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Emerging technologies and social media are creating environment flexible for the Libraries: A brief review

Abstract

Purpose- The basic purpose of this paper is to find out the Library professionals how these libraries perceive the importance of social media and emerging technologies what would make the difference in the libraries and how they help libraries to create environments flexible and exclusive.

Design/methodology/approach – the survey method and qualitative research design were used to determine the data as per set of objectives of the study.

Findings – This study revealed the perception of library professionals about the use of social media and emerging technologies are very high. The reviewed literature has identified the importance and use of emerging technologies and social media in libraries.

Practical implications –The findings of this study can help library professionals to engage themselves to use social media and emerging technologies to bring innovation into the library sources and services.

Originality/value –This study calculated the present situation of social media and emerging technologies used for marketing in the Libraries environment.

Keywords: Social Media, library, Marketing, professionals, Attitudes, Perception, Emerging Technologies

Introduction

The world's and countries' economy are now knowledge-based. As a result of this fact, knowledge sharing has become a necessary component of future economic progress. Local and worldwide businesses are now considerably benefiting from library and information science in terms of access to fresh ideas, expertise, and information that they require to expand their operations. Bharti and Verma (2021) emerging technology trends are rapidly evolving, what would make fear among the librarians unable to incorporate all of them into their collections. For people looking for mission-oriented knowledge, libraries are seen as valuable information sources and resources. It also acts as a professional service provided by librarians in assisting numerous entrepreneurs, researchers, students, and educators in locating, accessing, and fully using information resources, particularly electronic ones. Brown and et. al. (2017) the technological development force library

professionals to engaged them and make use of it for future purposes as the changing demand of the library user's arises. Similarly, libraries have evolved over time in order to provide the greatest possible service/products to their patrons. Academic libraries, in particular, have been greatly impacted by technology breakthroughs. Users have been considerably pampered by web-based services and the introduction of new technologies. Chingath (2020) stated emerging technologies like Robotics, Drones, Blockchain, Big Data and Mobile Apps that would make a big different in the libraries to use it effectively. Additionally, it is the time to use emerging technologies to boost up their services and create virtual flexible platform to ensure their advancement towards the adoption of these trends. The aim of the study is to find out the several emerging technological usage in libraries for future and current purposes.

Purpose & Objectives

The main purpose of this paper is to examine the relationship between social media and library marketing and how social media is applying for the marketing of library sources and services worldwide.

1. To investigate the benefits and importance of social media in the libraries
2. To determine the issues and challenges of using social media in libraries
3. Discloses the use of emerging technologies in libraries
4. Identify issue related to incorporate emerging technologies in libraries

Research Methodology

The survey method has been used to complete this paper. Overall this paper was based on a review of literature that is related to the title of the problem. All the relevant literature has been retrieved from Google Scholar and Google site.

Literature review

In this section, the number of literature has been reviewed according to the objective of the study.

Emerging Technologies can be employed in Libraries near Future

The rapid growth of technology has resulted in significant changes in library and information services, as well as public expectations of librarians and information professionals. Librarians are expected to evolve with the system in order to provide user-centric service by adapting to the latest web technologies utilized to give library services to people all over the world. Therefore, it is very important behind and discharged in the field of information science. Librarian/information professional to change with the system by ensuring knowledge and skills update as well as the utilization of emerging web technologies in library service delivery.

Instant Messaging (IM): Instant messaging, sometimes known as IM, is a type of real-time, near-instantaneous textual communication between two or more individuals. Libraries are already using instant messaging to provide “real time reference” services, in which clients may contact with librarians in real time, much like they would in a face-to-face setting.

VOICE CONTROL: Through powerful machine learning, speech recognition, and natural language, Voice Control technology offers a new way to communicate with computers and technologies. Voice-activated technology has the potential to alter how individuals access and "read" content.

VIRTUAL REALITY (VR) TECHNOLOGY: Virtual Reality (VR) technology is a computer-generated simulation that allows users to wear a headset that transfers them to an immersive environment.

User-focused interfaces and application

A tailored interaction between the system and the user is one of the future visions for library services. Whether it's an interactive game projected onto the floor for youngsters to play, or digital exhibitions displayed on the screen.

Augmented Reality

In the IT industry, augmented reality is a trendy issue, and people are interested in how it will be used in a variety of fields, from health to gaming. So why not use it in libraries to blend digital and real-world experiences?

Digital interference for printed Books

We've all been waiting for a breakthrough that combines the real with the digital, especially when it comes to actual goods. Everyone enjoys using an e-"copy" book's and "find" functions, as well as the practice of highlighting all relevant passages from papers.

Driverless Cars

Driverless automobiles still look like something out of a sci-fi movie we've all seen as kids. However, Ida Joiner, author of the recently released book "Emerging Library Technology," believes that Vehicles that can move between destinations without requiring a human driver may become increasingly important in the future for libraries. Librarians will play a critical role in offering materials to users interested in learning more about autonomous vehicles and pursuing jobs in this field.

