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WISCONSIN  
INTERNATIONAL  
UNIVERSITY COLLEGE,  
GHANA

{MIT 6 INTAKE }

**Topic:**

ADOPTING MOBILE TECHNOLOGIES FOR SOCIAL  
MEDIA BASED LIBRARY SERVICES AT THE  
WISCONSIN INTERNATIONAL UNIVERSITY COLLEGE  
(WIUC) LIBRARY, GHANA

## Outline

- Introduction
- Brief history of WIUC / Library
- Purpose of Study
- Research Methodology
- Review of Literature
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## Introduction

- New technologies given new dimension to how academic libraries create, promote, disseminate and store information (Janakiraman, Ormsby & Subramanian, n.d., p. 243)
- Libraries globally and in some places in Africa, are using social media to deliver services via mobile devices.
- Libraries ought to offer services to users through varying formats
- Academic libraries in Ghana yet to fully employ mobile technology for service delivery

## Brief History

### INSTITUTION

- Private institution
- Established in 2000
- Accredited by National Accreditation Board
- Affiliated to 4 State tertiary institutions
- Started with 9 students, now has 3,500
- Offers undergraduate & Masters program in Business, Computer Science, Law, Nursing

### LIBRARY

- Began with 500 books
- Now has a stock of 12, 800
- Has 5 service points
- Seating capacity of 660
- 13 permanent staff members
- Automated using KOHA - yet to go live
- Setting up Institutional Repository using DSpace

## Purpose of Study

- Investigate the opportunities of using mobile technologies to implement social media based services to students at the Wisconsin International University College, Ghana

## Research Problem

- How can mobile technologies be adopted and used for social media based service delivery at the Wisconsin International University College Library, Ghana?

## Research Methodology

- Qualitative research approach using questionnaires
- Objective of selected approach - learn more about respondents' opinions and attitudes on how mobile technology can be adopted for service delivery
- Hard copy questionnaires used to gather data from 54 undergraduate students and 12 library staff members
- Data was coded and analyzed using the SPSS

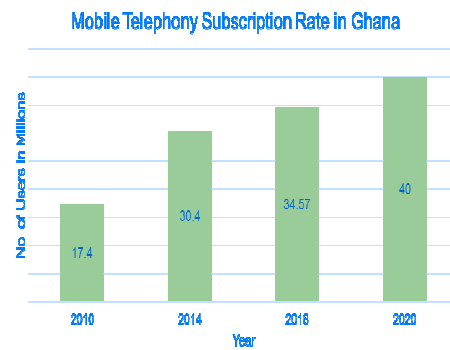
## Review of Literature

### Areas Considered

- Academic Libraries
- Social media technologies
- Mobile generations
- Mobile technology applications
- ICT opened up new ways on how information is accumulated, regulated and disseminated globally (Janakiraman, Ormsby & Subramanian, n.d., p. 243).
- Academic libraries taking advantage of new developments using social application tools (Janakiraman, Ormsby & Subramanian, n.d.:243, Mabweazara & Zinn, 2016).
- Internet penetration on the rise in Africa, as at December 2018, there were 464,923,169 representing 35.2% penetration rate (AnswersAfrica, 2016)
- In 2015 Ghana had about 8 million internet users out of 26 million population

## Review of Literature con't

- Mobile technologies impacting positively on educational institutions (Yee, 2012, p.12).
- Sub-Saharan Africa has over 420 million mobile subscribers with a penetration rate of 43% (Africanews.com,2019)



## Results

- Majority of students owned mobile devices
- Devices used for academic and social purposes
- Close relation between responses from students and library staff for adopting mobile technologies for service delivery
- WIUC was yet to offer any service using mobile technologies at the time of the research

## Challenges

- Budget scarcity
- Poor network
- Lack of awareness
- Lack of skills / knowledge
- Lack of innovation

## Recommendations

- Train staff to be in charge of library's social media applications
- Assign staff member responsible for managing the mobile technology and social media platforms for the Library
- Increase bandwidth to the library
- Social media policy for the Library

## Conclusion

- University students form the greater percentage in the use of mobile technologies and social media applications and tools

## Initiated Projects

- Drafted social media policy for the WIUC Library
- Trained some library staff in ICT to use mobile technologies for social media based library services
- Circulates latest library additions to staff
- Boost for Selective Dissemination of Information
- Discussion room reservation using mobile devices (using dedicated line for the Library)
- SMS on overdue materials

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