Assessment of Social Media Technology Utilization and Reading Habits of Undergraduate Students in Federal Universities in South-South Nigeria

Uwem John Akpan
University of Uyo Library

Godwin Matthew Nna-Etuk
University of Uyo Library

Rose Ezeibe
University of Uyo Library

Alice Etim Echu
Department of Library and Information Science, University of Calabar

Abstract: *The study investigated the influence of social media technology utilization and reading habits of undergraduate students in Federal Universities in South-South Nigeria. To achieve the objectives two research questions and two hypotheses were formulated to guide the study. Population of 6,575 from four universities in the south-south Nigeria, while sampled size of 1,315 students were selected using stratified random sampling technique. The instrument for data connection was questionnaire and was validated by two experts from measurement and evaluation from the Department of Educational Foundation, University of Calabar. The reliability of the instrument was determined by using Cronbach Coefficient Alpha Reliability Method which yielded .86 and above. One-way analysis of variance was used to analyse the data collected. The result showed that facebook and blogs has significantly influenced reading habits of students in Federal Universities in south-south Nigeria. Thus conclude that facebook and blogs usage has significance influence on student's reading habits. The study recommended among others that authorities in universities should establish rules and regulation that will guide student's excessive use of social media during the academic period.*

Keywords: social media utilization, reading habits, undergraduate students, Nigerian universities

INTRODUCTION

Social media encompasses a wide array of technological applications that enable students and other users to create, manage and share contents, post comments and engage in discussions anywhere around the world in real time. Kaplan and Haenlein (2020) defined social media as a group of internet-based applications that build on the ideological and technological foundation of web 2.0 and that allow the creation and exchange of user generated content. Reading is the mental process of securing and reacting to the author's message represented by written or printed symbols. To read, one must recognize words, know the meaning of the words, understand the ideas expressed by the authors, the mood and tone of selection, evaluate the accuracy of the ideas and learn how to use or apply them (Pawar, 2007). Reading helps to grasp the primary and essential details of what the author tried to convey. Reading is not limited to the activity of reading as it is the process of learning and perceiving knowledge from written words.

Reading develops the cognitive abilities. Cognitive means the intellectual powers of understanding. Reading involves meta cognition, meta cognition is a higher order of cognition, where an individual can use the constructed knowledge in mind to evaluate and categorize the new information because information enters the mind in random order (Govindsany, 2006). According to Shehu and Shehu (2014) social media technology seem to affect the reading habits of students especially undergraduate students, as most of them spend most of their time chatting with friends instead of reading. The introduction of social media technology has brought about a shift from the reading of books in print form to those in non-print forms through the internet. A prominent technology that has become very popular in the information world used by almost everybody in every facet of the society is the social networking application popularly known as social media technology. Ludwig and Ruyter (2016) reported that social media technology utilisation spanning virtually all generations and geographies, locations and ages, the noticeable rise of online technology like Facebook, Twitter, Youtube, Intasgram and Whatsapp among others is gradually changing and transforming the way people communicate and even interact. Similarly, Aghazamani (2010) also stated that the social media has changed and modified communication methods, learning styles, research and education in general.

Facebook as one of the social media technology is an interactive technology which connects two or more people that belongs to the platform together. Facebook users after signing up can create a membership list and also restrict those who can participate in an interactive and share content amongst friends and group members. This technology can keep the students the whole day chatting without serious academic works.

Blogs is another social media application that is user friendly, it is a website generated by individuals to post information, news headlines, entries in journal, articles, new collections and arrivals, bibliographies, references and comments are also displayed there. According to Ojerinde (2014), though it is obvious that technology or social media

has taken over in almost every aspect of life and the way everything is done all over the world, it is not only to alter the reading habits of undergraduate students, rather, they also change their attitude towards reading hard copies of information resources in the library.

Therefore, it is based on the forgoing circumstances that the researchers investigated the influence of social media technology utilization on the reading habit of undergraduate students in Federal Universities in South-South Nigeria.

