UTILIZATION OF SOCIAL MEDIA FOR MARKETING LIBRARY RESOURCES AND SERVICES IN ACADEMIC LIBRARIES IN TANZANIA

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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN LIBRARY AND INFORMATION MANAGEMENT

DEPARTMENT OF HISTORY, PHILOSOPHY AND LIBRARY STUDIES

THE OPEN UNIVERSITY OF TANZANIA

2020

CERTIFICATION

The undersigned certify that she has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation entitled*: "Utilization of Social Media for Marketing Library Resources and Services in Academic Libraries in Tanzania"* in partial fulfillment of the requirements for the Degree of Master of Arts in Library and Information Management, Department of History, Philosophy and Library Studies of the Open University of Tanzania.

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Date

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DECLARATION

I, **Agatha, Mashindano** do hereby declare that, this dissertation is my own original work and that it has not been presented and will not be presented to any other university for similar or any other degree award.

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Signature

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Date

DEDICATION

This research is dedicated to my Family, John and Harry, for their continued support, love and affection.

I dedicate this work to you.

ACKNOWLEDGEMENT

I thank Almighty God for everything, my entire education and career journey. With all ups and downs, I could not do it better or this much far without God. I am really thankful to merciful God.

My gratitude goes to Dr. Lillian Isowe for her guidance, resonance critique and support throughout this research. All her efforts and expertise are extremely appreciated and treasured. I would wish to give credit to my beloved parents, Mr. and Mrs. John Mashindano who were always there for me. *Mama* and *Atati,* thank you very much.

My humble gratitude goes to my sisters, Bonitha, Iman, and Rose for their encouragement, love and endless moral support. I am grateful to them. My sincere gratitude also goes to my family, my husband John and my son Harry for their support and encouragement.

ABSTRACT

Recently, social media applications in libraries have become very popular in the world. However, studies show that library resources and services in Tanzania are underutilized due to poor marketing. This study aimed to investigate the utilization of social media for marketing library resources and services in academic libraries in Tanzania. The objectives of the study were to; determine the level of awareness and perception of library staff towards the usefulness of social media applications in libraries, examine the present status of using social media for marketing of library resources and services in academic libraries in Tanzania and determine the problems faced by academic libraries in utilizing social media. Both qualitative and quantitative approaches were used to provide the results of the study. The data were collected using the open-ended questionnaire and a semi-structured interview schedule. The study findings revealed that library staffs are aware of social media applications. The majority of academic libraries have social media accounts. Facebook is the most utilized social media for library marketing. Additionally, findings revealed the issues of time, poor support from management, difficulty administration and monitoring of social media accounts and lack of skilled personnel to be among the problems facing academic libraries. The study recommends that the library staff should be trained continuously in ICT skills, and the library management should streamline marketing activities in day-to-day library operation.

Keywords: Library marketing, social media, academic library, higher learning institutions libraries

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LIST OF ABBREVIATIONS

ICT   Information Communication Technology

IRDP   Institute of Rural Development Planning

TAM   Technology Acceptance Model

UDOM   University of Dodoma

SNS   Social Network Site

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Social media have transformed communication and interaction of people around the world since the use of social networking sites has become daily practice in some people's lives (Jain, 2013; Nadaraja & Yazdanifard, 2018). Social media offer different opportunities for user interaction, communication and sharing of information around the world easily and quickly. Social media provide online platform whereby people can create and share contents to vast community instantly. As a result, the social media become very popular in different fields such as agriculture, education, economics, politics, entertainment industry to mention just a few.

The modality use of social media such as quick spread, easy connectivity, ability to expand users and provision of notifications and feeds make it more attractive and more appealing (Hu & Lin, 2017). The number of people who subscribe and use social media accounts increases every day (Irfan, 2016; Kemp, 2017). There is around 3.4 billion people around the world who are active users of social media whereby 3.2 billion people use mobile phones to access social media.

In addition, 87% of the social media users who are youth aged from 18 to 25 years old use Facebook, Twitter, LinkedIn, Google and other networks. This indicates that social media reach a large number of people around the world and facilitates marketing of services and products (Burgess, Marwick, Poell, Dijck, & Poell, 2019) .

Several studies revealed that social media networks are used for information sharing, dissemination of knowledge as well as communication (Fiander, 2012; Nadaraja & Yazdanifard, 2018). In addition, the studies revealed that majority of the users of these social network sites are university students (Irfan, 2016; Lwoga, 2014; Xia et al., 2013).

The use of social media site is to store, share and retrieve information through internet. The studies indicated that social media offers communication platform and interaction with user, and as a result, their application provide unique marketing attribute whereby service providers can interact and communicate with their customers quickly and easily using low cost compared to traditional marketing (Nadaraja & Yazdanifard, 2018).

According to Raul (2017), library marketing is defined as an ongoing process of creating awareness to the library users concerning the services and activities provided by the library. Marketing is related to profit making organization and is commonly done in business arena (Patil, 2014; Raul, 2017). This relationship made many libraries to ignore library marketing. Studies such as Kumbar (2007); Njobvu (2008); Shontz, Parker, and Parker (2014) revealed that library marketing is a vital ingredient for the library growth. Through marketing, the library can easily relate the user's needs to what library has to offer as well as establish effective relationship between library users and library personnel.

Patil (2014) argued that although marketing is commonly done in business environment for the purpose of increasing sales and profit, libraries should perform

marketing and promotion activities for the intention of creating users awareness to improve library image. According to him, the readers require precise and correct information to cater their information needs due to information explosion. He further argued that libraries invest huge amount of fund for subscription of online databases as well as purchasing reading materials. Other studies by Allcott, Gentzkow, and Yu (2019); Bhardwaj and Jain (2016); Mawere and Sai (2018) indicated that it is necessary to market library services and resources in order to make use of the resources and services available.

Bhardwaj and Jain (2016) argued that the library with good resources and services without effective marketing cannot maintain its relevancy in 21st century. Therefore, regardless of the size of the library, type of the library or type of the materials available, the libraries around the world should market themselves effectively in order to relate the services and resources to the users it serves as well as to create the effective relationship between library staff member and library users.

Libraries around the world use social media sites to market library activities and services due to their affordability and being interactive (Bhardwaj & Jain, 2016), ability to reach vast community instantly (Zubeda, 2018), and easy connectivity, ability to expand users and provide notifications and feedback instantly (Irfan, 2016). The majority of Tanzania academic libraries perform library marketing activities. However, the use of brochures, trainings, flayers, students orientations and other university platforms to promote library services and resources is common (Malekani & Benard, 2018; Mutani, 2016; Mwantimwa, 2018; NKebukwa, 2016).

However, studies done by Isibika and Kavishe (2018); Malekani and Benard (2018); Mawere and Sai (2018) reported that in Tanzania, library services and resources are not effectively promoted as a result, the majority of the library users are not aware of the services provided by the library as well as different resources available in the library. This results to underutilization of the library services and resources and the wastage of library resources such as subscribed library materials, purchased library resources like books, journals, periodicals, software packages etc. Hence this study was carried out to investigate how academic libraries in Tanzania utilize this modern marketing platform in order to increase optimum utilization of library resources and services.

1.2   Statement of the Problem

Marketing of library services through traditional setting has been a challenge for a long time (Bhardwaj & Jain, 2016; Jain, 2013; Mawere & Sai, 2018; Xia et al., 2013). Traditional marketing is expensive and requires a lot of time to reach a small number of clients (Hu & Lin, 2017; Malekani & Benard, 2018; Muema Kavulya, 2004).

However, in recent years, the utilization of social media in the library has become very popular around the world due to their advantages such as affordability, being interactive, ability to reach many people quickly and easily (Bhardwaj & Jain, 2016; Irfan, 2016; Jain, 2013; Nadaraja & Yazdanifard, 2018). Thus many libraries around the world use social media to market their services and resources.

In Tanzania, library resources and materials are underutilized, since majority of library users are not aware of library resources and services due to ineffective

promotion and marketing strategies of the library resources (Isibika & Kavishe, 2018; Malekani & Benard, 2018; Mawere & Sai, 2018; Msagati, 2014; NKebukwa, 2016). This implies that marketing activities are not optimally and effectively done in libraries.

Furthermore, the studies conducted by Isibika and Kavishe (2018); NKebukwa (2016) and Lwoga (2014) indicated that University students in Tanzania are effective users of social media and the majority of them prefer Facebook for information sharing and keeping in touch with friends and family. Although the majority of students in higher learning institutions are effective users of social media, it is not well known how the libraries utilize these social media tools to market their services and resources. Therefore, this study aimed to investigate the utilization of social media for marketing library resources and services in academic libraries in Tanzania.

1.3   Research Objectives

13.1   General Objective

The main objective of this study was to investigate the utilization of social media for marketing library resources and services in academic libraries in Tanzania.

1.3.2   Specific Objectives

The specific objectives of the study were:

(i)   To determine the level of awareness and perception of library staff towards the usefulness of social media applications in the libraries;

(ii)   To examine the current status of using social media for marketing of library resources and services in academic libraries in Tanzania and

(iii) To determine the challenges faced by academic libraries in utilizing social media.

1.4   Research Questions

(i)   What is the level of awareness and perception of library staff towards the usefulness of social media applications in the libraries?

(ii)   What is the current status of using social media for marketing of library resources and services in academic libraries in Tanzania?

(iii)   What are the challenges faced by academic libraries in utilizing social media?

1.5   Relevance of the Research

This study focused on the utilization of social media for marketing of library services in academic libraries in Tanzania. The findings from this study will be very useful to academic libraries, library staff and library users, since they provide information on different ways in which the libraries and library users can leverage availability of social media platforms to promote and use library services and resources. The results of this study will also contribute to the body of knowledge on social media utilization in Tanzania.

1.6   Definition of Key Terms

Social Media: Social media is a group of Internet based applications that build on ideological and technological foundations of web 2.0 and allow for the creation and exchange of user generated content (Kaplan & Haenlein, 2010). Brandtzaeg (2017) defined social media as the process of establishing and building online relationships with others for social, professional and educational purposes, Through social media

people come together online to share interests or causes and build relationships with others. Therefore social media refers to internet based applications which provide opportunity for individuals to post, receive, share conversation and profiles.

Library Marketing: Nadaraja and Yazdanifard (2018) posit that marketing is about analyzing the needs of consumers of particular products or services, deciding the range of need for the products or services, determining the number of interests for now and the future, and providing access to the products or services. Therefore library marketing refers to the process of determining accurately the needs and wants of the specific target group, and delivering the desired satisfactions better than the competition.

Academic Libraries: According to Jung (2003) define the library as an organization or system designed to provide information services to a certain group of people. An academic library is the library that is attached to a higher learning institution serve and supports the curriculum, research and consultancy activities of the institution.

