Gender Influences Social Media Adoption among Academic Librarians in India: Utaut Framework Analysis

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ABSTRACT

The research investigates the influence of gender on the utilization of social media in academic libraries of India, using the Unified Theory of Acceptance and Use of Technology (UTAUT). Understanding the impact of gender on the acceptance of social media in library services is crucial as it becomes more integrated. The survey questions specifically target the perception of male and female academic librarians regarding the ease of using social networking platforms in terms of peer influence, service improvement, and user-friendliness. The study used a comprehensive survey methodology to evenly distribute 160 questions among both male and female participants, resulting in a 100% rate of response. In this research, percentage analysis is used to show and compare data, which makes it easier to understand and interpret. The study highlights the crucial impact of organizational infrastructure and support on social media usage. The main problems found consist of insufficient technical infrastructure, insufficient managerial assistance, and insufficient training opportunities. These challenges highlight the importance of collaborative efforts to maximize the use of social media in academic libraries. The study's findings suggest that to enhance digital engagement among academic librarians, it is crucial to address gender-related inequities.

KEYWORDS: Unified Theory of Acceptance and Use of Technology (UTAUT), Academic Libraries, Social Media, Gender**.**

1. INTRODUCTION

India is a classic example where Information and Communications Technologies (ICTs) are being used in nearly every domain of human activity, as Mishra and Maharana (2019) observe. They point out, the use of social media platforms is proliferating in many sectors of the Indian economy and consequently societies, which they suggest is one reason social media platforms and technologies are the most widely used applications of the ICTs. As organizations in India increasingly build their presences on these platforms, individual users are the primary users of these technologies. Social media applications are technologies that that support the interaction and the collaboration

among the users form a community that extends beyond the confines of an organization (Gruzd K., Jacob & Wellman, 2023).

Social media utilization in academic Libraries in India is substantial but relatively recent. A search of Google Scholar revealed that the appearance of research on social media in Indian academic libraries became noticeable only after 2005, and the volume has increased significantly since then. These studies have considered several aspects, including the awareness of social media platforms (Bamidele et al., 2019; Xuan & Amat, 2021; Yalung et al., 2020), different types of social media (Gruzd et al., 2012; Karatsoli & Nathanail, 2020; Llebot & Rempel, 2021; Mishra & Maharana, 2019), the specific purposes or application fields of social media in libraries (Cilliers & Murire, 2017; Ghalavand et al., 2024), and the impact of social media on library services or performance (Chong & Ngai, 2013; Gruzd et al., 2023; Mari et al., 2023; Yalung et al., 2020) among others. Later, there has been a growing trend in the uptake and exploitation of social media platforms in Indian academic libraries to enhance service provision. This paper seeks to examine the use of social media in India; a country known for being one of the developing and technologically fast advancing countries located on the Indian subcontinent.

Almost every part of daily life now connects via social media. This also includes university libraries. According to (Alnjadat et al., 2019), social media can facilitate libraries offering services which are more user-oriented and innovative. In a word, social media includes "online platforms and websites where user-created content is exchanged, with wide-ranging communication and participation" (Bamidele et al., 2019). These are platforms that provide a forum for digital communications, networking, and collaboration. As (Yalung et al., 2020) views it, social media refers to software like these which encourage participation, and which also facilitate the exchange of information, user-generated content, and cooperation among the user community. It is because social media is interactive that people actually get involved with it, pushing the forms of content (Machala, 2018) out for comment and sharing.

In 21st century academic libraries social media engagement has been rising--and never high enough. The widespread adoption of social media, particularly by younger people, is at one level largely due to the increasing availability of information and communication technology (ICT) devices. This tendency, academic librarians have taken advantage of. Interactions between libraries and their users can be made even easier by social media accounts. However, there are still arguments going on about extending it; how useful is it to get across your message through social media channels? Is the increasing concern over the availability and usability of necessary supports for social media in the context of academic library operations? The usage of libraries on social media platforms is an area of research that is becoming increasingly common. According to (Kokab et al., 2023), little research has been carried out to prove whether social media actually works. There is also a lack of literature on the challenges faced by academic librarians in undeveloped countries (Mensah & Onyancha, 2022). Although society as a whole and academic libraries at large stand to gain from social media, certain impediments still exist in certain sectors of society. Because some social networking platforms are blocked in schools and universities, at least for the time being, there are already instances where access to them is restricted or prohibited outright for reasons of network congestion or bandwidth clutter (Matumba & Rajkoomar, 2023).