Statement of the problem
It has been noticed through series of observations and common discussion with students that the reading habits of undergraduate students seems to have changed drastically, perhaps because of the presence of social media technology such as facebook, twitter, blogs, youtube and instagram among others.

Despite efforts by university authoritiess and government to improve the libraries for students, by providing good infrastructures, acquiring electronic information resources and services, subscribing online databases, and conducive environment for reading in the universities, this ugly situation still persists. It is against this background that the researchers are poised to examine the influence of social media technology utilization and the reading habits of undergraduate student in federal universities in South-South Nigeria.

Purpose of the study
The study investigated the influence of social media technology utilization on reading habits of undergraduate students in federal universities in South-South, Nigeria. Specifically, the study seeks to find out the influence of Facebook, Blog utilization on reading habits of undergraduate students.

Research questions
1. How does Facebook utilization influence the reading habits of undergraduate students?
2. How does Blogs utilization influence the reading habits of undergraduate students?

Research Hypotheses
1. There is no significant influence of Facebook utilization on reading habits of undergraduate students.
2. There is no significant influence of Blogs on reading habit of undergraduate students.

LITERATURE REVIEW

Facebook and reading habits of undergraduate students
Social media encompass a wide array of technological applications that enable the user to create, manage and share contents, post comments and engage in discussions anywhere

around the world in real lifetime. The prevalent use of social media such as Facebook, blogs and Instagram have grabbed the attention of people all over the world. The splendid growth in social media applications and increased adoption of the applications by people around the world during the last few years has revolutionized how people communicate and share information. Social media influenced the lifestyle of an individual, revolutionized communication, collaboration and creativity. It has many options and facilities on the same channel for the user. Such as texting, image sharing, audio and video sharing, fast publishing, linking with people all over the world, and with other social media applications. People who use different social networking sites and are members of these sites consider it a trend and style of today. The young adults particularly students have embraced the social media very fast. The social media have positive as well as negative effects on the reading habits of students.

Nnae-Etuk, Etefia and Umoh (2024) study explained the effect of WhatsApp and Facebook on students use of library in University of Uyo. Based on the objectives of the study, two research questions and two hypotheses were formulated to guide the study. The researchers adopted the descriptive survey research design. The population of this study consisted of 1,266 being 300 and 400 levels of registered library students from faculty of Education, University of Uyo library in 2010/2021 academic session. A sample size of 292 students were used for the study. Data derived from the questionnaire were analyzed using man and standard deviation to answer the research questions while t-test was used to test the hypothesis at ,05 level of significant influence of WhatsApp and Facebook on student's use of library in University of Uyo. The study recommended that awareness should be created by the library management for the students on the importance of using WhatsApp and Facebook to enhance their study. This will make students regularly visit the library and use their social networks to communicate with fellow colleagues for academic purposes rather than foe social purposes.

Khan (2012) conducted a study on the impact of Facebook websites on students reading habit. The author also evaluated why most people use Facebook website. Both primary and secondary data were collected and the primary data were collected through questionnaire method, 168 respondents were randomly selected. Collected data were carefully assessed with the help of statistical software that is SPSS software. The research study used descriptive statistics and cross tabs analysis to find out the result. The finding showed that the students site for entertainment, 60% of people used Facebook site due to the influence of their friends. The findings of the study are remarkable, the fact that as much as 60% of respondents use Facebooks site for knowledge is quite commendable and indicated that there is some gain to be derived from Facebook sites.

Similarly, Parveen (2011) carried out a study titled "use of Facebook site in making awareness among the library and information science professional of university libraries of U.P which was gotten through simple random techniques. Instrument for data collection was a questionnaire, which was circulated among the library and information science professional of university libraries of UP randomly and the data was analyzed using simple percentage. The study revealed that Facebook works as an effective tool for

imparting information and creating awareness among library and information science professionals, that Facebook helps in online collaborative and sharing because of its social networking and user centric characteristics. Facebook is creating awareness among library and information science professionals on regular basis.