Drones

In today's science, little remote-controlled flying devices are another trend setter. Libraries may gain greatly from the usage of drones, whether by introducing a new technology to the library or by hosting workshops for users to learn how to construct and fly a drone.

Big Data

People's most fundamental acts are generating more data than ever before, thanks to technology breakthroughs. Librarians have the appropriate skills and experience to make the greatest use of these huge sources of information, thus storing and analyzing large databases can be a genuine benefit.

Block chain Technology

As Bitcoin's influence has grown, blockchain technology has become one of the most talked-about technologies in the previous year. Blockchain is a decentralized database that maintains track of pseudonymized digital transactions that are visible to anybody on the network. As a result, it is a novel approach to data collection and storage.

Blogs

This social networking site help the library professionals to deliver information, share information too many users at one time and also share specific issues and allow them to contribute about shared issues.

Vodcasting

Vodcasting is short for "video-on-demand." Podcasting is the same thing. Unlike podcasting, vodcasting is used to deliver video material. Vodcasts can be listened to on a laptop or through a personal media assistant device, just like podcasts (PMA).

Streaming Multimedia

Streaming multimedia is the sequential distribution of multimedia content across a computer network to the end-user, which is shown (or played back) as it is given by the provider. Streaming video and audio material is an essential application that existed before the Internet and continues to exist now.

Data everywhere

In today's libraries, data collection and management are critical tasks; new technologies provide excellent opportunities to collect, store, and analyse accurate user data and personal information. Data can be accessed using mobile phones, iPads, and other internet-connected devices.

Facial Recognition

Facial recognition is a sort of biometric technology that determines identity digitally by using statistical measures of people's features. Facial recognition technology might be used in libraries to identify walk-ins, replacing traditional library cards and revealing who they are, where they live, what books they checked out, and if any are overdue, among other things.

QR Code

The libraries of the twenty-first century are fully automated and are aware of the needs of their patrons. They strive to give world-class services to their users regardless of location. Many

libraries across the world have implemented QR codes. QR codes are utilized in a number of ways by different organizations for their own reasons, such as product promotion and marketing. The library uses it as a means of communicating with users about the materials and information they seek.

Concept of social media

Social media is known as the major contribution of the 21st century. Social media is the technique, tools that allow users to create, share and receive information from one to another individual or peer.

Social networking is a platform to build social networks or social relations among people who like to share interests, activities, backgrounds or real-life connections (Sachin, 2014).

According to the Merriam-Webster dictionary (2019) “ forms of electronic communication (such as websites for social networking and micro blogging) through which users creates online communities to share information, ideas, personal messages, and other content (such as videos)”.

In 2021 Wikipedia defines “Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks”.

In 2021 yourdictionary.com defines “Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others”.

In 2021 yourdictionary.com defines “Twitter is a social networking site that allows users to write short posts, known as “tweets.”

In 2021 yourdictionary.com defines “LinkedIn is a business-oriented social networking site that enables users to connect with colleagues, look for a job or business relationships and get answers to industry questions”.

In 2021 yourdictionary.com defines “MySpace is a social networking site that focuses on music, movies, celebrities, and games. It enables members to create a blog, share music, videos and photos and communicate via instant messaging and e-mail”.

Social media and Library marketing

Social media is the best tool to create a virtual environment to bring closes the library users and fulfills their demands, needs and wants. Marketing is very necessary for every organization especially for non-profit like libraries to make introduce themselves in front of their clients. Social media is helping them to bring all the library users more closely to potential customers. A number of media like Facebook, Twitter, WhatsApp, MySpace, WeChat, QQ, Instagram and LinkedIn are using to interact with remote library customers.

Swain and Barlik(2016) endorsed that nowadays every institution e.g. Libraries have created their own account on Facebook, Twitter, and MySpace to keep in touch with library users and make a communication bridge to update them about the latest and newest information about the library. Moreover, these media tools could be useful to bring change in the learning process of library clients.

Benefits of social media in libraries

Everyone is well aware of the impact of social media on libraries. Today the modern world of learning society is very optimistic to use social media for their daily routine use. Moreover, libraries are trying to use social media to promote their library sources and services and clear their image in front of the world. Generate a durable and rapid communication, attract and get feedback from library users, provide best services using social media, provide worldwide platform to interact the library users from different location and make them aware about the new information and new arrivals. Sonawane and Patil (2015) help to provide creative platforms, help to establishment social relations, provide acquainted instruction and knowledge. Moreover, it can say that social media help an individual library users or group to record their presence on virtual environment and interact with librarians at 24/7/365. Ansari (2016) explained some of the benefits of social media in library for marketing e.g. cost effective, privacy, and group sharing information, reach customers easily. Social media provides a one language where librarians can easily disseminate and share their ideas and information to the library users (Santamaria &

Petrik, 2012). Social media can also be integrated as a mechanism for debating individual pictures; Resourceful, copyright matters, and research ethics (Dudenhoffer, 2012) Gaha & Hall (2015) news and other information can be transmitted easily in wide range to library users. Additionally, social media is helping libraries to create a wing to ask library users to join and share their feedback about the library sources and services.