1.7   Scope and Limitations of the Study

1.7.1   Scope of the study

The study focused on investigating the utilization of social media for marketing library resources and services in academic libraries in Tanzania. It looked at awareness and perception of library staff towards the usefulness of social media applications in the libraries, usage of social media in academic libraries and challenges faced by academic libraries in utilizing social media to market their library

information resources and services. The study was confined to three academic libraries in Dodoma region and included public and private institutions.

1.7.2   Limitations of the Study

Due to time and financial constraints, the research was concentrated in Dodoma Region and was limited to three academic libraries namely the University of Dodoma Library, St. Johns University library and Institute of Rural Development and Planning library. Additionally, the research had faced time limitation during data collection especially from library administrators, they were busy with administration activities it was difficult to spend time collecting information from them. However, the researcher managed to overcome the limitation by finding spare time to collect information from library administrators as per their schedule.

1.8   Chapter Summary

This chapter provides an introduction of the research problem. Specifically, it provides the introduction of the social media, the applicability of social media in the libraries by emphasizing that marketing services and resources are affordable, interactive, reach large audience, and instant using social media platform. Becoming success in using of social media in the libraries depends on the ICT skills of the library staff, time and support from the management. It has also been noted that library resources and services are underutilized due to poor marketing. Furthermore, the research problem, specific objectives of the study, research questions, and the relevance of the study were identified. The definition of the key terms is provided in this chapter and the scope and limitation of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1   Introduction

This chapter focuses on the reviewing different literatures. The reviewed literatures provide in-depth understanding of the research problem, provide general understanding of what is already done by other scholars on the study area and clearly show research problem as well as the research gap. The first section of this chapter provide overview of library marketing, followed by the section that discusses the main types of social media and the use of social media for marketing information resources and services. The fourth section discusses the awareness and perceptions of the librarians towards the usefulness of social media in promoting library services. The fifth section discusses the factors affecting the use of social media in the marketing of library resources and information services. The sixth section provides the overview of Technology Acceptance Model (TAM) theory and its applicability to the study. Finally, the chapter summary is provided.

2.2   Concept of Library Marketing

The concept of library marketing is not new (Renborg, 1997). The idea begun from the 1960's to 1970's by Philip Kotler who formally propagated the marketing concept in non-profit organization. There have been many changes in marketing of library and information services ever since. The theories and concepts such as 4Ps and STP model that are used for the marketing of goods were the matters of concern in the marketing of library services. However, the aim was mainly to promote the libraries at that time and not focusing on the users' needs (Cox, 2000). Currently, the focus has changed as

the main aim is focusing on customer satisfaction, creating relationships, image building, and customer loyalty (Besant & Sharp, 2000).

According to Raul (2017), library marketing is defined as ongoing process of creating awareness to the library users concerning the services and activities provided by the library. Renborg (1997) contended that library marketing is a systematic approach to identifying specific user needs, providing services to meet these needs, and persuading users of the need to act. Marketing and promotion are vital for libraries to enhance their reputation, usage, visibility, survival, competition for customers and resources (Kumbar, 2007). Aggerbeck (2017) states that "the best marketing may be doing your normal activities but doing them extraordinarily well; in other words, marketing through the ordinary consist of extraordinary library services offered by the library staff members in given library, with the intention of attracting the users with the way the services are offered. Therefore, library marketing should involve the provision of good services to customers by providing the best services to meet and satisfy the library user's needs. In addition, the library should market its services frequently in order to keep in touch with the users as well increase the visibility, survival and satisfaction of their needs.

2.3   Social Media

Wolf, Sims, and Yang (2017) Social media is a group of internet-based applications that build on ideological and technological foundations of web 2.0 and allows for the creation and exchange of user generated content. Both self-presentation and self-disclosure are the two key components of social media (Kaplan & Haenlein, 2010).

Additionally, Manning (2014) defined social media as the internet-based platform that allows users to interact, share and engage in communication. Therefore, social media allow users to interact, communicate and share different forms of contents such as images, photos, message, video, audio just to mention a few, on the internet. Media are the means of communication. Social media sites offer interaction with others whilst giving information (Doshi & Bodnar, 2011). The use of social media in the promotion of the services in academic libraries is on the rise. Social media constitute a platform that is continuously modified by the users collaboratively. It allows for engaging in timely and direct end-customer contact at low cost but with higher efficiency (Kaplan & Haenlein, 2010; Zubeda, 2018). Social media platforms are not only used to satisfy everyday life information needs but also academic needs. Librarians use social media to teach information literacy skills (Burgess et al., 2019; Zubeda, 2018).

2.3.1 Types of Social Media

Irfan (2016) pointed out that, social media provide more opportunities such as interaction, connection, sharing and communicating with library users in the library. Libraries can use social media to market their services and resources using different platforms. For example, they inform users about new library events and newly acquired collections. He further report that libraries can use YouTube videos to train the users on how to search materials in the library, and library conferences and the workshops can be marketed by using Facebook, and Twitter. He finally report that the pictures of different library events can be shared through Flickr whereas the blogs can be used to provide services to distant library users. In marketing library and information services, the most-widely used social media platforms are as follows.

Facebook: This is a very popular social network in the world. Facebook is the most used social network (Buzzetto-Hollywood, 2018; National Association of Counties, 2018; Xia, 2009) It is also reported to be the most used social media in the library (Akporhonor, 2015a; Wolf, Sims, & Yang, 2017; Zubeda, 2018). According to Buzzeto-Hollywood (2018), Facebook is conceptualized as the social network on a web-based modality that allows the users to register, create profile, upload pictures and videos as well as share text messages and keep in touch with families, colleagues and friends in wide area. It has more than 1 billion users and the number keeps on increasing every day. and it is available in 37 languages (National Association of Counties, 2018). Different libraries around the world use Facebook to interact, share and communicate with library users. The arrived new books and library events can be displayed on library Facebook pages for library users to view and share with their colleagues in wide area.

Twitter: This is a social network, which was launched in 2006. Twitter has around 100 million users who are active every day and 500million tweets are sent daily (Joshi & Deshpande, 2019; Maclean, Jones, Carin-Levy, & Hunter, 2018; Zhang, Sheu, & Zhang, 2017). It is among the top ten most visited social media on the internet and handle more than 2.2 billion search query every day (Buzzetto-Hollywood, 2018). It is used to send and receive posts. It also answers the questions, which are popularly known as "tweets".

Twitter has the information that flows from all the users one decided to follow and notifications and the feedback from the users one decided to follow always appears on the page. Therefore, the library users who follow the library page will be able to

receive alerts, notifications and feeds concerning library updates, general news and events.

YouTube: This is the web based platform that allows the users around the world to share, upload and view videos. There are about 2 billion video viewed every day (National Association of Counties, 2018). Therefore, this is the video sharing website. It is very popular for sharing visual and compelling content, including training guides of how to do things (Walter, 2016). The libraries around the world use YouTube platform to share tutorials, presentations concerning information literacy including how to access library cataloguing and search different library databases etc. (Wolf et al., 2017).

LinkedIn: This is a career network site whereby people of the same and sometimes related professions share, interact, communicate and create connection (Nationi, 2019). It allows the users around the world to share knowledge, ideas, and opportunities. The aim of the LinkedIn is to give the registered member online avenue to connect professionally. Through LinkedIn, people are able to search the documents according to one's interest or share attachments, pictures etc. with other colleagues. They are also able to receive the notifications about the endorsement or invitations from people or post of interest. The libraries have LinkedIn accounts to share and communicate with their users about professional information.

Wiki: This is a social media site that provides an opportunity for its users to add information, change or remove the content, and edit the available content. This social media site is developed in a way that it allows interactions of the users who visit the

webpage and users to create content. One of the most obvious benefits of using the wiki is its ability to offer a quick way to collaborate textually while creating the content rich website (wikispaces.com).

Blogs: This is a type of the website that contains shorter posts about certain areas of interest such as fashion, entertainment, tourism, politics, sports, cultural heritage, children, health, education, business just to mention a few (Irfan, 2016). In 1994, the statistics showed that there were 23 blogs on the internet and today, there are about 505 million blogs on the internet (Nick, 2019). There are many libraries that have library blogs that focus on sharing posts and contents related to library issues and the community that the library serves.

2.4 Use of Social Media in Marketing Information Resources and Service: Global Outlook

The academic libraries have been actively engaging in the utilization of social media tools mainly to promote library services and resources, provide information literacy, instruction and tutorials, and interact with patrons (Bhardwaj & Jain, 2016; Hussain et al., 2015; Malekani & Benard, 2018; Zubeda, 2018). This facilitates library promotion by reducing the cost and minimizing time and energy compared to traditional library promotion. The review of the existing literatures shows that there have been a number of studies that have analyzed and discussed the extent to which the social media have been utilized in academic libraries.

In America, the study which were conducted by Boateng & Liu (2014); Jones & Harvey (2019) and Lynch (2019) revealed that many libraries of top universities in the

United States of America (USA) had the social media presence on Facebook, Twitter, blogs and LinkedIn. This outcome suggests that academic libraries are increasingly using social media to promote themselves, enhance library services, and highlight resources to patrons. In addition, According to American Library Association report (2012) and Bhardwaj and Jain (2016), the social media are used to promote library activities, events such as gaming nights, keep users up to date concerning new library materials, provide links, evaluation platform, and allow patrons to ask questions or provide feedback about library services. Generally, the social media play a very vital role in connecting the library and the community.

In their investigation concerning the use of social media tools in 140 university libraries from Asia, North America and Europe, Chu and Du (2013) revealed that most of the academic libraries use social media for library services and Facebook and Twitter were the mostly used social media tools. The study also revealed that library staff members were well aware of these tools in the library and had positive attitude towards their utilization. This implies that there is a high level of utilization of social media in academic libraries in Asia, North America and Europe (Bhardwaj & Jain, 2016; Jones & Harvey, 2019; Lynch, 2019).

However, the studies such as that which was conducted by Chiparausha and Chigwada (2019) in Zimbabwe, indicated that social media usage is very high especially among the university students. The finding by Chiparausha and Chigwada is supported by the study conducted by Zambia Information and Communication Technology Authority (2015) which revealed that 63% of students spent their time on social networks such as Facebook, Twitter and Instagram. Similarly, the librarians in Zimbabwe utilize

social platform to promote and market their library resources (Chiparausha & Chigwada, 2019; Mawere & Sai, 2018).

In spite of all challenges facing African libraries such as , unreliable power supply, poor internet access and lack of technical knowledge, infrastructure problems, inadequate staff just to mention a few. The study which was conducted by Abdullahi and Usman (2018) and Bashorun, Fagbola, and Kehinde (2018) in Nigeria revealed that librarians use social media to promote library services where Facebook and blogs are reported to be the most used social media for library promotion and provision of services.