In the same vein, Wang et al., (2011) conducted a study on the effects of Facebook on college students. Their findings suggested that Facebook use is negatively associated with reading habit of students. They also noted that about two thirds (2/3) of college students were found using Facebook while in class or reading. These multitasking increases distraction and eventually becomes detrimental to students reading abilities. Achagbue and Ogbomo (2015) also studied "the use of Facebook in information service delivery in Niger Delta, Nigeria". With the aim of examining the use of Facebook for information service delivery in academic libraries, focusing on the concept of Facebook, importance of Facebook in academic libraries, and advantages of Facebook. The study employed web content analysis to identity Universities and academic library that have their presence on the web, and use of the website as a means of disseminating information. The study population comprised of 15 University libraries, 9 State Universities and 6 Private Universities located within the Niger Delta region of Nigeria Data were collected by visiting the library web sites, through the University official web sites in September, 2014. The content analysis of the library website was based on Qutab and Mohamnood website content analysis cited by Gbaje and Kotso (2013) and adopted for this study. The study revealed that Facebook which is a vital communication tool in the electronic information environment is not used in academic libraries in the Niger Delta region of Nigeria. It therefore recommended that academic libraries avail themselves, the opportunities provided by Facebook to promote their resources and services, enhance their value in the university communities and boost usage.

Similarly, Bietila, Bloechl and Edwards (2009) states that "the social networking site Facebook has become an important part of the lives of many university students. Academic libraries have recognized this, and it is now common for libraries to have their own Facebook page". This is in line with Chan (2011) who studied "using online advertising to increase the impact of a library Facebook page" using Hong Kong Baptist University (HKBU) with the purpose of examining the effectiveness of using online advertising on social networking site especially Facebook to encourage university students to connect to their library's Facebook page. He conducted a Facebook advertising campaign for two months and collected his data. The study revealed that the advertisement of the library on Facebook increased connection to the library.

According to Mazzocchi (2014), within the social network sites, such as Facebook, it is possible to insert applications to search directly a library's Online Public Access Catalogue (OPAC) or other databases such as World cat or JSTOR. Research on using social networking tools in academic libraries by Chu, Chueng, Hui, Chan and Man (2010) revealed that a larger number of libraries in academic institutions prefer Facebook to other social media.

A recent study conducted by Chu and Du (2013) examined the use of Facebook by academic and public libraries in English-countries a tool for knowledge sharing, information dissemination and knowledge gathering. The large volume of postings related to knowledge sharing and information dissemination appears to suggest Facebook as a potential Knowledge Management (KM) tool. The findings showed that excessive use of facebook by students has a statistical significant impact on the reading habit and to an extent their academic performance. Since most of the student's access social media with a wireless network, it is recommended that authorities in tertiary institution must establish rule and regulation that will limit students use of social network sites during lecture and library sessions.

Koyo, Agykum and Arthur (2018) also conducted a study on exploring the effect of facebook on the reading habits of students in Tamale technical university Ghana. Quantitative approach to data collection and analysis was adopted, self-administered questionnaire was distributed to 478 Tamale Technical University (TATU) students. The study demonstrated that students are negatively affected by their constant access to facebook site. The findings also revealed that excessive use of facebook by students has a statistical significant impact on the reading habit and to an extent their academic performance. Since most of the student's access social media with a wireless network, it is recommended that authorities in tertiary institution regulate the network in order to limit students use of social network sites during lecture and library sessions.

