



THE ATTITUDE OF ARCHIVAL PERSONNEL TOWARDS THE UTILISATION OF SOCIAL NETWORKING SITES FOR PROMOTING THE USE OF ARCHIVAL RESOURCES IN THE NATIONAL ARCHIVE OF NIGERIA

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Abstract

The study explored the attitude of archival personnel towards the utilization of social networking sites (SNSs) in the Nigerian Archival institutions. The study also examined, among other objectives, types of social networking sites used, purpose for utilizing the platforms, factors facilitating the use of the technology and the challenges associated with the use of the technology in the National Archive of Nigeria. A convergent parallel mixed-method research design was used for the study. The population comprises three zonal coordinators and 127 archival personnel. Total enumeration or census was used as a sampling procedure, and equally, questionnaire and interview schedules were used as instruments for data collection with seven research questions and four hypotheses. The data was collected and analysed with the use of percentages, mean score and standard deviation with a five-point Likert scale questionnaire and 3.0 as criteria mean. The findings revealed that the majority of archival personnel (97%) are aware of SNSs and agreed that integration of the technology can enhance the visibility and promote the use of archival resources in the National Archive of Nigeria with the highest mean score of 4.52. The findings further revealed that archival personnel have positive attitude towards the technology, as they all believed that the technology has all what it takes to enhance not only the visibility but also the utilisation of archival holdings. The study concluded that archival personnel are aware of Social Networking Sites but do not utilize the platform officially for the sake of promoting the use of archival resources. Therefore, the study recommended that archival personnel should be educated and trained to be familiar with the potentialities associated with the use of Social Networking Sites as well as to acquire skills for utilizing SNSs in archival operations.

Keywords: Archival, Attitude, Promoting, Social Networking Sites, Utilisation

Introduction

The increasing use of the Internet as a communication medium is growing rapidly, particularly in the use of social networking sites to reach clients and users of a particular product or service. Individuals and organizations are becoming accustomed to sharing their daily life and activities, talking about their services and keeping in touch with family, friends and clients online. Social networking sites play an important role in

today's world of Information and Communication Technology. They serve as an instrument for facilitating communication and provide opportunities for information-oriented institutions to interact and share information with their users. Millions of people around the world use social networking sites and platforms for entertainment, work, studies and research activities. It is in view of this Perlman (2018) reported that "Developing trends in modern work life, family life and society mean



that more and more people are becoming attaching and integrating their life on the use of social networking sites in their personal and professional activities”. As such, social networking sites are gaining popularity as they influence people and organizational processes of communication; therefore, understanding attitudes towards social networking sites becomes essential. In order to apply the use of a technology in organizational operations, there are a lot of factors to be considered, in particular, user attitude and how the integration of such technology can promote the services and benefits the user.

Attitude is an important component that has a significant impact on technological application. Attitude is defined as inclinations and feelings, prejudices or bias, preconceived notions, ideas, fears and convictions about any specific topic (Li, 2010). It also refers to the interpretation of the individual psychological and mind state in response to the circumstance, situation or environmental adaptation that they found themselves. Lazarus (2020) defined attitude as a lasting organization's beliefs and cognitions in general that are endowed with an emotional charge in favor or against a defined object, which predisposes to a consistent action with cognitions and emotions relating to that object. The application of social networking sites for promoting the use of archival resources has not been experienced among archival institutions in the world, particularly in the developing society, which in essence hurts the attitude of archivists. Available literature reflects the potential and benefits of social networking sites as tools for promoting business and institutional services. despite this development, these platforms are still new among archivist, especially in relation to their adoption in the services of archival institutions. In connection to this view Finsights (2018) stated that “the power of social networking sites has a significant impact on the way archives performs service; this can have a transformational impact in their corporate

thinking and marketing capabilities” he further added that archives should not by pass social networking sites as users are more in tune with online resources which are more responsive and appealing to their needs.

However, in relation to the psychological classification of human attitudes, Shen (2015) believed that human attitude in response to social change can be either positive or negative, which will further result in human acceptance and adaptation to the newly changed circumstances or otherwise. He further stated that a positive attitude resulted in the individual perception and willingness to adopt the new change environment after critical assessment and review of the forces influence the changes. While Negative attitudes result to psychological refusal and incompatibility with the end results influence by the new social change. In linking and interpreting this scholarly opinion to archivist attitude towards utilising of social networking sites for promoting the use of archival resources, this denotes that heartily acceptance and application of social networking platforms in archival operations, depend solely on how archivists perceived and willing to integrate the technology in archival services. This will translate into positive attitude of archivists towards the utilisation of social networking sites for promoting the use of archival resources. In the same vein, archivists' refusal and incompatibility with the social networking technology, will equally translate into rejection and negative attitude towards the application and use of social networking sites for promoting the use of archival resources.