Furthermore, the study which was conducted by Akakandelwa and Walubita (2018); Chitumbo and Chewe (2015) in Zambia reported that although majority of the libraries did not have a formal plan and roadmap concerning the utilization of social media in its libraries, most of academic libraries use social media for promotion of library services. In addition, the study which was conducted by Zubeda (2018) in Kenya indicated that libraries in Kenya promote its resources and services through the use of social media sites. According to Zubeda, the most used social media is YouTube due to its ability to provide tutorials, compelling video and its interactive feature. This implies that the utilization of social media in the libraries is high and the libraries take advantage of this marketing opportunity offered by social media.

2.4.1 Use of Social Media in Marketing Information Resources and Service: Tanzanian Context

There is a lot of initiatives in improving science and technology in Tanzania. This is due to the fact that the penetration of technology has not yet reached the expected

level as per millennium goals 2025. These initiatives include: the integration of ICT such as e-learning, e- health, e-government, etc. into different government sectors. And the launching of fiber optic cable which will result in enhanced speed of internet, reduced price and increased number of internet users (Muneja & Abungu, 2012). Therefore, these activities and initiatives are expected to speed up the use of technology in different aspects in Tanzania.

It has been noted that many libraries in Tanzania utilize social media to promote its library services (Isibika & Kavishe, 2018; Lwoga, 2014; Malekani & Benard, 2018; Muneja & Abungu, 2012; NKebukwa, 2016). These libraries use social media as well as web 2.0 for library activities such as communication and resource sharing due its simplicity and affordability (Muneja & Abungu, 2012). Additionally, most students in the colleges and universities are effective users of social media (Isibika & Kavishe, 2018; Lwoga, 2014; Malekani & Benard, 2018; Muneja & Abungu, 2012; NKebukwa, 2016). The effective use of social media provides opportunities for libraries and information centers to market their services using social media such as Facebook. Therefore, this indicates that the social media platforms are used for library marketing and promotion in Tanzania.

2.5 Awareness and Perceptions of Librarians towards Social Media in Promoting Library Services

Bhardwaj and Jain (2016); Jones and Harvey (2019); Chu & Du (2013) reported that most of the library staff members are aware of social media and how to use them in promotion of library services. Moreover, the librarians have positive perception towards the utilization of social media. For instance, Hussain et al. (2015); Wolf et al.

(2017) noted that due to library awareness and positive attitude towards the utilization of social media, many libraries in developed countries have been actively engaged in the utilization of social media tools, mainly in the promotion of library services and resources, provision of information literacy instruction and tutorials, and interaction with patrons. This indicates that the librarians are aware of the social media and their benefits to the library.

In addition, high utilization of social media sites in libraries in Africa has been reported by-: (Abdullahi & Usman, 2018; Akakandelwa & Walubita, 2018; Bashorun et. al., 2018; Chewe & Imasiku, 2018; Chiparausha & Chigwada, 2019; Isibika & Kavishe, 2018; Lwoga, 2014; Malekani & Benard, 2018; Muneja & Abungu, 2012; NKebukwa, 2016) in that librarians are aware of the utilization of social media in the promotion and marketing of library activities. Although librarians are well aware of the social media and support the idea of the adoption of social media tools in the provision of library services, most of the academic library materials and resources are underutilized and the majority of library users are neither aware of the services offered by the libraries nor the resources available (Isibika & Kavishe, 2018; Malekani & Benard, 2018; Mutani, 2016; Mwantimwa, 2018).

2.6   Factors Affecting the Use of Social Media to Market Library Resources and Information Services

Librarians face a number of challenges such as inadequate time, lack of technical skills, difficulty in administration of the social network accounts especially the feedback and the communication threads and failure to catch up with technological innovation in using social media tools in libraries in developed countries (Bhardwaj &

Jain, 2016; Chu & Du, 2013; Jones & Harvey, 2019; Zohoorian-Fooladi & Abrizah, 2017). Although these challenges are faced in developed countries, they are related to developing countries like Tanzania where there is lack of technical staff, poor network connection, technophobia, lack of proactive solutions among librarians coupled with the need for adequate library staffing and training, and collaboration between librarians (Isibika & Kavishe, 2018; Malekani & Benard, 2018; Mugyabuso & Lwehabura, 2008; Mutani, 2016).

However, Muneja and Abungu (2012); Mutani (2016); Malekani and Benard (2018) revealed that unreliable power supply, poor internet access and lack of technical knowledge in library are among the challenges facing utilization of Web 2.0 in Tanzania. Lwoga (2014) and NKebukwa (2016) reported that infrastructure problems, lack of awareness, literacy, inadequate staff, security and ownership of Web 2.0 services are the challenges facing librarians in the adoption of web 2.0. All these challenges may have contributed to ineffective utilization of the social media in academic libraries in Tanzania.

2.7   Conceptual Framework

Conceptual framework means a visual or written presentation that explains the main issues to be studied. This involves key factors, concepts, variables and the presumed relationship among them (Jabareen, 2009). It is also conceptualized as a diagrammatic presentation of a theory. This implies that the research variables and relationships between them are translated into a visual picture to illustrate the interconnections between the independent and dependent variables (Oso & Onen, 2009).

2.7.1 Utilization of Social Media Conceptual Framework
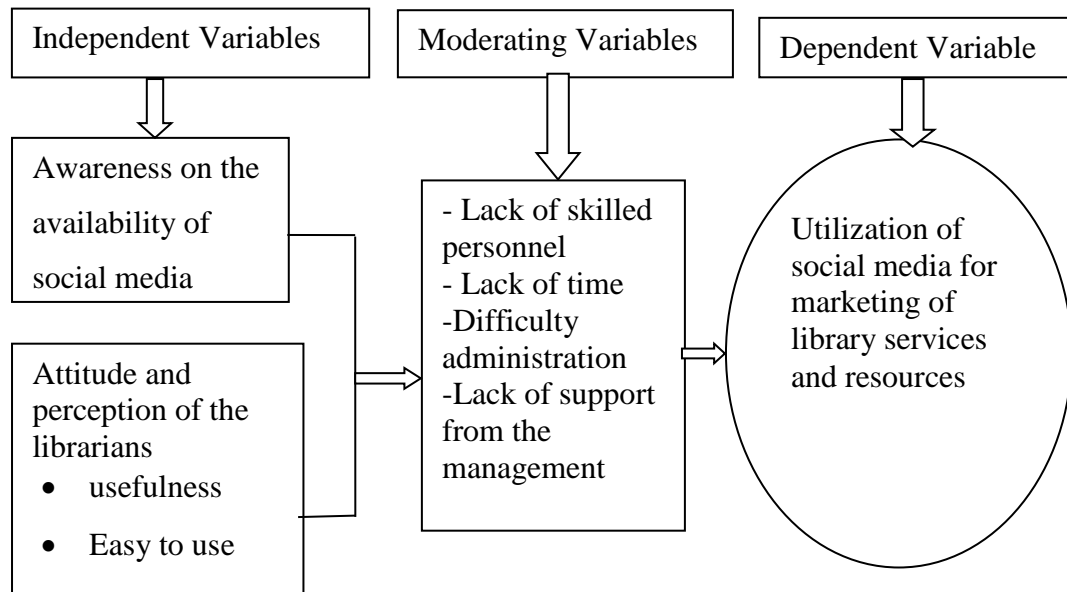
Figure 2.1: Conceptual Framework

Source: Researcher (2019)

The librarians' awareness, attitude and perception towards social media is viewed as the independent variables whereas the utilization of social media acts as the dependent variable. The independent variables in the research have a strong relation to the dependent variables in the study. The framework tends to guide the relationships between independent and dependent variables whereby the independent variables directly influence dependent variables in the research study. The librarian's awareness, attitude and perception influence the utilization of social media in the library, while lack of skilled personnel, lack of time, difficulty administration and lack of support from the management are moderating variables.

2.8 Theoretical Framework

This study used Technology Acceptance Model (TAM) as its theoretical model. TAM is an information system theory that models how the users come to accept and use

technology. This theory was formulated by Davis in 1989. TAM aims to explain the intention of the user to use technology and subsequent usage behavior. The theory suggests that when the users are presented with new technology, two factors namely perceived usefulness and perceived easy to use influence their decision to choose and use the technology. The referred factors are the key factors that determine the user's acceptance and use of the technology. This implies that the use of technology will enhance the work and make it easy and free from effort (Davis, 1989).

Holmstrom, Ketokivi, and Hameri (2009) opined that the users' perceptions will influence their attitudes and these attitudes will then affect their intention to use technology. Based on this study, TAM investigated the relationships between the librarians and utilization of social media in marketing information resources and services in academic libraries. It also answers the question of awareness and perceptions of librarians towards the social media usage in promoting library services. Other scholars who used TAM in their studies include (Isibika & Kavishe, 2018; Jain, 2013; Mutani, 2016; Xia et al., 2013). According to Davis (1989) the usage of technology is illustrated in figure 2.2.
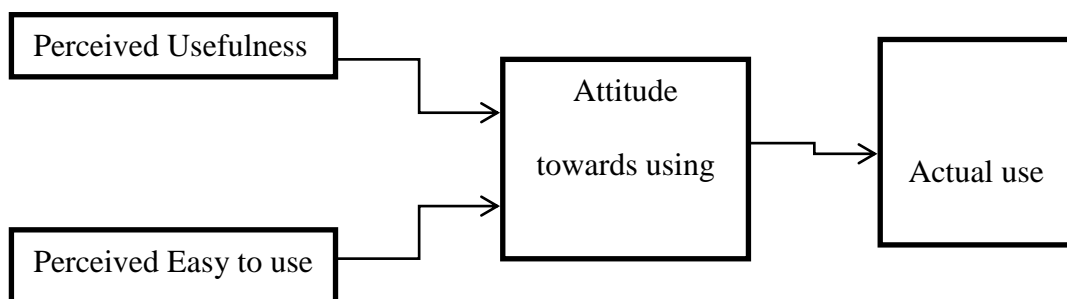
Figure 2.2: Theoretical Framework
Source: Davis (1989)

The assumption of this theory is that, the users' acceptance is the key determinant on the successfulness or failure of the utilization of the technology. When users perceived that the technology is useful and easy to use, their attitudes influence the actual usage of the technology.

From the Figure 2.2 shows the utilization of social media in the institution is determined by the acceptance from the users, this occurs when users perceived that the use of social media is useful and easy to use as the result, their attitude influence the actual utilization of social media in the library.

2.9   Chapter Summary

This chapter took a look at the previous studies about the utilization of social media for marketing of library resources and services. This chapter starts with the concept of library marketing, the social media, and the use of social media for marketing library resources in a global perspective, Africa perspective as well as in Tanzania context. The awareness and perception of librarians on the utilization of social media was also discussed as well as the factors affecting the used of social media, the conceptual frame work and theoretical frame work were also covered in this chapter.