Blogs and reading habits of undergraduate students
Bar-Ilan (2005) conducted a study on "the use of weblogs (blogs) by librarians and libraries to disseminate information". He used fifty-two (52) randomly selected blogs in December, 2003 and February, 2005. Data for the study was collected in two phases, the first phase or step of data collected was done by creating a list of English language blogs maintained by librarians, libraries and information professionals. While the second phase of data collection was done by collecting blogs titles, its URL (uniform resource locator), type of authorship, job description and data of latest posting. The data collected was analyzed using an extensive web content analysis. A comparative analysis of blogs content and posting for one month were characterized using multi-faceted content analysis, the blogs identified in 2003 were with those obtained in December, 2005. The result showed or revealed that blogs have an impact on the reading habits of students and the activities of information professionals and they are used for transferring information to professionals and library users in the web. There is also a substantial growth in the number of library and information science blogs; it also revealed that library blogs cards do serve as a novel channel both for libraries, information science community and the general public. The result also showed that blogs affected and also had impact on the activities of librarians, information professionals and the reading habits of students.

Similarly, Hochan, Chu, Yi Lee, Chang and Leung (2013) carried out a study titled knowledge management using social media: A comparative study of blogs. The sample of the study was 73 bachelor of information management students, which consisted of 16 students registered in 2016,16 registered in 2007, 21 registered in 2008 and 20

admitted in 2010 respectively, the sample was selected randomly using the simple random sampling techniques. Data for the study was collected using blog entries, posts and comment extracted from the online blogging system, the date collected was analyzed using NVIVO 8.0 software. The result of the study revealed that social media (blog) has a predominant influence on the social emotional interaction on the reading habit of students and also affect the management of their phones.

In the same vein, Clyde (2004) conducted a study on "the use of blogs by libraries" the population was library blogs, data for the study was collected in July 2004 through various blogs analyzed using their features. It was revealed that there is a discrepancy between the potential of library blogs and the use of these blogs by librarians. She concluded by expressing disappointment based or the small number of libraries currently using blogs.

Clyde (2003) presented a paper at the Online Conference in London titled' weblogs in the library and information science environment", the paper focused on two aspects which are: weblogs as sources of information for reference work and continuing professional development and weblogs as tools for libraries contact with clients and for promoting collections and services. The types of weblogs covered in the paper include; weblogs for general topic in library and information science, weblogs for specialist topics in the field of library and information science, weblogs for professional associations and organizations; weblogs for library and information schools, weblogs created by individual librarians; and weblogs as authoritative information sources. All library weblogs that could be located between September and October 2003 were studied. A number of finding tools were used to locate the library weblogs; these tools included general search engines, weblog search engines, and specialist directories. The basic research methodology used was content analysis of the library weblogs. Fifty-five (55) library weblogs were identified and used for the study. The paper revealed that; almost half of the weblogs were maintained by public libraries or public library systems, with the next largest group being university or college libraries. No school library weblogs were located; nearly half the library weblogs were based on the free version of Blogger. About half of the weblogs used by the library had statement of its roles or objectives, and its intended audience. The most common aim was to provide news and information for library users but about 30 % of the weblogs provided interactive facilities of some kind, and only 25 % of the library weblogs (45.5 %) had an RSS feed.

Adeleke and Habila (2012) studied "Awareness, ownership and use of weblogs by librarians in Nigeria" with the aim of finding out the level of awareness, ownership and use of weblogs by librarians in Nigeria. The study population comprised all librarians in Nigeria. The survey research approach was adopted using online survey software to elicit information on issues relating to librarians' awareness, knowledge, ownership and use of weblogs. The study revealed that librarians demonstrate remarkable level of awareness and knowledge about weblogs and their benefits to professional practice and services, but they neither own nor use the technology. Lee and Bates (2007) carried a study titled "Mapping the Irish biblioblogosphere: The Use and perceptions of library weblogs by

Irish librarians" the study population was librarians in Irish libraries. Data was collected through interviews and the web. The methodology employed in the study was combined quantitative and qualitative techniques, and it involved content analysis of existing Irish library and librarian weblogs; a survey of Irish librarians concerning weblogs and other social communication technologies. The study revealed that a high proportion of Irish librarians read weblogs, but weblogs are not extensively used as an information resource or communication method, and e-mail and websites are preferred. The professional use of weblogs was found to be associated with simplicity of use, and a proactive attitude to technology and to library users.

