

LongDbName: Library, Information Science & Technology Abstracts

ShortDbName: lxh

AN: 161168054

Title: Social Media Mediated Library Services during Coronavirus (COVID-19) Pandemic Lockdown: A Case of University of Zambia Library.

PublicationDate: 20220101

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DocTypes: Article;

PubTypes:

CoverDate: 2022

PeerReviewed: true

Source: Library Philosophy & Practice

IsiType: JOUR

DOIDS: ;

ISBNS: ;

ISSNS: 1522-0222;

PublisherLocations: ;

RecordType: ARTICLES

BookEdition:

Publisher: Library Philosophy & Practice

PageStart: 1

PageEnd: 15

PageCount: 15

Volume:

Issue:

Abstract: Between March and May 2020, Zambia was under a COVID-19 pandemic lockdown. Amidst this lockdown, libraries migrated most of their services online. This development resulted in an increased adoption of social media for delivering library services. However, little is known about the usefulness of social media for library service delivery at the University of Zambia during the lockdown. To address this gap, this study investigated how the library deployed social media to support the core business of its parent institution during the lockdown. Using a questionnaire, data was collected from 50 respondents. Quantitative data were analyzed using the statistical package for social sciences while qualitative data were coded and analyzed thematically. Results show that WhatsApp (100%) was the most popular tool followed by Facebook (98%). This study makes noteworthy practical contributions and valuable information to inform future planning.

Language: eng

Subjects: Social media; Zambia; University of Zambia; Meta Platforms Inc.; Stay-at-home orders; Social media in business; COVID-19;

plink: <https://research.ebsco.com/linkprocessor/plink?id=eacd26e8-7703-3572-abae-af5ed796b01b>