Similar studies also have attempted to explain the attitude of professionals towards adoption and use of social networking sites in professional based institutions. Seidman (2017) lamented that “numerous benefits of social media platforms determine the user’s attitude and readiness to use the technology,



having positive perception is a key factor normally determine institutional readiness to use the technology”. In view of this, there is functional relationship between the benefits associated with the application of social networking sites and the attitudes of professionals towards the applications of the platforms. In the context of this study therefore, applying the use of social networking sites for promoting the use of archival resources by archivists, depend on the expected benefits that archival institutions can derived from it. Hence, the attitudes of archivists towards the utilisation social networking sites for promoting the use of archival resources relied heavily on the positive outcome associated with the adopting the technology in the services of archival institutions.

However, in a study conducted by Broadbent (2015) on the perceptions of Facebook users as an information source, the findings have shown that positive perception of information professionals towards the use of social networking sites could be linked to the information professional’s access to computer and internet facilities as there exist high rate blogs and wiki usage among the information professionals especially librarians. Hyldegård, (2020) found that information workers who have more internet facilities perceived social networking sites in a higher rate than those who have fewer or no facilities. The internet facilities as reported by Abdullahi (2016) including hardware, software and high-speed network connections, which allow information workers to converse with users, either by text, image, voice or combination of these that are necessary to enable convenient use of social networking sites. She further added librarians and archivists in developed countries have access to computer and to some extent internet facilities as such have the adequate skills, interest and positive attitude toward the use of social networking sites. However, there is gap

to that regards in Nigerian context, as archival institutions suffer inadequate infrastructures, funds, skills and regular power outbreak which in essence may likely influence the attitude of archivists towards the adoption and utilizing the new technology in the National Archives of Nigeria (Onyeneke, 2016).

In another major study Lenhart (2015) stated that enhancing skills level and technical training of staff in order to develop positive attitudes to the provision of innovative services, while maintaining and strengthening their employment prospects and job satisfaction is important. It is empirically established that archivists in developed countries always found changes in their work but with training and enhancement of skills that would build their capacity and willingness to embrace any technological change. Therefore, there is the need to for archivists to acquire adequate technological skills needed for efficiency in archival operation and promoting the use of archival resources as well, thereby exposing the numerous benefits of social networking sites and state of archivists’ attitude to apply the use of the platforms. In support of this Whiting and William (2013) highlights the dynamic attitude towards technology, where he stated that “tolerance for rapid technological change, creativity and communication skills, public relations and publicity and ability to relate to adverse users with critical competencies will be the expected outcome of positive attitude towards acceptance and use of technology”. Still in relation to this view Shirazi (2013) recommended that available information technologies, web skills acquisition, knowledge of internet communication, digital skills competencies are of particular relevance to improving attitude of public archivists. They were specifically target issues to help archivists becoming expert in information technology, in essence influence their attitude



positively to apply the use of social networking sites.

In a similar view, Ramzan (2004) looked at the attitudes of information professionals towards information technology, their level of knowledge in IT, and their relationship with each other. The work surveyed 244 librarians from different Libraries in Pakistan. The study revealed that awareness of the potential of IT and that the attainment of professional qualifications and knowledge of IT had a significant relationship with professionals' attitudes. The study further reveals that librarians' level of knowledge in technology is a good predictor of their attitude toward the application of information technology in libraries. Based on the findings, the author put forward recommendations to improve the information professionals' attitudes toward IT applications in Pakistan and other developing countries. Some of the recommendations include: provisions of adequate funds for the procurement of ICT-related equipment, training and retraining of information professionals to acquire relevant skills and knowledge that would enable them to improve on service delivery etc.