Ramos and Piper (2007) in a study titled "Letting the grass grow: grassroots information on blogs and wikis" illustrated the major reasons for the use of weblogs and wikis and factors that limit them, it also sought the ways weblogs and wikis can be used by educators and librarians. The paper analyzed blogs and wikis used in real world events, journalism, librarianship, education and disaster management. The Findings of the paper revealed that, web pages edited by groups are valuable to research and they also add value to research, collaboration, information dissemination, and several modes of education.

Chai and Kim (2011) conducted a study titled "what makes bloggers share knowledge? An investigation on the role of trust", a sample of 485 bloggers was used for the study, web surveys was used for data collected and analyzed through web content analysis. The study revealed that there is a positive relationship between bloggers' trust and their knowledge sharing practices. While Chan, Chu, Yi Lee, Channd Leung (2013) carried out a study titled "Knowledge management using socialTiedia: A comparative study between blogs and Facebook" A mixed-methods design was employed to investigate users' practices and perceptions of blogs and Facebook in online information management. The study found that users generally hold positive perception on using blogs and Facebook for online knowledge management. In particular, Facebook appears to be a more facilitating platform for users to reflect upon prior knowledge, capture new experiences and provide feedback that is constructive to cultivating knowledge sharing environment. It was found that Facebook support the expression of social support among users, thereby reinforcing their motivation in participating in knowledge management processes.

Clyde (2007) also carried out a study titled "Weblogs and libraries: the potential and the reality" The methodology used in the study was based on Clyde's earlier studies of library web sites in 1996 and 1999 respectively when library web sites were relatively new, the descriptive research techniques and content analysis was selected as the basic research methodology. The study revealed that library weblogs were few and they were mostly in the United States, Canada, United Kingdom, Australia, New Zealand, France, and Iceland. This does not necessarily mean that there are no library weblogs in other countries, but that any library weblogs that may exist were inaccessible through the available search engines and directories at that time. The study also revealed that Public libraries maintained more than 40 % of the blogs, as did university and college libraries.

Special or research libraries accounted for less than 9 % of the weblogs. She concluded by stating that there is a discrepancy between the potential of weblogs, as advocated in the professional literature of library and information science, and the reality of the 'state of the art' of library weblogs.

On the other hand, it could be that there are institutional or other barriers to the establishment of library weblogs. Are librarians and library administrators really comfortable with informal sources of information, particularly sources they may not be able to control at all levels? Are they willing to give priority to them or to commit resources to them? If a weblog really is a library priority (for whatever reason) then it needs an allocation of personnel time beyond the time actually required to update the weblog. The people who work on it need time to create content and time to become acquainted with the needs of the users and potential users. In addition, there are public relations tasks and user education issues to be addressed so that library users know about the weblog and how to take advantage of its features.

The majority of the weblogs had been created to provide news and information and/or to provide links to recommended internet resources; this generally reflects the suggestions made in the professional literature (except that none of the library weblogs seemed to have been created for knowledge management applications). Some appeared to be performing these functions very well. Nevertheless, it was disturbing that a large number of weblogs failed even to provide a link to the web site or home page of their library, much less the library catalogue or reference services. Most library weblogs were designed for one-way communication between library staff and users, but a quarter provided interactive features. The level of usage of the latter was at best unclear but seemed to be very low. Most libraries were not updating their weblogs daily, giving users little reason to make frequent visit to the site. Some weblogs were updated on a very irregular basis and at the time of the studies some had not been updated for many months. This is a medium whose strength lies in its ability to draw attention to current information; not only is there no point in having a weblog that is not up to date, but the consequences might be negative in public relations terms.