Therefore, from the reviewed literature, it was noted that library marketing is not a new concept (Kumbar, 2007), Library marketing and promotion are very vital for library survival, reputation, visibility and library usage (Jung, 2003; Kumbar, 2007). The libraries around the world market its services and resources using different marketing strategies and techniques (Bhardwaj & Jain, 2016). However, the studies revealed that library services and resources in Tanzania are underutilized due to poor

marketing techniques. This implies that marketing activities are not optimally and effectively done in libraries. Other studies by Malekani and Benard (2018); Mawere and Sai (2018); Mutani (2016) reported that the students in higher learning institutions are effective users of social media. Despite the fact that the students in higher learning institutions are effective users of social media, it is not well known how the libraries utilize these social media tools to promote their services and resources.

Therefore, this study aims to investigate the utilization of social media for marketing library resources and services in academic libraries in Tanzania. TAM was reviewed and found to be relevant and applicable to this study. It investigated the relationships between librarians and the utilization of social media in marketing information resources and services in academic libraries. It also answered the question of awareness and perceptions of librarians towards the social media usage in promoting library services.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

This chapter provides a detailed description of the methods used in this study. The methodology includes research design, research approach, area of the study, research population, sample size, research data collection techniques, validity and reliability of data as well as the data analysis procedures and research ethical issues.

3.2   Research Design

According to Fletcher et al. (1997), the research design is about how to fulfill the purpose and answer the research question of the study. Case study design was used to obtain an understanding of the situation of the study. Fletcher et al. (1997) reported that case study design enables a researcher to closely examine the data within a specific context. This is done through the selection of a small geographical area or small number of individuals as the subject of study. Therefore, the case study was applied to obtain the views and opinions of the librarians towards the utilization of social media in the marketing of library services.

3.3   Research Approach

The study adopted qualitative and quantitative methods. Qualitative research method refers to the study of a phenomenon in its real life situation without any kind of manipulation of data (Creswell, 2009). Additionally, the qualitative research design was used to uncover the trends and opinions. On the other hand, the quantitative research method refers to quantifying research problem by generating the numerical

data. In so doing, the present study used quantitative research method to quantify opinions, attitudes, behaviors etc.

Johnson, Onwuegbuzie, and Turner (2007)suggested that in order to gain in depth understanding of research problem, both quantitative and qualitative research methods should be used. Therefore, this study combined both methods so as to gain in-depth understanding of the problem. The mixed method approach enabled the researcher to understand the problem deeper and wider than if one approach would have been used. In relation to this study, the researcher used questionnaires and interviews to obtain in-depth information from the participants with regard to utilization of social media for marketing of library resources and services. The library social networks sites were visited by the researcher in order to have the clear picture of the utilization of social media in libraries. The use of the mixed approach helped to solve the restriction of one approach through the strength of another approach.

3.4   Area of the Study

The study was conducted in Dodoma Region where three academic libraries namely UDOM, IRDP and St John's University library are located. Dodoma Region is located in the center of Tanzania. This region is the capital city of the United Republic of Tanzania. The region is located in between latitude 4^0 and 7^0 30' to the South and between longitude 35^0 and 37^0 to the East (ESRF & UNDP, 2019).

The University of Dodoma (UDOM): This is a public university, which was established in 2007. It is located 8 kilometers from Dodoma town. The University of Dodoma has around 26,000 students and about 90 library staff members. Currently,

there are 7 colleges and the university is expected to accommodate 50,000 students when it becomes fully operational (The University of Dodoma, 2009). Each college of the University of Dodoma has its own library. This provides unique information provision experience because each library is uniquely built to accommodate its users according to their information needs. All in all, the libraries at the University of Dodoma serve all the students, academic staff and researchers.

St. John's University of Tanzania (SJUT): This is a private institution, which was established in 2007by Anglican Church of Tanzania. It is located 8 kilometers from Dodoma town. SJUT has about 4,500 students and 20 library staff members. The university is still young with only 12 years of practice. The SJUT library is recently built with a variety of information carrier and serves all students, members of academic staff and researchers.

The Institute of Rural Development Planning (IRDP): The institute was established by parliament act No. 8 of 1980 in 1980. IRDP is located 7 kilometers from Dodoma Town. It has around 6,000 students and 20 library staff (IRDP, 2018). IRDP library is recently built, equipped with all range of information carrier, technological facilities and computer laboratory in order to accommodate the students, members of academic staff and researchers.

The referred three academic libraries were selected to represent all other academic libraries in Tanzania. The justification for choosing academic libraries located in Dodoma Region to be the case study for this research was based on the issue of limited time and financial resources. Secondly, the choice of the three academic

libraries was based on large number of students (ESRF & UNDP, 2019). For instance the university of Dodoma has about 26,000 students (The Universsity of Dodoma, 2019), with this number of students the researcher wanted to know how library utilize social media to market its resources and services. Therefore, the two reasons have attracted the attention of the researcher to assess the utilization of social media for marketing library resources and services in academic libraries in Dodoma Region.

3.5   Study Population

Omari (2011) defined research population as a study of a group of individuals that represent the entire population which have one or more common characteristics that are of interest to the researcher. In this research, the study population consisted of librarians from the University of Dodoma, Institute of Rural Development and Planning as well as St John's University library. The respondents from the noted libraries provided the required information that was relevant to the research objectives.

3.6   Sample Size and Sampling Techniques

The sample size of the study and the sampling procedure in the selection of respondents are discussed in the following sections.

3.6.1   Sample Size

The specific pool of population that was studied comprised of the library staff members from UDOM, IRDP and St. John's university library and amount to 120, the researcher applied sample size calculator to calculate the sample size from the population of 120 and obtain the sample size of 92 respondents. 72 participants filled

in the distributed questionnaires and 20 participants were interviewed. The respondents were selected randomly from each academic library. This allowed every individual to have equal chance to be selected for the study.

3.6.2 Sampling Procedures

There are many sample designs from which a researcher can choose an appropriate design. Some designs are relatively more precise and easier to apply compared to others but the researcher must select a sample design which should be reliable and appropriate for the study (Zainal, 2007). For the nature of this study, probability and non-probability sampling were used to ensure that every member of the target population had an equal opportunity of being chosen as a sample of the study without bias (Kothari, 2009). For the case of this study, the participants were chosen through their willingness to participate and their availability.

3.6.2.1 Probability Sampling

This technique deals with random selection of the samples. Kothari (2009) defined probability sampling as the technique that allows all samples to have an equal chance to be selected in the sample size. So, it deals with the random selection the sample. This method was used during the distribution of questionnaire to the librarians. Therefore, all library staff had an equal chance to participate in the study. This study used a sample size of 72 library staff members who filled in the distributed questionnaires. The researcher selected 50 library staff members randomly from UDOM library, 11 library staff members from SJUT and 11 library staff members from IRDP to participate in filling in the distributed questionnaires. The large sample

size from the University of Dodoma was attributed to a large number of library staff members compare to Institute of Rural Development Planning and St John's University of Tanzania library.

3.6.2.2 Non-Probability Sampling

This refers to the selection of the sample based on chance or possibility. During this study, the researcher used purposive sampling. Purposive sampling is non-probability sampling where by researcher choose the sample based on certain purpose. The selected respondents are the representatives of the whole population (Kothari, 2004). This method was used during the selection of library officials and administrators for the interview. The researcher selected 20 key library administrators purposively for interview whereby the information obtained during interview was used for triangulation to ensure validity and reliability of data. A total of 12 library administrators from UDOM participated in the interview while 8 staff members from IRDP and SJUT participated in the interview (each institution supplied 4 interviewees). Similarly, there is a large sample size of the participants from UDOM due to the fact that UDOM has a large number of library staff members compared to other institutions.

Table 3.1: The Sample Size of the Respondents

Respondent	Population	Sample size
The University of Dodoma	90	62
St. Johns University	15	15
Institute of Rural Development	15	15

3.7   Data Collection Methods and Instruments

Both primary and secondary data were used in this study. Whereas the secondary data were collected through different literature reviews, the primary data were collected through interviews with key officials and self-administered questionnaires.

3.7.1   Interview

Interview refers to conversation between two people with the objective of collecting relevant information for the research problem (Cohen, Manion, & Morrison, 2007). Omari (2011) revealed that interview data collection method provides accurate screening, captures emotions, behaviors as well as verbal and non-verbal ques. This study used face-to-face interview to collect data concerning the utilization of social media for marketing of library services from library staff members because the method provide accurate screening, capture perception and attitudes of library staff members on the utilization of social media for marketing of library services and resources. However, it should be noted that interview data collection method is costly, time consuming, requires preparations and limits the number of sample size.

Therefore, for the case of this study, 20 library administrators were interviewed. The researcher selected library administrators for interview because they are the ones who are responsible for issues related to marketing in the library. The researcher made an appointment with the respondents based on the respondents' time, location and availability. The interview was carried in different locations such as library offices and cafeteria as long as the respondents felt comfortable to speak to the researcher and the interview session spent from 10 to 15 minutes per each respondent. For the success of data collection, the researcher assured herself that the environment was

comfortable and introduced the subject clearly so that the respondents could feel at ease to discuss the matter with the researcher. The interview guide used to collect information from the librarians (see Appendix II).

3.7.2 Questionnaire

This is the instrument of data collection whereby a researcher provides a series of questions in a written form to respondents for the purpose of gathering information. Questionnaires are often easy to use, cover large geographical area and answers from the respondents can easily be coded (Cohen et al., 2007). The questionnaire was the main instrument of data collection for this study. The study used questionnaire because it was easy to use, easy to collect data, cover large geographical area and provide easy codification of data. The questionnaires were distributed to 72 library staff members. The questionnaires which were distributed to the respondents contained both closed and open ended questions. All targeted respondents were reached and they were able to respond to questions effectively. The questionnaire used to collect information from the Library staff members was appended to this document (see Appendix I).

3.8   Reliability and Validity of Data

Reliability is consistency of measurement, or the degree to which instrument measure the same way each time it is used under the same condition with the same subject (Yin, 2009). On the other hand, Cook and Campbell (Cohen et al., 2007) defined validity as the "best available approximation to the truth or falsity of a given inference, proposition or conclusion." With reference to this study, to ensure validity and reliability, the researcher used triangulation methods where the researcher

compared information from the interviews and responses from questionnaire so that to cross check the reliability and validity of the responses from the respondents. Pilot test on the data collection instruments was done after which some revisions were made, to eliminate ambiguities in the tools. This brought consistency in understanding the questions by all respondents in addition Key terms used in this study, were adopted from previous studies as recommended by Saunders et al. (2000).

3.9 Data Processing and Analysis

Data analysis is the transformation of data into a form that makes interpretation easier. The data which were obtained from the field was processed, analyzed and interpreted in the manner that answered the research questions. Some operations which were included in the data analysis include: open coding, editing and statistical analysis using descriptive and inferential statistics such as percentages, charts, graphs and tables.

