**



**UNIVERSITY OF NAIROBI**

**FACULTY OF ARTS**

**DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE**

*Telephone: +254 20 318262, Ext. 28095  
Telegram: Varsity  
Fax: +254 20 2245566*

*P.O. Box 30197- 00100 GPO  
Nairobi, Kenya.  
dojiraine@uonbi.ac.ke*

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Our Ref: UON/CHSS/DLIS/303/ C54/7652/2017

Date 12<sup>th</sup> March 2021

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam,

**RE: RECOMMENDATION FOR EMILY ANYANGO AMEK: REG NO: C54/7652/2017**

The above named is a bonafide student at the University of Nairobi undertaking a Master of Library and Information Science (MLIS). She is currently in the process of collecting data as part of the requirements for the course.

Her topic is *"An Evaluation of Social Media Use in Marketing of Academic Library Services to Postgraduate Students: A Case of Mahatma Gandhi Graduate Library, University of Nairobi"*.






Any assistance accorded to her will highly be appreciated.

Regards,

A handwritten signature in black ink, appearing to read 'DNP'.

Dr. Dorothy Njiraine  
Chairperson, Department of Library & Information Science (DLIS)

**APPENDIX IX:  
RESEARCH LICENSE**

 <p style="text-align: center;"><b>REPUBLIC OF KENYA</b></p> <p>Ref No: <b>558470</b></p>	 <p style="text-align: center;"><b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION.</b></p> <p style="text-align: right;">Date of Issue: <b>22/April/2021</b></p>
<b>RESEARCH LICENSE</b>	
	
<p><b>This is to Certify that Ms. EMILY ANYANGO-AMEK of University of Nairobi, has been licensed to conduct research in Nairobi on the topic: AN EVALUATION OF SOCIAL MEDIA USE IN MARKETING OF ACADEMIC LIBRARY SERVICES TO POSTGRADUATE STUDENTS: A CASE OF MAHATMA GANDHI GRADUATE LIBRARY, UNIVERSITY OF NAIROBI for the period ending : 22/April/2022.</b></p>	
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 <b>Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION.</b>	
<b>Verification QR Code</b> 	
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