Mazzocchi (2014) studied "Blogs and social networks in libraries: or antagonistic tools?". He analyzed the declining trends and library blogs are encountering due to the proliferation and explosion of networking platforms and sites. In the study, the relationship between networks as library's communication tools were also analyzed using simple percentages. The study revealed a downward trend in the use of blogs in libraries when compared with others social media platform like Facebook. The complimentary theory was also used in the study and it revealed that blogs and social media are complementary tools in libraries (especially academic libraries).

Schrecker (2007) carried out a study titled "Using blogs in academic libraries: ion platforms" with aim of providing an in-depth discussion of the poster session, Keep Blogging Along: Side by Side Library Blogs, presented at the American Library Association's Annual Conference in Washington, DC, June 27, 2007. The discussion

method was used find out the basic elements of blog design including organizational labels and tags, enhancement and usability tools, and a statement of success or failure for each project. The paper revealed that there is Comprehensive information concerning three academic Horary blogs; with topics on collection development, collaborative professional development children's literature review, and a supplemental academic course blog.

Dhiman and Sharma (2008) in an article titled "blogging and uses of blogs in libraries" stated that blogging is also becoming a fast corner Stone in the online dissemination and consumptions of information. They further stated that librarians are becoming the early adopters of blogging to support informing their clients and themselves of new web and information technology resources, of changes to library services and collection development, and for various internet purposes such as distributing information and mounting team-base projects.

Etiubon and Etiubon (2013) conducted a study titled students' competence in the use of ICT facilities in implementing Chemistry curriculum for entrepreneurial skills development in five public senior secondary schools in Uyo local government area of Akwa Ibom state, Nigeria. Using 104 chemistry students which were drawn from the population using stratified and simple random techniques, questionnaire was used to collect data, mean and standard deviation (SD) was used to determine the level of use of ICT facilities in implementing chemistry curriculum for entrepreneurial skill development. The result of the study revealed that students lack competence in the use of the internet. Similarly, Asim (2007) studied independence in internet use among higher education teachers in some Nigerian universities. A sample of one thousand six hundred and seventy (1670) university teachers was used in the study. Data collected via questionnaire was analyzed using simple percentage. The result shows that 76.6 % of the respondents would gladly receive support while using the internet.

RESEARCH METHODOLOGY

The researchers adopted the descriptive research design. The main purpose of this design was because the study is descriptive in nature and gives a systematic description of the effect of Facebook and blogs and its influence on students' reading habits. The study was conducted in the federal Universities in south-south Nigeria, consisting of the following states, Akwa Ibom, Bayelsa, Cross River, Delta, Edo and Rivers States. Each state in the South-South region has a federal university that is fully funded by the federal government of Nigeria. The universities are University of Calabar, (Unical) University of Uyo (Uniuyo), University of Port Harcourt (Uniport), University of Benin (UniBen), and Federal University of Otuoke, Bayelsa State. These states and the federal Universities in the areas constituted the study area. The population of the study constituted 6,575 undergraduate students who registered in their University libraries in 2021/2022 academic session. A Sample size of 1,315 undergraduate students which is 20percent of the total population. Out of the 1,315 copies of questionnaires distributed, 1291 was correctly filled and retrieved from the respondents. Data was collected through

questionnaire. The instrument passed through face and content validation using experts in the department of measurement and evaluation in University of Calabar. Cronbach Alpha reliability technique was used to measure the reliability of the instrument using 50 undergraduate students from University of Cross River State who were not part of the study. The test produced reliability coefficient of .87 and .79 and this proved that the instrument was reliable for the study. Mean and One-way Analysis of Variance was used to analyses the data collected.