Equally, Al-Dalhani (2010) surveyed 1200 libraries across Europe on the use of Social Networking sites and found that positive attitudes towards social networking sites with 62% of respondents having 'positive' or very 'positive' views on social networking sites. All the participants studied attributed their positive attitude development to the knowledge and skills they acquired with regards to the potentials of social networking sites and their applications and manipulation in different domains. Also, Shirazi (2013) examined the attitude of information professionals towards the use of information and communication technologies in some selected Nigerian Universities in Edo and Delta State, the findings indicated that professionals' information workers in the institutions under

study have positive attitude toward the implementation and use of ICT. Furthermore, knowledge of ICT and training of information professionals influence positive attitude towards ICT. Based on the findings, it is recommended that information professionals (librarians and archivists) who do not have knowledge of ICT should be adequately trained in order to have a positive attitude towards the use of ICT in their respective institutions. Lacking such skills and knowledge competency will, in essence, result in negative attitude development towards an ICT instrument of application.

Personality makeup is also a key factor influencing attitudes in the application to apply the use of technologies. Livingstone (2008) found that personality attributes (resistance to change, cognitive appraisal, empowerment and extroversion or introversion), computer operation skills, motivation, and the use of modern software applications can influence attitudes of archive personnel to apply the use of social networking sites. He noted that individual differences with respect to technological acceptance and use existed. Similarly, Szekeley (2017) reported that with regard to the changing nature of human communication, archive personnel were exposed to the new environment. They have to understand that in order to survive, remain relevant, attract new users and retain their professional image, they need to change their attitude, master the newest technology applications and utilise them in their work environment

From the reviewed literature, it is apparent that very little is known in relation to the attitude of archival personnel in the Nigerian context. There is a gap in the literature and a lack of empirical facts about the state of archival institutions in Nigeria with regards to the attitude of archive personnel towards utilising social networking sites for promoting the use of archival resources in the National Archives



of Nigeria. It is against this background that the researcher investigates the attitude of archive personnel towards the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria.

Statement of Problem

Archival resources ideally are used for research, historical reasons and for settlement of boundary related disputes. Unfortunately, in Nigeria, archives are not utilizing social networking sites for dissemination of information to the public efficiently. In some of the archival centers, there are ICT facilities but the archive personnel lack the skills to utilize them for services delivery. In some archival centers, the ICT facilities are not functional and cannot to be used for social networking activities. One may begin to wonder the factors responsible for this situation, despite the enabling environment and the facilitating factors such as the presence of the archival institutions on the World Wide Web as well as the possibility of sharing and downloading the resources from the internet. It was based on this established knowledge gap that this study investigates the attitude of archival personnel toward the utilisation of social networking sites as tools for promoting the use of archival resources in the National Archives.

Research Objectives

This study was specifically designed to:

- i. Investigate the attitude of archive personnel in National Archives of Nigeria towards the utilisation of social networking sites for promoting access to archival resources.
- ii. Determine the purpose for which the archive personnel are utilising the social networking sites in the National Archives of Nigeria
- iii. Identify the challenges associated with the utilisation use of social networking sites in the National Archives of Nigeria

Research Questions

- i. What are the attitudes of archival personnel under study towards the utilisation of social networking sites for promoting the use of archival resources?
- ii. What are the purposes for which the archive personnel in the National Archive of Nigeria utilise social networking sites?
- iii. What are the challenges associated with the utilisation of social networking sites in the National Archives of Nigeria?

Research Hypothesis

H₀₁: There is no significant relationship between the attitude of archive personnel towards social networking sites and the types of social networking sites used for promoting the use of archival resources in the National Archives of Nigeria

Analysis of the Research Questions

Table 1.1: Mean responses on the attitude of Archive Personnel towards Utilising Social Networking Sites for Promoting the use of Archival Resources in the National Archive of Nigeria.



S/N	Attitudes Statements	HA Freq.(%)	A Freq.(%)	UD Freq.(%)	NA Freq.(%)	HNA Freq.(%)	Mean	STD Dev	Decision
1	I have very positive perception towards SNSs and its utilisation in my Archival institution	29 (30.5)	59 (62.1)	7 (7.4)	0 (0)	0 (0)	4.23	.573	Agreed
2	SNSs are good to an Archival institution and their utilisation can promote the use of archival resources	36 (37.9)	54 (56.8)	5 (5.3)	0 (0)	0 (0)	4.33	.573	Agreed
3	I considered SNSs as a useful tool to the archival services and their integration in archives can promote the use of archival holdings	35 (36.8)	53 (55.8)	7 (7.4)	0 (0)	0 (0)	4.29	.599	Agreed
4	Considering the potentialities associated with SNSs with regards to facilitating sharing and use of information if utilise in archives can help archivists to perform their duty well and promote the use of archival resources as well.	35 (36.8)	53 (55.8)	7 (7.4)	0 (0)	0 (0)	4.27	.591	Agreed
5	There is no noticeable danger could be associated with the utilisation of SNSs in Archival institutions	35 (36.8)	53 (55.8)	6 (6.3)	0 (0)	3 (3.2)	4.19	.816	Agreed
6	Archives will benefit a lot by utilising the use of SN Ss especially if the technology is geared towards promoting the use of archival resources	31 (32.6)	51 (53.7)	9 (9.5)	3 (3.2)	1 (1.1)	4.14	.794	Agreed
7	SNSs do not affect the users' academic performance negatively rather the technology could help in exposing the users to more related resources and connect with users elsewhere with common academic research interest	32 (33.7)	48 (50.5)	13 (13.7)	1 (1.1)	1 (1.1)	4.15	.771	Agreed