3.9.1 Open Coding

According to Kothari (Kothari, 2009), coding is the process of assigning collected data into different logical categories or assigning data segments into meaningful expression. This is achieved by using numerical symbols, which are used to categorize the data. Coding of data is done in order to facilitate the process of data analysis.

3.9.2 Editing

This is the process of reviewing and adjusting the collected data to ensure its quality. With reference to current study, the data were edited in the field to ensure its quality.

This was done manually by comparing the respondents' data from similar respondents.

3.9.3   Analysis

The data analysis involves classifying and uniquely identifying the responses (Holmstrom et al., 2009). This study used descriptive and inferential statistics in analyzing the data. This method was chosen due to its convenience in analyzing the collected data quickly and putting them in different forms in order to make comparisons. On the other hand, quantitative data was subjected to statistical analysis using computer based software known as Statistical Package for Social Scientists (SPSS) version 20 and EXCEL. The researcher uses simple tabulation that consisted the frequencies (to show number of compliance) and their percentages (%). Charts were also used to provide a better visual presentation of the findings.

3.10   Ethical Considerations

This study adhered to ethical issues. To adhere to ethical issues, the researcher sought a clearance letter from the Director of Research and Consultancy for post-graduate studies of the Open University of Tanzania for data collection process. She also sought the clearance letters from respective libraries for data collection process.

The researcher ensured that all respondents had full knowledge of what was done (formal consent). In addition, voluntary participation of the respondents in filling in the distributed questionnaires and assurance of privacy and anonymity to the respondents by not using their names as well as their institution name during data

presentation All sources that were used in the study were well cited and acknowledged. The clearance letters from the Director of Research and Consultancy for post-graduate studies of the Open University of Tanzania and respective libraries were appended to this document (see Appendix III).

3.11   Chapter Summary

This chapter presented and discussed the research methodology for this study. Whereas the qualitative and quantitative research approaches were adopted, the case study approach was presented and discussed as well as the data collection methods and instruments. Whereas the interview method targeted library officials while questionnaire targeted library staff members. Reliability and validity of the data, data analysis and processing as well as research ethical issues were discussed.

CHAPTER FOUR

DATA PRESENTANTION, ANALYSIS, AND DISCUSSION OF FINDINGS

4.1   Introduction

This chapter presents the findings, analysis of the findings as well as discussion of the finding. The findings of the study were presented in the following order: the demographic information, level of awareness and perception of library staff members towards the usefulness of social media applications in libraries. The present status of the utilization of social media for the marketing of library resources and services in academic libraries in Tanzania and the problems faced by academic libraries in utilizing social media in Tanzania. With reference to the descriptive data, the results from the questionnaires are presented first followed by the results from the interviews. The last part of this chapter presents the chapter summary.

4.2   Response Rate

The sample size of 92 librarians was chosen randomly to participate in the survey. The study collected data from the sample groups using questionnaires and interview. All respondents filled in the questionnaires correctly and returned them on time. There was 100% response rate among the participants. The descriptive analysis was conducted using SPSS.

4.3   Demographic Characteristics of the Respondents

This section presented the background information of the librarians' characteristics. The respondent's characteristics were taken into consideration by the researcher because respondent's characteristics influence the utilization of social media for the

marketing of library resources and services in academic libraries in Tanzania. The respondents' characteristics included gender, age and the level of education. Such demographic information was useful in determining the nature of the respondents to examine its influence on the utilization of social media in marketing the library services and resources in Tanzania.

4.3.1 Categorization of Respondents by Gender

During the current study, the gender of the respondents was taken into consideration to ascertain the relationship between gender and the utilizations of social media for marketing library services. Table 4.1 indicates the categorization of respondents by Gender.

Table 4.1: Categorization of Respondents by Gender

Gender	Frequency	Percent
Male	40	45%
Female	52	55%
Total	**92**	**100**%

Source: Field Data (2019)

With reference to Table 4.1, the results indicated that the sample was comprised of 40(45%) male and 52(55%) female respondents. This representation reflects that number of female librarians was considerably big compared to male librarians in academic libraries. These results agree with the findings of Golub (2010) that the number of female librarians was higher than the number of male librarians in the world.

4.3.3 Categorization of Respondents by Age

The age of the respondents was taken into account by the researcher to determine any relationship between the age and awareness and utilization of social media. Table 4.2 presents the categorization of the respondents by age.

Table 4.2: Categorization of the Respondents by Age

Age (Years)	Frequency	Percent
Between 18 – 30	18	17%
Between 31 - 40	56	63%
Between 41 – 50	9	10%
Above 50	9	10%
Total	**92**	**100**%

Source: Field Data (2019)

As illustrated in Table 4.2 above, 56(63%) of the respondents were aged between 31-40 years, while 18(17%) of the respondents were aged between 18-30 years and 9(10%) of the respondents were aged between 41-50 years and only 9(10%) were aged above 50years.

With reference to Table 4.2, the results indicate that the two age groups which are 18 to 30 years and 31 to 40 years constituted 80% of the sample. About 20% of the respondents aged between 41 and above 50. This indicates that most librarians in the higher learning institutions are at young age. This implies that this group is conversant with technology application especially social media tools as contended by Dulle and Minishi Majanja (2010) and Isibika and Kavishe (2018) that in African context, young aged people are conversant and highly use technology compare to the elder ones.

4.3.4   Categorization of Respondents by Level of Education

The level of education of the respondents was taken into account by the researcher to determine any relationship between level of education and utilization of social media for marketing of library services and resources in Tanzania. Table 4.3 illustrates the results.

Table 4.3: Level of Education of Respondents

Level of Education	Frequency	Percent
Certificate level of library education	24	23%
Diploma level of library education	56	67%
Bachelor degree and above	6	5%
Others	6	5%
Total	**92**	**100**%

Source: Field Data (2019)

As illustrated in Table 4.3 shows 56(67%) of the respondents had diploma in librarianship, 24(23%) of the respondents had the certificate level of library education as well as 6(5%) of the respondents had Bachelor degree and above and only 6(5%) had other Skills/Levels of education. This shows that most librarians in academic libraries have skills and knowledge about librarianship practices.

4.3.5   Categorization of Working Experience

In the course of undertaking the current study, the researcher also took into account the working experience of the respondents. It was important to establish work experience of respondents in order to determine whether the work experience had influence on the use of the social media. Table 4.4 presents categorization of working experience.

Table 4.4: Categorization of Respondents By Working Experience

Working Experience	Frequency	Percent
1 -2 Years	8	6%
3-4 Years	18	16%
5-6 Years	56	67%
7 and Above	10	11%
Total	**92**	**100%**

Source: Field Data (2019)

From Table 4.4 shows majority of respondents 56 (67%) of the respondents had 5-6 years of experience, followed by 18 (16%) of the respondents who had 3-4 years of experience, 10 (11%) had 7 years and above experience and only 8(6%) of the respondents had 1-2 years of experience.

With reference to Table 4.4, the study findings revealed that majority of the respondents (78%), who participated in the study had more than 5 years of working experience while 22% have 1 to 4 years of working experience. This implies that the librarians are more experienced in the field of librarianship. Also this implies that majority of the librarian are aware and utilize technological advancements in library especially the utilization of social media for marketing library resources and services. Other studies found that the librarians with more working experience are aware and utilize technological advancements in library especially the utilization of social media for marketing library resources and services (Islam & Habiba, 2015; Jain, 2013).

4.4   Level of Awareness and Perception of Library Staff towards Usefulness of Social Media Applications in Libraries

The first objective of this research was to determine the level of awareness and perception of library staff towards the utilization of social media for marketing of library resources and services. This was necessary because user awareness of a given

service is the first step towards the acceptance or rejection of that service/ system. To address this objective three issues were looked at, namely the level of awareness, the perception and the attitude of librarians towards the utilization of social media in the library.

4.4.1 The Level of Awareness of Library Staff

The respondents were asked to state their level of awareness of the social media tools that are used in the library. The table 4.5 presents the results.

Table 4.5: Level of Awareness

Awareness of Social Media	Frequency	Percent
Yes	68	94%
No	2	3%
I don't Know	2	3%
Total	**72**	**100**%

Source: Field Data (2019)

The findings from the Table 4.5 indicates that 68(94%) of the respondents indicated "Yes" that they are aware of the Social media tools, while 2(3%) of the respondentds indicated "No" that they are not aware of the social media tools and 2(3%) also indicated "I don't know" social media tools.

With reference to Table 4.5, the findings indicates that majority of the respondents (94%) agreed that they were aware of the social media application while only (6%) of the respondents indicated that they were not aware of social media tools in the library. This shows that library staff members are aware of the social media tools that are used in the library. The findings are in line with the other studies which revealed that the

awareness of the librarians on the application of social media in the library is very high (Akporhonor & Olsie, 2015; Bhardwaj & Jain, 2016; Chiparausha & Chigwada, 2019; Jain, 2013; Malekani & Benard, 2018; Mawere & Sai, 2018).

4.4.2 Perception and Attitude of Library Staff on Social Media

The respondents were required to indicate their agreement with the statements concerning attitude and their perception towards the utilization of social media for promotion of library services and resources. A scale of 1 to 5 where; 1= SA - Strongly Agree 2=A - Agree, 3=N - Neutral, 4 D-Disagree5=SD – Strongly disagree. Mean and standard deviation were calculated for ease of comparison and generalization of findings. The finding is shown in Table 4.6.

Table 4.6: Perception and Attitude of Library Staff on Social Media (Multiple Responses)

Perceptions/ Attitudes	SA	A	N	D	SD	M	Std
Using social media tools for library marketing is good and valuable	18(25%)	40(56%)	8(11%)	6(8 %)	0	2.03	.839
Using social media is a new trend and improves library image	20(28%)	38(53%)	8(11.2%)	6(8.3%)	0	2.00	.856
Usage of social media tools in the library is a positive initiative	11(15%)	47(65%)	11(15%)	3(5%)	0	2.08	.687
Usage of social media tools in the library is easy and understandable	17(24%)	41(57%)	13(17%)	1(2%)	0	1.97	.691
Social media tools for marketing is more flexible compare to the usage of traditional tools	20(28%)	44(61%)	7(9%)	1(2%)	0	1.85	.643

Source: Field Data (2019)

Kindly use a style which separates the attitudes and provide the key to indicate what is SA, A ….etc

4.4.2.1 Using Social Media Tools tor Library Marketing is Good and Valuable

The findings from Table 4.6 revealed that 18(25%) of the respondents strongly agree

that using social media tools for library marketing is good and valuable and 40(56%)

of the respondents agreed that using social media tools for library marketing is good

and valuable. A total of 8(11%) of the respondents were neutral with regard to the

statement, while 6(8%) of the respondents disagreed with the statement as they

insisted that using social media tools for library marketing is neither good nor

valuable.