Importance of social media in libraries

In the current age of modern society, everyone is very much passion to adopt and use social media according to their respective interest. Furthermore, it is obvious that social media put a great impact on the library and its clients. Today, social media is getting popular and now one denied the importance of social media. Even though the library professionals are willing to use social media to break up the cultural boundaries from local and international library users to make them aware of their library sources and services. Social media is the best source to do the same. Massive studies have been disclosed the importance of social media in libraries. Bashorum(2018) identified social media helps to share information. It helps to promote the library and its sources and services. It allows library users to make good coordination with library staff for better use of library resources. Dankowski (2013) addressed social media helps library staff to bring into the information to their clients about new arrivals. Social media helps the users to make a connection with library staff for better searching and sharing of information in quick response. Odell (2010) social media provide a platform to interact with library users effectively and efficiently. Libraries are using social media to make a better relationship with library users (De Rosa et. al., 2007). Facebook is using to interact with students and aware them about library use and resources (Milstein, 2009). Social media is the best tools for libraries to connect interact and facilitate the library users also take feedback from library users regarding the library services and sources (Kaushik, 2016).furthermore, social media provide opportunities to the library users to chat directly to the library staff to ask for help any time. Last not the least social media bridge the gap between the library sources, services and library users.

Issues of emerging technologies usage in libraries for future concern

Libraries are always in mode of transition and want to adopt all possible technologies what would make a difference in their services. At the same time the library professionals could

face many issues while adopting the emerging technologies in their libraries. Cross and Tucci (2017) although integrating technology into the organizational culture of university libraries may be difficult, it is possible if the library management firmly encourages innovative ideas and services. Funding, power supply, infrastructural and ICT facilities; digital divide, manpower, skills, technophobia, and network issues are major challenges to the provision and utilization of novel technologies for LIS delivery (Saka & Okee (2021). Golz (2014) Implementing new technology has been hampered by a lack of staff time, restricted money, a lack of staff training, and institutional policies. The creation of cloud computing, which provides a variety of services to customers, is one of the most recent innovations. One of the most pressing socio-technical concerns today is user trust in cloud computing (Kalloniatis, 2016). Meenu & Kumar (2020) Because of several challenges such as cash, inept staff, and so on, libraries are not properly working and embracing these.

Conclusion

Dynamic communication between the librarians and library users is the first priority of the library objectives. Now day's libraries are providing services through social media or social networking sites. The present century has changed the library users thinking, retrieving and sharing of information with each other. On the other hand social media has changed the librarian's way of interaction with library users. The libraries are using social media for number of motive in the libraries but mostly the libraries are using this splendid tool for sharing the information about libraries that is known as marketing. Social media is helping libraries to bring all the users at one virtual place to accommodate and help them to use library physically or virtually. The modern world of information mean electronic information has totally changed due to the influenced of ICTs and its tools. Social media as regarded the best tool for marketing of library sources and services throughout the globe. Kumar (2015) addressed that the library professional need to know the skills of marketing through social media that can be the possible way to market the library to the library users effectively. Moreover, the library professional need some training to boosts their skills regarding the marketing via using social media. Xia (2009) disclosed that Facebook is the key social media tool for marketing of library services. Additionally, Facebook and other social media are using by the libraries all over the globe to market their products, services and resources to the distance library users. Kumar and

Singh(2015) agreed that technological changes has created a soft way for libraries to market their sources and services via using social media, because social media can be very cheap while marketing the library. Furthermore, the library professionals should be engaged with social media to entertain the library users and make library image apparent to the world. The challenges and issues should be resolved for better and smooth use of social media for library promotion. ICT technologies have had a significant impact on all library subsystems. Digital and online library materials are becoming increasingly popular. Libraries are increasingly focused on providing digital and online information services. Rahoo, Soomro, Lakho & Burio,(2020) stated that the With the influence of developing trends and technology, the global information landscape is rapidly changing. Because they share a same entity, information technology and libraries are inextricably linked. Racheal (2020) Librarians are expected to evolve with the system in order to provide user-centric service by adapting to the latest web technologies utilized to give library services to people across the world. Any librarian who fails to keep up with current events and use cutting-edge technology in the delivery of services to users will be left behind and become obsolete in the field of information science. In this digital era, emerging technologies provide librarians a unique chance to significantly improve user-centered services while also facilitating and promoting collaboration between libraries and their users.

Further research areas

1. The effective use of social media for apparent of library image.
2. Impact of social media for promotion of library services; a user's perception.

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