Source: Field Survey (2019)



Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, \bar{X} = mean, SD= Standard Deviation and Decision. (Decision mean = 3.0)

Table 1.1 shows that the greatest attitude of Archival Personnel towards utilising SNS is that SNS are good to an archival institution and their utilization can promote the use of archival resources as the most common attitude of archival personnel towards the utilisation of Social networking sites with the mean value of 4.33 and standard deviation of 0.573. This is followed by the fact that SNS are considered as useful tools to the archival services and their integration in archives can promote the use of archival holdings with the mean value of 4.29 and standard deviation of 0.599. This, in essence, denotes that there is a positive attitude among archival personnel towards social networking sites, as they perceived its integration could not only increase the visibility of archival holdings but also promote the use of archival resources to the wider world.

The least of the archival personnel attitude is that archives will benefit a lot by utilising the social networking sites especially if the technology is geared towards promoting the use of archival resources with the mean value of 4.14 and standard deviation of 0.794. Other factors indicating the attitude of archival personnel towards social networking as obtained from the findings of the study include: Considering the potentialities associated with SNSs with regards to facilitating sharing and use of information if utilise in archives can help archivists to perform their duty well and promote the use of archival resources with a mean value of 4.27 and standard deviation of 0.591, I have very positive perception towards SNSs and its utilisation in my Archival institution with a mean value of 4.23, and standard deviation of 0.573, There is no noticeable danger could be associated with the utilisation of SNSs in Archival institutions with a mean value of 4.19

and standard deviation of 0.816 and SNSs do not affect the users' academic performance negatively rather the technology could help in exposing the users to more related resources and connect with users elsewhere with common academic research interest with a mean value of 4.15 and standard deviation of 0.771.

By implication, archival personnel were all of the believed and opinion that as the internet technology revolutionised the entire work places and professional practices, application and use of social networking sites in archival operation facilitate the use of archival resources but also enhance the visibility of archival holdings in the custody of the Nigerian archival institutions.

The finding of the study regarding the attitude of archival personnel towards the utilisation of SNSs for promoting the use of archival resources in the National archives of Nigeria revealed that archive personnel generally have positive perception and attitude towards SNSs and equally believed that the platforms can enhance the visibility and accessibility of Nigerian archival holdings; which if utilize effectively can promote access and utilisation of archival resources in the National Archive of Similarly, in an interview conducted with the zonal coordinators from the three zonal offices of the National Archives of Nigeria, regarding their attitude towards SNSs and its subsequent integration in the services of archival institutions.

Interview result of opinion of zonal coordinators on application of SNSs in Archival operations

Ibadan Zonal Coordinator was of the opinion that "application of ICT infrastructure like SNSs in archival operations could enhance the



image of archival institutions and at same time promote awareness, access and utilisation of archival resources especially in this age electronic era”.

Kaduna Zonal Coordinator lamented that “Integrating the use of SNSs in the services of archival institutions means migration from traditional to modern method of archival operation. The Kaduna office has for long available on the web and utilizing the technology for promoting the utilization of archival resources. In essence, the management and staff of the zone were for long positively perceived SNSs and applying

the technology in the services and marketing of archival resources originated from the zone”.

Enugu Zonal Coordinator was of the believed that “application of SNSs such as Facebook, Twitter, Instagram, WhatsApp and the rest can definitely facilitate and promote the utilization of resources available in the National Archive of Nigeria”. Furthermore, the coordinator reiterate the significant associated with adopting modern ICT infrastructure like SNSs and concludes with the mentioned of the zonal office readiness and positive attitude towards the utilization of SNSs for promoting the use of archival resources.