Generally, the respondents indicate to a great extent that using social media tools for

library marketing is good and valuable which had a mean of 2.03 and with a standard

deviation of .839 an indication that 81% of the respondents agree that using social

media tools for library marketing is good and valuable. That social media is fast easier

and reach large number of audience in a short period of time. This indicates that

librarians have positive perception of the use of social media in the library.

4.4.2.2 Using Social Media is a new Trend and Improves Library Image

The findings from Table 4.6 revealed that 20(28%) of the respondents strongly agreed

that using social media is a new trend and improves library image, 38(53%) of the

respondents agree on the statement, while 8(11%) of the respondents were neutral and

6(8%) of the respondents disagree on the statements.

Generally, the respondents indicate to a great extent that using social media is a new

trend and improves library image which had a mean of 2.00 and with a standard

deviation of .856 an indication that 81% of the respondents agreed that using social

media is a new trend and improves library image. These findings implied that the majority of the librarians have positive attitude and perception towards the use of social media in the library.

4.4.2.3 Usage of Social Media Tools in the Library is a Positive Initiative

The findings from Table 4.6 revealed that 11(15%) of the respondents strongly agreed that the usage of social media tools in the library is a positive initiative, 47(65%) of the respondents agree on the statement, while 11(15%) of the respondents were neutral and 3(5%) of the respondents disagree on the statements.

Generally, the respondents indicate to a great extent that the usage of social media tools in the library is a positive initiative which had a mean of 2.08 and with a standard deviation of .687 an indication that 80% of the respondents agreed that the usage of social media tools in the library is a positive initiative. These findings implied that the majority of the librarians have positive attitude and perception towards the use of social media in the library.

4.4.2.4 Usage of Social Media Tools in the Library is Easy and Understandable

The findings from Table 4.6 revealed that 17(24%) of the respondents strongly agreed that using social media is easy and understandable, 41(57%) of the respondents agree on the statement, while 13(17%) of the respondents were neutral and 1(2%) of the respondents disagree on the statements.

Generally, the respondents indicate to a great extent that using social media is easy and understandable which had a mean of 1.97 and with a standard deviation of 1.691

an indication that 81% of the respondents agreed that using social media is easy and understandable. These findings implied that the majority of the librarians have positive attitude and perception towards the use of social media in the library.

4.4.2.5 The Flexibility of using Social Media Compared to Traditional Marketing

The findings from Table 4.6 revealed that 20(28%) of the respondents strongly agreed that using social media for marketing of library services is more flexible than traditional methods of marketing, 44(61%) of the respondents agree on the statement, while 7(9%) of the respondents were neutral and 1(2%) of the respondents disagree on the statements.

Generally, the respondents indicate to a great extent that using social media for marketing of library services is more flexible than traditional methods of marketing which had a mean of 1.85 and with a standard deviation of .643 an indication that majority of the respondents 89% agreed with the statement that using social media tools for marketing is more flexible compared to traditional marketing methods.

This implies that social media tools inform users instantly, quickly compare to traditional media. This finding implied that librarians have positive attitude and perception towards the flexibility of social media in comparison to traditional marketing due to its flexibility during usage compare to the traditional method.

Based on the findings above, it can be concluded that the majority of the library staff have positive perception towards the utilization of social media in the libraries due to

its easy to use, usefulness including interactiveness, reach large number of audiences and deliver instant services.

Furthermore, in connection to TAM theory as Isibika and Kavishe (2018) pointed out that when users of technology have positive perception towards the utilization of technology by perceiving it useful and easy to use, their perception have influence on actual utilization. This implies that since majority of the librarians have positive attitude and perception towards the utilization of social media, the influence on the actual utilization of social media in the libraries is quite obvious.

4.5   Status on the Usage of Social Media for Marketing of Library Resources and Services in Academic Libraries in Tanzania

The second objective of this research was to examine the present status on the usage of social media for marketing of library resources and services in academic libraries in Tanzania.

The questionnaire and interview were used to obtain answers for this question. To address this objective, the researcher thought that it was important to ask respondents from the surveyed libraries if they had any social media account(s) and if they were used for marketing and promoting the library services and resources to users.

4.5.1   Availability of Social Media Accounts in Library

With regard to the availability of social media in the library, the respondents were asked whether or not their library has social media accounts. Figure 4.1 illustrates the results.
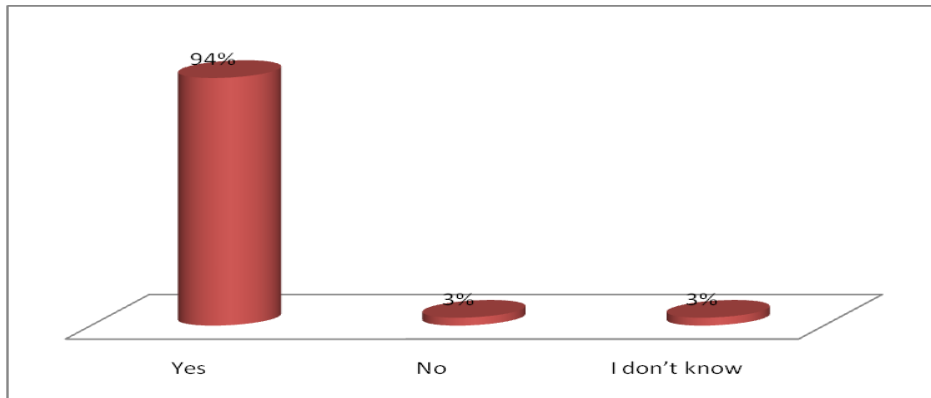
Figure 4.1: Availability of Social Media in the Library

Source: Field Data (2019)

The Figure 4.1 indicate that 68(94%) of the respondents indicated "Yes" that their library have social media accounts, 2(3%) of the respondents indicated "No" that their libraries do not have social media accounts and 2(3%) indicated " I don't know" that the do not know either their library have social media accounts or otherwise.

The study findings indicate that majority of the respondents 68(94%) agreed on the statement that their library do have social media accounts, this implies that the visited library have socila media acounts.

To support the research objective above, the researcher further asked the respondents to indicate the most used social media tools in the library. The Table 4.7 below illustartes the results.

Table 4.7: The most Social Media Tools used in the Library

Social media	Frequency	Percent
Facebook	66	92%
Twitter	3	4%
Blog	3	4%

Source: Field Data (2019)

The findings from the Table 4.7 indicates that 66(92%) of the respondents stated that Facebook is the most social media tool used in the library, while 3(4%) indicated Twitter to be the most scocial media tool used in the library and only 3(4%) indicated blog to be the most used social media in the library.

Generally, the majority of the respondents (92%) reported that Facebook is the most social media tools used in the library. Therefore, the findings implies that, the commonly utilized social media is in the library is Facebook. These findings were also supported by the following verbatim quote from one respondent.

> *"…Due to development of science and technology, the use of Face book is very high. We use face book for ourselves, easy to share posts, comments and reply texts, it is a common knowledge"*
> (Interview with the library staff member, 2019)

Furthermore, These findings correspond with the findings by the studies done by other scholars such as Akakandelwa & Walubita (2018); Bana & Shitindi (2009); Bhardwaj & Jain (2016); Chitumbo & Chewe (2015); Mawere & Sai (2018); Zubeda (2018) who contend that most of the academic libraries around the world have social media acounts and the most used ones are facebook, Youtube, blogs and Twitter. Therefore, the findings of the current study and those by other studies elsewhere imply that the libraries have social media accounts. The most used social media in the libraries are Face book, Twitter, Blogs and YouTube.

In relation to the research objective to examine the status on the usage of social Media for marketing of library resources and services in academic libraries in Tanzania, the respondents were asked to rate their competence in using social media tools. The data for this question are presented in the Table 4.12.

Table 4.8: Competence in using Social Media Applications(Multiple Responses)

Competence	Frequency (Multiple responses)	Percent
Facebook	70	94%
Twitter	30	36%
Blog	2	3%
YouTube	15	18%
LinkedIn	2	3%
Wiki	15	18%

Source: Field Data (2019)

The Table 4.8 indicates that 94% of the respondents indicated that they are very competent in using Face book, 36% of the respondents indicated that they are very competent in using twitter, 18% indicated that they are very competent in using YouTube and Wikis, while only 25 indicated that they are competent in using Blogs and LinkedIn.

The findings indicated that the majority of the respondents (94%) were very competent in Face book, the respondents went further and indicated that they are competent in Face book they are very competent in Face book, due to its popularity and easy usage however there were also 30% respondents who indicated that they are very competent in Twitter. It can be concluded that the majority of the library staff members are competent in the usage of social media.

Furthermore, the researcher asked the library administrators on how the libraries use the social media for marketing their services and resources. The study findings revealed that the libraries use social media for marketing their services and resources

through creating awareness among library users with regard to different services that are provided by the libraries and giving information on opening and closing hours of the library. These findings were also supported by the following verbatim quote from one respondent.

> *"...we put all the information about library services on our page, updates, events, activities etc…."* (Interview with the library staff member, 2019)

This indicates that the library use social media tools to communicate library activities and events to their users. Furthermore, the libraries use social media for marketing their services and resources by keeping the library users informed concerning different activities that take place in the libraries, sharing pictures, video, and links and using social media platforms to obtain feedback concerning the library services. The page allows the users to comment anything and give out their views and suggestions concerning the library services provided. These responses correspond with the findings by the study which was conducted in top US academic libraries by Boateng and Liu (2014) that the libraries use social media to upload photos, share links and videos, market library services, offer reference service, and share information about library resources.

Based on the study findings, it is clearly agreed that through TAM theory, the users were able to use the technology having perceived it easy to use and useful. With regard to the findings of question one, the perception and attitude of library staff members towards the utilization of social media were very positive as the results influenced the utilization of the social media in the library.

4.6 Challenges Faced by Academic Libraries in Utilizing Social Media

The respondents were required to indicate their agreement with the statements concerning challenges or problems facing Academic libraries on the utilization of social media for promotion of library services and resources. A scale of 1 to 5 where; 1= SA - Strongly Agree 2=A - Agree, 3=N - Neutral, 4 D-Disagree5=SD – Strongly disagree. Mean and standard deviation were calculated for ease of comparison and generalization of findings. The finding is shown in Table 4.9.

