

SPECIAL COLLECTION
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NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

ADOPTION AND USE OF SOCIAL MEDIA TOOLS FOR INFORMATION SERVICES BY
THE BINDURA UNIVERSITY OF SCIENCE EDUCATION (BUSE) LIBRARY AND
UNDERGRADUATE STUDENTS

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ABSTRACT

In an attempt to market their information services and connect with the users, academic libraries are opening accounts on social media platforms such as Twitter, YouTube and Facebook. The majority of the undergraduate students whose age demographic encompasses the so-called Google generation are using social media heavily in their social lives. However, low user statistics indicate a reluctance to engage with the BUSE Library on social media platforms. The purpose of this study was to examine the factors influencing adoption and use of social media tools by the Bindura University of Science Education (BUSE) Library and conventional undergraduate students. The researcher used the pragmatism philosophy and the study was carried out using the mixed method approach which entailed utilising a mixture of both quantitative and qualitative data collection instruments. Stratified random sampling was used to draw samples from the conventional undergraduate student population while purposive sampling was used to draw samples from library staff. The total student population was 150 undergraduate students and 9 professional librarians. Data were collected by questionnaire from students and interviews were also done with professional librarians. Triangulation of data collection methods to validate the findings and offset the weaknesses of the data collection methods was also discussed. The study identified a number of barriers to the adoption and use of social media tools by the BUSE Library and undergraduate students, namely: workflow barriers, skill barriers, technology barriers, policy barriers, motivational barriers. This study confirmed the applicability of the Quadratic Usage Framework in an academic setting. The researcher recommended policy interventions on training and staffing, the provision of more desktop computers and the upgrading of the Internet infrastructure. In addition the study recommended that the BUSE Library customise social media tools to provide greater access to existing web-based library resources, such as the Online Public Access Catalogue (OPAC), electronic resources and digital resources. More innovative strategies of marketing the BUSE Library social media platforms were also suggested.