Nigeria.

Table 2.1 Mean responses on the Purposes for which Archive Personnel use aSocial Networking Sites in the National Archive of Nigeria.

S/N	Purpose Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=2 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Utilising the use of SNSs for the purpose of promoting the use of archival resources and enhancing professional collaboration between archivists and users of archival resources	28 (29.5)	42 (44.2)	23 (24.2)	2 (2.1)	0 (0)		4.01	.792	Agreed
2	Utilising the use of SNSs for communication and professional interaction with users of archival resources worldwide	28 (29.5)	47 (49.5)	20 (21.1)	0 (0)	0 (0)		4.08	.710	Agreed
3	Utilising the use of SNSs for the purpose of informing users on general archival services and facilitating the use of archival holdings	29 (30.5)	46 (48.4)	19 (20.0)	1 (1.1)	0 (0)		4.08	.739	Agreed



4	Utilising the use of SNSs for the purpose of reference to archival resources elsewhere (Inventory services)	29 (30.5)	45 (47.4)	20 (21.1)	1 (1.1)	0 (0)	4.07	.747	Agreed
5	Utilising the use of SNSs for the purpose of sensitizing the general community of users and society on the activities and services of archival institutions	30 (31.6)	44 (46.3)	21 (22.1)	0 (0)	0 (0)	4.09	.730	Agreed
6	Utilising the use of SNSs for the purpose of creating awareness on the different services the archival institutions offers ie library services, bindery services and ephemeral services	31 (32.6)	44 (46.3)	20 (21.1)	0 (0)	0 (0)	4.12	.727	Agreed
	Utilising the use of SNSs as an opportunity for marketing and self-promotion of archival institutions to the general public world wide	34 (35.8)	44 (46.3)	17 (17.9)	0 (0)	0 (0)	4.18	.714	Agreed

Source: Field Survey (2019)

Key: HA = Highly Agree, A = Agree, UD =Un-Decided, NA = Not Agree, HA = Highly Not Agree. Retrieved, N= Number of Questionnaire Retrieved, X= mean, SD= Standard Deviation and Decision. (Decision = 3.0)

Table 2.1. Showed the purpose for which archival Personnel utilize social networking sites. With the highest mean score of 4.18 and standard deviation of 0.714, on utilizing the use of SNSs as an opportunity for the purpose

of marketing and self-promotion of archival institutions to the general public worldwide. Meaning that archival personnel were of the believed that the platform can be used for publicizing archival resources to the wider



world. Similarly, the lowest mean score of 4.01 and standard deviation of 0.792 was also obtained on utilizing SNSs for the purpose of promoting the use of archival resources. This means that, the technology could also be of significant impact towards promoting and enhancing relation among archive personnel at both National and international level as well as in term of ensuring best common practice in the field of records and archival management. Other purpose for which archival personnel are utilizing social networking sites in the National Archive of Nigeria includes:

Utilising the use of SNSs for the purpose of creating awareness on the different services the archival institutions offers i.e library services, bindery services and ephemeral services with a mean score of 4.12 and standard deviation of 0.727, Utilising the use of SNSs for the purpose of sensitizing the general community of users and society on the activities and services of archival institutions with 4.09 and standard deviation of 0.714, Utilising the use of SNSs for the purpose of informing users on general archival services and facilitate the use of archival holdings with a mean score of 4.08 and standard deviation of 0.739, Utilising the

use of SNSs for the purpose of communication and professional interaction with users of archival resources worldwide 4.08 and standard deviation of 0.710 and utilising the use of SNSs for the purpose of reference to archival resources elsewhere (Inventory services).

However, from the result of the interview conducted with the zonal coordinators on the purpose for which they are utilizing social networking sites in the services and operation of archival institutions, but Ibadan and Enugu zonal coordinators reported that they are yet to integrate the use of social networking sites in the services and operation of the two respective stations, this is due to lack of functional facilities and training on how to make use of the technology to promote the use of archival holdings. The Kaduna zonal coordinator stated that the Kaduna zonal office utilized social networking platforms for official purpose which involves employing the technology for creating awareness on the different services the zonal office offer like library services, bindery services and services associated with research and use of serials publications

Table 3.1: Mean responses on the Challenges Associated with the Utilisation and Use of Social Networking Sites in the National Archives of Nigeria:

S/N	Challenges Statements	HA=5 Freq.(%)	A=4 Freq.(%)	UD=3 Freq.(%)	NA=3 Freq.(%)	HNA=1 Freq.(%)	N=95	X	SD	Decision
1	Lack of awareness of SNSs among archive personnel in the National Archives of Nigeria	25 (26.3)	24 (25.3)	6 (6.3)	19 (20.0)	21 (22.1)		3.14	1.548	Agreed



2	Lack of adequate skills of using SNSs among archive personnel	23 (24.2)	29 (30.5)	5 (5.3)	22 (23.2)	16 (16.8)	3.22	1.467	Agreed
3	Lack of internet services	22 (23.2)	59 (62.1)	6 (6.3)	5 (5.3)	3 (3.2)	3.97	.893	Agreed
4	Lack of information privacy on SNSs	25 (26.3)	62 (65.3)	3 (3.2)	4 (4.2)	1 (1.1)	4.12	.742	Agreed
5	Access restriction policy	21 (22.1)	67 (70.5)	6 (6.3)	1 (1.1)	0 (0)	4 .14	.558	Agreed
6	Lack of training opportunities for archive personnel on the use of IT in archival service	23 (24.2)	68 (71.6)	4 (4.2)	0 (0)	0 (0)	4.20	.497	Agreed
7	Irregular power supply	25 (26.3)	66 (69.5)	3 (3.2)	1 (1.1)	0 (0)	4.21	.544	Agreed
8	Attitude of archival management toward IT	26 (27.4)	66 (69.5)	1 (1.1)	1 (1.1)	1 (1.1)	4.21	.617	Agreed
9	Political factor	32 (33.7)	60 (63.2)	2 (2.1)	1 (1.1)	0 (0)	4.29	.563	Agreed



Table 3.1 presents the challenges associated with the utilization of social networking sites for promoting the use of archival resources with the highest mean score of 4.29 and 1.563 as the standard deviation observed on the political factor as the basic challenge associated with the utilization of the technology in the National Archive of Nigeria. By implication, managerial commitment and support is the basic factor that can facilitate the adaption and use of SNSs in archives, therefore lacks of stakeholders' recognition, commitment and support on the positive impact of social networking sites in archival operation could no doubt be a set back and challenges that can negatively affect the application of social networking sites towards promoting the use of archival resources.

Equally, the lowest scoring mean lack of archival personnel awareness means especially of the basic potentialities and promotional features of SNSs, with the mean score of 3.14 and standard deviation of 1.548. In essence, lack of awareness of the various features of SNSs and its potentials which can be positively impacted especially if geared towards the use of archival resources, can be regarded as a problem challenging the application and utilization of SNSs for promoting the visibility of archival holding and also for promoting the use of archival resources as well. Other findings obtained in association with the challenges that Archival institutions are encountering towards promoting the use of archival resources in the National Archive of Nigeria includes:

Attitude of archival management toward IT with a mean value of 4.21 and standard deviation of 0.617, irregular power supply, with a mean score of 4.21 and standard deviation of 0.544, lack of training opportunities for archive personnel on the use of IT in archival service with the score of 4.20 and standard deviation of 0.497, political factor with the mean score of 4.14 and standard deviation 0.558, lack of information privacy on

SNSs with the score of 4.12 and standard deviation of .742, lack of internet services with a mean value of 3.97 and standard deviation of 0.893 and Lack of adequate skills of using SNSs among archive personnel with a mean value of 3.22 and standard deviation of 0.1467 respectively.

Similarly, from the interview with the zonal coordinators in relation to the challenges associated with the utilization of social networking sites for promoting the use of archival resources in the National Archive of Nigeria, the management staff reported that "so many issues confronting archival institutions in respect of adoption of new technology to improve and promote the use of archival resources in the National Archive of Nigeria includes:

1. Lack of government commitment towards cultural heritage institutions more especially archives and museums
2. public perception towards archives
3. lack of frequent training opportunities for archival personnel to equipped and update themselves with modern technical skills and knowledge

DISCUSSION OF FINDINGS

Attitude of archival personnel towards social networking sites in the National archive of Nigeria

The finding on the attitude of archival personnel towards social networking sites revealed that there is a significant relationship between the attitude of archive personnel towards social networking sites and the use of social networking sites for promoting the use of archival resources in the National Archives of Nigeria. This by implication means that, positive attitude of archival personnel towards social networking sites could promote the use of the technology in the services and activities of archival institutions which can be translated in to the promoting the use of archival resources via the social networking



platforms. This was pointed by Seidman (2017) who lamented that “numerous benefits of social media platforms determine the user’s attitude and readiness to use the technology, having positive perception is a key factor normally determines institutional readiness to use the technology”.