Table 4.9: Challenges Faced by Academic Libraries in Utilizing Social Media (Multiple responses)

Challenges	SA	A	N	D	SD	M	Std
Lack of skilled personnel	21(29%)	43(60%)	2(3%)	3(4%)	3(4%)	1.94	.933
Lack of time	29(40%)	25(36%)	6(8%)	6(8%)	6(8%)	2.10	1.258
Difficulty Administration	23(32%)	36(50%)	7(10%)	6(8%)	0	1.92	.870
Poor monitoring	25(35%)	26(36%)	11(15%)	10(14%)	0	1.89	.691
Difficulty attracting new users	20(28%)	44(61%)	7(9%)	1(2%)	0	2.19	1.089
Poor support from the Management	27(38%)	36(50%)	6(8%)	3(4%)	0	1.97	.963

Source: Field Data (2019)

4.6.1 Lack of Skilled Personnel

The findings from Table 4.9 revealed that 21(29%) of the respondents strongly agree that lack of skilled personnel to be challenge that facing Academic Libraries on the

utilization of social media for promotion of library services and resources, 43(60%) agree on the statement while only 2(3%) were neutral on the statement and 3(4%) disagree with the statement.

Generally, the respondents indicate to a great extent that that lack of skilled personnel to be challenge that facing Academic Libraries on the utilization of social media for promotion of library services and resources which had a mean of 1.94 and with a standard deviation of .933 an indication that 89% of the respondents agree that lack of skilled personnel (human resources) in library as the most threatening factor for the management of the social media in library. This is due to the fact that most librarians are still struggling to identify the productive uses of these sites and lack the necessary skills and expertise on how to make maximum utilization of the social networking sites for the benefit of the library. These findings are in agreement with the findings by Ezeani and Igwesi (2012) and Mawere and Sai (2018) who revealed that most librarians in Africa lack the skills that could be required to maximize the utilization of the social networking tools for effective library services. In addition, Zubeda (2018) revealed that often librarians lack training and knowledge of marketing tools and techniques due to lack of marketing classes in library schools' curricula.

4.6.2 Lack of Time

The findings from Table 4.9 revealed that 29(40%) of the respondents strongly agree that lack of time to be challenge that is facing Academic Libraries on the utilization of social media for promotion of library services and resources, 25(36%) agree on the statement while 6(8%) were neutral on the statement and 12(16%) disagree with the statement.

Generally, the respondents indicate to a great extent that that lack of time to be the challenge that facing Academic Libraries on the utilization of social media for promotion of library services and resources which had a mean of 2.10 and with a standard deviation of 1.258 an indication that 76% of the respondents agree that lack of time by library staff as the most threatening factor for the management of the social media in library. It was realized that the head or director of the library has the mandate to upload or respond to issues on the social media. In reality librarians are the busiest people because they have so many things to attend, hence the library social media pages lack new updates and most of the requests and questions from the users remain unattended For instance, the respondents from library B and C said that they waited for their bosses to upload library issues on their Face book pages for so long. In addition to that, one respondent from library C had the following to say during the interview.

> "…*There are so many things on the social media. It is difficult to keep up with the users. There are so many requests, messages and so many stuffs to do. I just do what is necessary when I have time*"
> (interview with respondent from library C, 2018).

This poses a challenge contrary to the suggestion given by Jain (2013) on the application of social media in marketing of library services. He suggested that the librarians should be diligent about keeping up with posts on the library's Facebook page and respond to them in a timely manner. When one re-tweets the library post on twitter, the library should thank them, to keep an eye on the social media dashboard for the alerts, notifications and when someone mentioned library should be thanked or someone may be asking a question of the library should be answered on time. Therefore, this communicative environment will build the relationship and trust

between the users and the library and will facilitate the promotion of library services and resources.

4.6.3   Difficulty Administration of Library Social Media Accounts

The findings from Table 4.9 revealed that 23(32%) of the respondents strongly agree that difficulty administration of library social media accounts to be the challenge that is facing Academic Libraries on the utilization of social media for promotion of library services and resources, 36(50%) agree on the statement while 7(10%) were neutral on the statement and 6(8%) disagree with the statement.

Generally, the respondents indicate to a great extent that difficulty administration of library social media accounts to be the challenge that is facing Academic Libraries on the utilization of social media for promotion of library services and resources which had a mean of 1.92 and with a standard deviation of .870 an indication that 82% of the respondents agree that difficulty in the administration and monitoring of library social media sites is the challenge that is facing Academic libraries. This implies that the library staff members fail to keep up with the threads and demands of the users on the social media. This finding resembles of the findings by Bhardwaj and Jain (2016); Chewe and Imasiku (2018); Chu and Du (2013) who reported that that there are some difficulties in administration of these social media in developed countries. For example, the threads and newsfeeds on twitter or Facebook, which needed personal care, the library staff members were too busy to monitor them. Generally, the monitoring and administration of social media required extra time, manpower and attention.

With regard to the issue of administration and monitoring of the social media site one library staff member from library A had the following assertion during the interview.

> *…It is not easy to monitor and administer these social media sites. It is like handling another library. We spend a lot of time in preparing the posts, checking the content and grammar, responding to newsfeeds, tweets and checking the notifications. It will be nice to use these sites without investing a lot of* time (interview with library administrator from library A, 2019).

Therefore, a thorough conclusion can be made that managing social media sites is not an easy task. The library needs to invest a lot of time and resources for the management of the sites. In addition, the library should find simple ways of making use of the available social media by using resources that are available in the library. The marketing of library resources and services should be embedded in the day to day library activities in order to save time and resources.

5.6.4   Lack of Management Support

The findings from Table 4.9 revealed that 27(38%) of the respondents strongly agree that lack of management support to be the challenge that is facing Academic Libraries on the utilization of social media for promotion of library services and resources, 36(50%) agree on the statement while 6(8%) were neutral on the statement and 3(4%) disagree with the statement.

Generally, the respondents indicate to a great extent that lack of management support to be the challenge that is facing Academic Libraries on the utilization of social media for promotion of library services and resources which had a mean of 1.97 and with a standard deviation of .963 an indication that 88% of the respondents agree that poor support from the management pose as a challenge for utilization of social media for

marketing of library resources and services. This occurred when the management invested very little or not at all in the matters concerning library marketing. The study which was conducted by Njobvu (2008) in Zambia revealed that most of the university libraries in Zambia do not market their libraries due to lack of support from the management.

According to Njobvu, the attitude and perception of the University management is that academic library does not require marketing due to the fact that the university already has users who will use the library no matter what. The studies which were conducted by Isibika and Kavishe (2018); Malekani and Benard (2018) indicated that the libraries invest very little in marketing activities whereby the huge amount of funds are allocated for the purchasing of materials and subscription of resources. Libraries often ignore an important ingredient of making the users aware of what is available and embrace the notion that the university students do not need promotion or advertisement to use the library services. This has led to some of the university library services being underutilized or even not being used at all (Manda, 2005).

When asked to give the recommendations and suggestions on how the social media can better be used for marketing resources, one respondent from … library had the following to say during the interview.

> …*There is a need to streamline library marketing activities in day to day operation of the library in order to save time and* resources (interview with library administrator from library C, 2019).

In addition, other respondents suggested that academic institution management should support the library marketing as an important aspect of library services provision. This

can be achieved through allocating enough funds for library activities. Moreover, the respondents suggested that the library staff should be trained in the areas of ICT and other related areas in order to have the necessary skills and knowledge that are required to utilize social network tools for effective library services. The library should also use social media by using the resources such as staff, internet resources and facilities which are available in the library. The library marketing activities should be embedded in the day-to-day activities of the library in order to save time and resources.

4.7   Chapter Summary

This chapter provides an overview of the research data presentation, analysis and discussion of the findings. The presentation and discussion of the findings are organized based on the research questions. The first section presented and discussed the findings related to level of awareness and perception of library staff members towards the usefulness of social media applications in the libraries. The second section presented and discussed the findings related to the present status on the usage of social media for the marketing of library resources and services in academic libraries in Tanzania. The third section presented and discussed the problems faced by academic libraries in utilizing social media.

N.B: my concern is the sample size 92, 72 filled questionnaires and 20 were interviewed. Does it mean that you have mixed the responses of both instruments while presenting? This should be stated in the introduction section on how the data will be presented. As there some instances I see quotations.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Introduction

This chapter presents summary, conclusion and recommendations of the findings as well as areas for further research.

5.2   Summary of the Study findings

The current study revealed significant findings about the utilization of social media in promoting library services and resources. The study findings are summarized and organized based on the research objectives and questions as follows:

5.2.1   Level of Awareness and Perception of Library Staff Towards Usefulness of Ssocial Media Applications in Libraries

The current study examined the level of awareness and perception of library staff towards the usefulness of social media applications in the academic libraries. The study findings indicated that the majority of library staff members 68(94%) are aware of social media and they have social media accounts for their libraries. The majority of the librarians demonstrated positive attitudes towards the utilization of social media for marketing library resources and services in academic libraries. The findings indicated that 81 % of the respondents (either agreed or strongly agreed) affirmed that using social media tools for library marketing is good. They also agreed that using social media tools for library marketing improves the library image. The total of 81% of the respondents agreed that it is valuable to use social media tools for marketing library resources and services the total of (81%) of the respondents affirmed that it is

easy to use social media tools for library marketing and 89% of the respondents affirmed that using social media for marketing strategies is more flexible compare to traditional marketing strategies.

5.2.2 The Status of Using Social Media for Marketing of Library Resources and Services in Academic Libraries

The study examined the status of using social media for marketing of library resources and services in academic libraries in Tanzania. The study findings showed that the surveyed libraries had social media accounts. The libraries were found to use other accounts such as Twitter and Instagram, but Facebook was most preferred account as it has more current information compared to other social media accounts.

5.2.3 The Problems Faced by Academic Libraries in Utilizing Social Media

Finally, the study examined the problems faced by academic libraries in utilizing social media. The study findings indicated that lack of skilled personnel (human resources) is the threatening factor for the management of social media in the library. The issue of time, difficulty in attracting users of library, poor support from the management, and difficulty in administration and monitoring of the accounts constitute the problems faced by the academic libraries in the utilization of social media.

5.3 Conclusion

The study findings indicated that the majority of the library staff members are aware of the utilization of social media in the library marketing and they have positive attitude towards the use of social media. With regard to the status of using social

media for marketing of library resources and services in academic libraries in Tanzania, the study showed that most of the academic libraries have social media accounts such as Facebook, Tweeter, and Instagram etc. However, most of the academic libraries are active users of Facebook account. The current study concluded that the libraries need to actively use other social media such as Instagram, Tweeter, YouTube, Skype etc. so as to reach different users. By doing so, the library resources and services can be optimum utilized by the library users and improve academic performance of the users.

With regard to the challenges faced by libraries in the utilization of social media, the current study indicated that lack of skilled personnel is the most threatening factor for the management of social media in library. This is due to the fact that most library staff members lack the necessary skills and knowledge on how to maximize the utilization of social network sites for the benefit of the libraries. Therefore, the study findings conclude that the institutional management needs to train library staff members in order to enhance their skills and expertise in managing network sites for the benefit of the library. The general conclusion of this study is that academic libraries could exploit the benefits of social media in promoting library resources and services however a number of challenges need to be addressed beforehand to improve utilization of social media in academic libraries in Tanzania.