RESULTS

Research Question 1: How does Facebook utilization influence reading habits of undergraduate students in federal universities in South-South Nigeria. Mean and one-way analysis of variance were used to answer this question. The result of the analysis is as presented in Table 1

Table 1: Summary of data and one-way analysis of variance on the influence of Facebook usage on reading habits of undergraduate students in South-South Nigeria

Descriptive

Facebook usage	N	Mean	Std. Deviation
Low usage	269	35.8141	13.59
Moderate usage	453	27.9382	10.16
High Usage	569	29.3497	11.86
Total	1291	30.2014	12.05

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	11207.259	2	5603.630	40.965	.000
Within Groups	176186.378	1288	136.791		
Total	187393.637	1290			

P<.05

Table 2: Post Hoc tests on the influence of Facebook usage on reading habits of undergraduate students in South-South

Multiple Comparisons

(I) Facebook	(J) Facebook	Mean Difference (I-J)	Std. Error	Sig.
Low usage	Moderate usage	7.87594*	.90027	.000
	High Usage	6.46439*	.86540	.000
Moderate usage	Low usage	-7.87594*	.90027	.000
	High Usage	-1.41155	.73646	.056
High Usage	Low usage	-6.46439*	.86540	.000
	Moderate usage	1.41155	.73646	.056

*. The mean difference is significant at the 0.05 level.

The result in Table 1 was conducted to test **hypothesis 1** which stated that there is no significance influence of Facebook usage on reading habits of undergraduate students in South-South Nigeria. The result revealed that the calculated F-value of 40.965 regarding Facebook usage on reading habits of undergraduate students was significant at p-value of .000 with 2 and 1288 degrees of freedom at .05 level of significance. With this result, the null hypothesis was rejected. This result therefore implies that Facebook usage has a significant influence on reading habits of undergraduate students. In order to determine

the amount of the influence on each category of Facebook usage on reading habits of undergraduate student, a Fisher Least post-Hoc test was conducted as observed in Table 2.

Hypothesis 1
That there is no significance influence of Facebook usage on reading habits of undergraduate students in South-South Nigeria.

Table 2: summary of data on one-way analysis of variance on the influence of facebook usage on reading habits of undergraduate students in South-South in Nigeria.

It can be seen from Table 1 that undergraduate students who used Facebook moderately provides more influence on reading habits than those who whose Facebook usage is low (mean difference = 7.88, p < .05). In a similar vein, undergraduate students with a high Facebook usage provides more influence on reading habits than those who whose Facebook usage is low (mean difference = 6.46, p< .0 5). Furthermore, undergraduate students with a high Facebook usage provides more influence on their reading habits than those who whose Facebook usage is moderate (mean difference = 1.41, p > .05). However, the difference between students with high Facebook usage and students with moderate Facebook usage was not significance at ,05 level of significance.

Research Question 2: How does blogs utilization influence reading habits of undergraduate students in federal universities in South-South Nigeria. Mean and one-way analysis of variance were used to answer this question. The result of the analysis is as presented in Table 3.

Table 3: Summary of data and one-way analysis of variance on the influence of blogs usage on reading habits of undergraduate students in South-South Nigeria

Descriptive			
Blogs usage	N	Mean	Std. Deviation
Low usage	248	37.3427	13.00076
Moderate usage	436	28.1537	9.49370
High Usage	607	28.7545	12.23346
Total	1291	30.2014	12.05265

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15746.641	2	7873.321	59.080	.000
Within Groups	171646.996	1288	133.266		
Total	187393.637	1290			

P<.05

The result revealed that the calculated F-value of 59.080 regarding blogs usage on reading habits of undergraduate students was significant at p-value of .000 with 2 and 1288 degrees of freedom at .05 level of significance. With this result, the null hypothesis was rejected. This result therefore implies that blogs usage has a significant influence on reading habits of undergraduate students.

Table 4: Post Hoc tests on the influence of blogs usage on reading habits of undergraduate students in South-South

Multiple Comparisons

(I) Blogs	(J) Blogs	Mean Difference (I-J)	Std. Error	Sig.
Low usage	Moderate usage	9.18907*	.91816	.000
	High Usage	8.58821*	.87001	.000
Moderate usage	Low usage	-9.18907*	.91816	.000
	High Usage	-.60086	.72471	.407
High Usage	Low usage	-8.58821*	.87001	.000
	Moderate usage	.60086	.72471	.407

*.

The mean difference is significant at the 0.05 level.