The findings of the study collaborates the study conducted by Szekeley (2017) who reported that with regards to the changing nature of human communication, archive personnel were exposed to the newly change environment. They have understood that in order to survive, remain relevant, attract new users and retained their professional’s image they should change their attitude and master the newest technological application and utilise them in their work environment. Equally, the findings agreed with Shirazi (2013) who empirically studied the attitude of information professionals towards the use of information and communication technologies in some selected Nigerian Universities in Edo and Delta State, and found that professional information workers in the institutions under study have positive attitude toward the implementation and use of ICT. Furthermore, knowledge of ICT and training of information professionals influence positive attitude towards ICT.

Purpose for utilizing social networking sites by archive personnel in the National Archive of Nigeria

The finding of the study revealed that archival personnel are utilising social networking sites for their own purpose, not for the sake of promoting the use of archival resources. This finding is contrary to the study of Bountouri and Giannakopoulou (2014) who explored the various purposes for which social media are being utilised in archive, such as content delivery and promotion of their work and services. In the

same study the authors further detailed that majority of the archival services used Facebook, YouTube and blogs. Twitter and Wikis are used by 34% of the services. Flickr is used by 23% of them, while Tumblr (11%) and Foursquare follow (11%).

Challenges associated with the utilisation of social networking sites for promoting the use of archival resources in the National Archives of Nigeria

The result of the study revealed that: political factor, lack of training opportunity for archival personnel on the utilization of ICT in archival services, access restriction policy, and irregular power supply, lack of information privacy and irregular power supply among others are the major challenges. The findings was in line with the study of Mittal and Elias (2016) on the assessment of the barriers towards the implementation of social media features in archival operation who reported that “lack of support from senior management and a lack of fit between social media and the institutions’ strategic objectives and priorities appear to be the main reasons that many archival agencies did not apply the use of social media in their operations”

Result of the Tested Hypothesis

Relationship between the attitude and use of social networking sites among archive personnel

The result of the tested hypothetical statement in respect of the attitude of archival personnel toward making use of social networking sites for promoting the use of the technology, showed that the tested assumption revealed no significant relation between the attitude of archive personnel towards the technology and its subsequent usage for promoting the use of archival resources with the statistical p-value of 0.350 obtained. The result therefore indicates no statistical significance of the



estimate as the p-value obtained is greater than the established standard, which is 0.05 level of significance. The null hypothesis was, therefore, not rejected. The finding disagreed with the findings by Finsights (2018), who reported that the power of social networking sites has a significant impact on the way archives perform service, and this can have a transformational impact on their corporate thinking and marketing capabilities.

Recommendations

Based on the findings drawn from the study, the following recommendations are made:

The study, therefore, recommends that archival institutions should create an enabling service environment with standard and reliable internet facility, so that attitude of archival personnel can be directed towards proper use of modern technology, SNSs inclusive for promoting the use of archival resources in the National Archive of Nigeria.

Archive personnel should be oriented and educated on the significance associated with technological integration in archival services. In particular, they should be educated to be familiar and aware of the SNSs as well as the potentialities associated with the platforms when applied for the purpose of archival services.

Archival institutions and personnel in Nigeria should effectively utilize the social networking sites, especially the ones that functionally related to archival services, for the purpose of promoting the use of archival resources in the National Archive of Nigeria.

Archival personnel should be trained so that they can acquire basic skills for utilizing SNSs in archival operations.

Archival institutions should identify and apply the appropriate types of SNSs with functional archival services related features and potentials, so that they can be utilized to enhance the visibility as well as promoting the use of archival resources available in the National Archive of Nigeria as well.

Archival institutions should be equipped and be provided with all the facilities that can create an enabling environment and ensure effective utilization of SNSs for promoting the use of archival resources in the National Archives of Nigeria. Equally, archival personnel should be trained to acquire relevant skills and knowledge on the different SNSs platforms, especially the one with potential in archival services.

Conclusion

With regards to the fact that archival personnel have positive attitudes towards the use of social networking sites, they perceived that the technology could be of immense benefit to archival institutions and its potentialities can be geared towards promoting access and use of archival resources.



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