5.4   Recommendations

Based on the study findings from the current research, the following are the recommendations to the respective academic institution managements and library staff members.

5.4.1 Recommendations to Academic Institution Managements

(i) The academic institutions management should support library marketing as an important aspect in library services and resources usage by allocating enough funds for library activities.

(ii) The management should train library staff members frequently in areas of ICT and other related areas in order to enhance their skills and knowledge which are required to adopt the social networking tools for effective library services.

(iii) The management should employ enough library personnel so as to provide effective services to the library users.

5.4.2 Recommendations to Library Staff Members

(i) Regardless of the issue of time, the library staff should be diligent enough about responding to the users' posts and queries on social media on time. This is the way that the library should use to listen and communicate with the physical community. The posts and tweets that are sent to library should be acknowledged, monitored, administered and responded to timely.

(ii) The library should utilize the social media by using the resources available in the library. Such resources include library staff members, internet resources and other facilities. The library marketing activities should be embedded in the day to day activities of the library in order to save time and resources.

5.5 Recommendation for Further Research

This study focused on the utilization of social media for library marketing of library resources and services in academic libraries in Tanzania. This study addressed the

utilization of social media in academic libraries only. The researcher recommends further studies on the assessment of the utilization of social media in delivering library services.

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APPENDICES

Appendix I: Questionnaire for The Librarians

This questionnaire was designed for the sole purpose of collecting the data on the utilisation of social media for marketing of library resources and services in academic libraries in Tanzania. The collected data will be treated with a very high degree of confidentiality and they are meant for academic purpose only. You are kindly asked to fill in this questionnaire.

Please tick an appropriate check box for the correct answer unless directed otherwise.

Name of institution………………………………………………………………..

1. What is your gender?

    [   ] Female   [   ] Male

2. How old are you?

    [ ] below 18 years   [ ] between 18 and 30 years

    [ ] between 31 and 40 years   [ ] between 41 and 50 years

    [ ] above 50 years

4. What is your highest level of education?

    [ ] Certificate level of library and information studies

    [ ] Certificate level of library and information studies

    [ ] Bachelor's degree and above

    [] Other Please, specify………………………………………………….

5. How long have you been working in the library?

[   ] 1 to 2years   [   ] 3 to 4 years [   ] 5 to 6 years   7 years and above [   ]

6. Are you aware of social media tools?

[ ] Yes   [ ] No   [   ] I don't know

7. To what extent are you competent in using the following social media applications?

Item	Very competent	Competent	Somehow	Not competent
Facebook				
Twitter				
Blogs				
YouTube				
LinkedIn				
Skype				
Wiki				

9. Are you aware of the usage of social media in marketing or

   promoting library resources and services to users or students?

        [ ] Yes   [ ] No   [   ] I don't know

10. Does your library use any social media tools to market library services?

        [ ] Yes   [ ] No   [   ] I don't know

11. What types of social media that your library use to market library services and

resources?

        [   ] Facebook   [   ] Twitter   [   ] Instagram   [   ] Blogs

        [   ] YouTube   [   ] Wiki

     Any other…………………………………………………….

12. Rate the following statement using the scale 1to 5 in relation to awareness and

usefulness of social media tools in the marketing of library services. 1=strongly agree,

2= agree, 3= strongly disagree, 4= disagree and 5=   neutral

Statement	Strongly agree	Agree	Strongly disagree	Disagree	Neutral
Using social media tools for library marketing is good.					
Using social media tool for library marketing improves library image.					
Using social media tools for library marketing is favourable.					
It is a positive initiative to use social media tools for library marketing.					
It is valuable to use social media tools for library marketing.					
It is a trend to use social media tools for library marketing.					
It is easy to use social media tools for library marketing.					
Using social media applications for library marketing is easy and understandable.					
Using social media for marketing strategies is more flexible compared to traditional marketing strategies.					

13. Rate the following statement using the scale 1to 5 in relation to utilization of social media tools in the marketing of library services. 1= strongly agree, 2= agree, 3= strongly disagree, 4= disagree and 5= neutral

List of Items (A)	Scale (B)			
	Strongly Agree	Agree	Disagree	Strongly Disagree
The library uses social media for marketing of library resources and services.				
The library uses social media to support library activities such as communication with library users.				
The library uses social media to maintain relationship concerning matters of library with other librarians (building teams and communities).				
The library uses social media to share information, comments and ideas within peers and users.				
The library uses social media to increase the learning interests and motivation of the library users to use library services and resources.				
The library uses social media to promote library materials and enhance user's awareness on matters related to library.				

11. In what ways do you use media in your library?

…………………………………………………………………………………………

…………………………………………………………………………………………

…………………………………………………………………………………………

………………………………………………………………………………

12. What are the opportunities of using social media in your library?

……………………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

……………………………………………………….

14. What are the challenges facing your library in using social media to market library resources and services /?

……………………………………………………………………………………….

……………………………………………………………………………………….

……………………………………………………………………………………….

15. What are your recommendations and suggestions on how best the social media can be used to market library resources?

……………………………………………………………………………………

……………………………………………………………………………………

Thank you very much for your time and cooperation

Appendix II: Interview Guide for Librarians

1. Does your library use any social media tools to market library services? Does your library have any social media account? Which one do you use?

2. ? Who manages the library social media? What do you post on your social media?

3. What are the opportunities of using social media in the library?

4. What are the challenges of using social media in your the library?

5. In your opinion, what should be done to overcome the challenges that you face in using social media for promotion of library services and resources?

6. What are your recommendations and suggestions on how best to use the social media for marketing library resources?

Appendix III: Research Clearance Letters from Libraries

INSTITUTE OF RURAL DEVELOPMENT PLANNING
DODOMA – TANZANIA

P.O. Box 138
DODOMA
Tanzania

Telephone: +255 26 230 2147
Fax: +255 26 230 2147
E-mail: rector@irdp.ac.tz
Website: www.irdp.ac.tz

Date: 25ᵗʰ February 2018

Ms. Agatha Mashindano,
Open University of Tanzania,
P.O. Box 23409
Dar es Salaam, Tanzania.

RE: RESEARCH CLEARENCE

The subject mentioned above is highly concerned.

The Institute of Rural Development Planning library would like to inform you that, your request to collect data for your research has been accepted.

Please, you are welcome to IRDP library for your data collection.
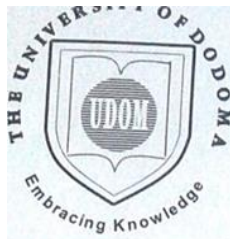
Yours truly,

Erick Leonard Mhokole
Librarian

All Correspondence should be addressed to "The Rector"

THE UNIVERSITY OF DODOMA
LIBRARY SERVICES

P.O. BOX 259 DODOMA, TANZANIA TEL: +255 23 23002   FAX: +255 23 23000

2018 February, 25th

Ms. Agatha Mashindano
Open University Tanzania,
P.O. Box 23409
Dar es Salaam, Tanzania.

RE: RESEARCH CLEARENCE.

Kindly refer to the heading above.

Please note that, the Directorate of library services, university of Dodoma is pleased to inform you that your request to collect data for your research has been approved.

Please report to the Director of Library services university of Dodoma for commencement of your research.

Looking forward to see you,

THE UNIVERSITY OF DODOMA
LIBRARY SERVICES

Naomi Tupa

HR & AO Library Services-The University of Dodoma,

Tel : +255 26 239 0044
Fax : +255 26 239 0025
mail: : dvea@sjut.ac.tz
Website : http://www.sjut.ac.tz

2018 March, 25th

Ms. Agatha Mashindano
Open University Tanzania,
P.O. Box 23409
Dar es Salaam, Tanzania.
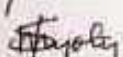
RE: RESEARCH CLEARENCE.

Kindly refer to the heading above.

Please note that, the Directorate of library services, St. John's University of Tanzania is pleased to inform you that your request to collect data for your research has been approved.

Upon receipt of this letter please report to the Director of Library services at St. John's University of Tanzania for commencement of your research.

Looking forward to see you,

Sincerely,

Leocardia Juventus

St. John's University of Tanzania
DIRECTOR
LIBRARY SERVICES

Director of Library Services-St John's University of Tanzania.

Appendix IV: Research Clearance Letters from Director of Postgraduate

Studies

<div align="center">

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

</div>

P.O. Box 23409

Dar es Salaam, Tanzania
http://www.openuniversity.ac.tz

Tel: 255-22-2668992/2668445

ext.2101
Fax: 255-22-2668759
E-mail: dpgs@out.ac.tz

Our Ref: PG201609913

Date: 19th February, 2018

St John's University Dodoma Library,

P. o Box 47,

Dodoma.

RE: RESEARCH CLEARANCE

The Open University of Tanzania was established by an act of Parliament No. 17 of 1992, whic
became operational on the 1st March 1993 by public notice No. 55 in the official Gazette. Th
act was however replaced by the Open University of Tanzania charter of 2005, which becam
operational on 1st January 2007. In line with the later, the Open University mission is to genera
and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor
the Open University of Tanzania to issue research clearance, on behalf of the Government
Tanzania and Tanzania Commission for Science and Technology, to both its staff and studen
who are doing research in Tanzania. With this brief background, the purpose of this letter is to
introduce to you **Ms. Agatha Mashindano Reg No: PG201609913** pursuing **Master of Librar
and Information Management (MLIM).** We here by grant this clearance to conduct a researc
titled "**Utilization of Social Media for Marketing of Library Resources and Services** i
Academic Libraries, Tanzania'' She will collect her data in Dodoma region from February 201
to July 2018.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice
Chancellor (Academic) of the Open University of Tanzania, P.O. Box 23409, Dar es Salaam.
Tel: 022-2-2668820.We lastly thanks you in advance for your assumed cooperation and
facilitation of this research academic activity.
Yours sincerely,

Prof. Hossea Rwegoshora
For: VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA

Appendix V: Plagiarism Report

UTILIZATION OF SOCIAL MEDIA FOR MARKETING LIBRARY RESOURCES AND SERVICES IN ACADEMIC LIBRARIES IN TANZANIA

ORIGINALITY REPORT

27%	19%	15%	12%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to University Der Es Salaam Student Paper	2%
2	Submitted to Wawasan Open University Student Paper	1%
3	Suha AlAwadhi, Sultan M. Al-Daihani. "Marketing academic library information services using social media", Library Management, 2019 Publication	1%
4	citeseerx.ist.psu.edu Internet Source	1%
5	Stella C. Nduka. "chapter 32 Use of Social Media in Marketing Library and Information Services in Nigeria Libraries", IGI Global, 2018 Publication	1%
6	www.idpublications.org Internet Source	1%
7	go.gale.com Internet Source	