In order to test hypothesis 2 which stated that there is no significance influence of blog usage on students reading habits in federal universities in South-South Nigeria. Thus, to determine the amount of the influence on each category of blogs usage on reading habits of undergraduate student, a Fisher Least post-Hoc test was conducted as shown in Table 4. It can be seen from Table 4 that undergraduate students who used blogs moderately provides more influence on reading habits than those who whose blogs usage is low (mean difference = 9.19, p< .05). In a similar vein, undergraduate students with a high blogs usage provides more influence on reading habits than those who whose blogs usage is low (mean difference = 8.59, p< .05). Furthermore, undergraduate students with a high blogs usage provides more influence on their reading habits than those who whose blogs usage is moderate (mean difference = .60, p > .05). However, the difference between students with high blogs usage and students with moderate blogs usage was not significance at ,05 level of significance. With this result, the null hypothesis was rejected. This result therefore implies that blogs usage has a significant influence on reading habits of undergraduate students. In order to determine the amount of the influence on each category of blogs usage on reading habits of undergraduate student, a Fisher Least post-Hoc test was conducted as observed in Table 4.

DISCUSSION OF FINDINGS

Facebook and Reading Habits

This research hypothesis which addresses the influence of facebook usage on reading habits of undergraduate students revealed that there was a significant influence of facebook usage on the reading habits of undergraduate students. This result is in tandem with Van der Heijden (2004) who observed that Facebook usage is mostly embedded in the pleasure experienced by surfers who maintain profiles and exchange content. Such usage also can offer better functionality for exchanging videos or pictures, because its integrated application reduces picture sizes and facilitates video sharing compared with messages sent by e-mail for example. But this kind of Facebook usage resulted students for wastage of time on starring on computers rather than studying hard and scoring good results in colleges. The popularity of the social networking sites enlarged briskly in the last span. This is most likely due to the reason that every person used it extensively to get worldwide access. These social networking sites such as Twitter and Facebook have

become a furious craze for everyone these days. Students are paying more attention towards these social networking activities rather than utilizing this time for their studies and this surely affects their reading habits.

Blogs and Reading Habits

This research hypothesis which addresses the influence of blogs usage on reading habits of undergraduate students revealed that there was a significant influence of blogs usage on the reading habits of undergraduate students. This result is in corroboration with Fogg and Iizawa (2008) who noted that although the use of social networking platform such as blog is subject to persuasive attitude of the social website and the attitudes of users toward social networking in general , and online behaviours also reflect personality traits, values, and cultures, stressing that the way students use blogs especially in terms of their behavioural patterns and attitudes toward information sharing and privacy is a direct result of and reflection on their reading habit. Intellectual capabilities to manage time and process information also affect student's capacity to benefit from online activities and restrict their efficiency on any tasks performed in parallel. Blog users usually interrupt their work to visit blog profiles, because of the short-term capacity needed for the working memory process. Unemployed people might go online to look for job opportunities and end up interacting on social platforms, ultimately spending much more on them than expected.

CONCLUSION

Technology revolution has dramatically changed the face of libraries in the 21st century. This has posed a challenged to academic libraries to digitize their services and resources through appropriate information and communications technology (ICT) application in order to remain relevant. However, facebook and blogs have hampered student's use of libraries in academic institutions in the contemporary society. These challenges have negative effects as well as tendencies to undermine students' use of libraries in federal universities in South-South, Nigeria as most students concentrate on the use of facebook and blogs inside the library in chatting, without concentrating on their academic work using the library resources.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. University library personnel should sensitize students on the benefits of using facebook and blogs for academic purposes whenever they find themselves in the library.
2. Awareness should be created by the library management to the students on the importance of using facebook and blogs to enhance their study. this will make students regularly visit their library and use their fellow colleagues for academic purposes.
3. University authorities should organize seminars to enlighten students on the not-so good aspects of frequent usage of facebook and blogs for non-academic purposes in the library.

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