2. LITERATURE REVIEW

As described by Chiparausha and Sarma Das, this study divides social media into five groups (Chiparausha et al., 2022; Sarma & Das, 2018). Blogs, or web logs, are reverse-chronological online diaries. Popular platforms include WordPress, Tumblr, and Blogger. The study also uses wikis such as Wikipedia, which allow multiple users to collaborate and edit content with default permissions. The emphasis is also on social networking services like Facebook, MySpace, and LinkedIn, which allow users to connect and share information. The report also reviews micro blogging sites like Twitter, which allow users to send instant messages through public accounts and select the recipient. Social media tools play a crucial role in enhancing the efficiency and productivity of librarians, facilitating faster task completion. According to Cilliers, content-sharing platforms such as Flickr, YouTube, Second Life, and Wikipedia prove valuable for academic librarians engaged in photo sharing, e-learning video streaming, and hosting library websites, respectively (Cilliers & Murire, 2017). A exemplify the utility of social media tools in enabling selective dissemination of information. Scholars like Chore underscore the significance of social media applications in knowledge organization, employing tools such and acknowledging the multifaceted utility of social media for connection, communication, and interaction (Chore, 2023). Chiparausha further emphasizes that social media fortify the efficiency and effectiveness of existing communication channels (Chiparausha et al., 2024). Notably, the utilization of social media allows academic librarians to attend to patrons in remote locations, thereby saving considerable time for individuals who would otherwise have had to physically visit the library (Mensah & Onyancha, 2022).

The ease of use significantly influences the behavioral intention and adoption of social media tools among academic librarians (Mubarokah et al., 2023). A study by Akullo indicates that librarians perceive social media tools as user-friendly, evidenced by their widespread integration of Web 2.0 technologies in professional practices (Akullo & Nsibirwa, 2024). Matumba further reports that academic librarians view YouTube as a particularly accessible and convenient social media application (Matumba & Rajkoomar, 2023). In contrast, Kokab highlight obstacles such as limited knowledge and inadequate training opportunities as barriers to the efficient application of social media platforms (Kokab et al., 2023). Alikilic emphasize that the lack of necessary expertise and self-assurance in using social media technologies hinders their acceptance among academic librarians (Alikilic & Atabek, 2012). Cilliers highlights the imperative for academic librarians to participate in training programs that especially focus on utilizing social media effectively in their professional roles (Cilliers & Murire, 2017). Machala argue that the lack of training opportunities for librarians hampers the effective utilization of social media tools (Machala, 2018). Similarly, Kokab demonstrate that Pakistani academic librarians identify insufficient computer literacy and limited knowledge of social media as significant barriers to their involvement with social media platforms (Kokab et al., 2023).

Karatsoli investigation into the utilization of social media tools within information technology-related disciplines reveals that professionals predominantly embraced these tools based on peer recommendations (Karatsoli & Nathanail, 2020). However, the study's findings also indicate that supervisors exerted minimal influence on subordinates' decisions to adopt social media tools. Mishra underscore the adverse impact of inadequate management support, a factor significantly contributing to the underutilization of social media tools among academic librarians in India (Mishra & Maharana, 2019). Mensah corroborates these observations, citing a lack of management support as a hindrance to effective social media adoption within university libraries in Ghana (Mensah

& Onyancha, 2022). Aligning with these perspectives, Kokab emphatically advocates for managerial commitment to the integration of social media applications, emphasizing that effective leadership involvement is crucial for fostering widespread adoption and proficiency in utilizing social media tools (Kokab et al., 2023).

While librarians may demonstrate readiness to incorporate social media into service delivery, the establishment of a comprehensive social media policy becomes imperative for informed guidance. Yalung emphasizes the significance of a social media policy, elucidating its role in furnishing a clear definition of social media and delineating officially recognized tools for utilization by organizational staff and stakeholders (Yalung et al., 2020). Notably, Chore (2023) and Mishra (2019) observe that the absence of a well-defined social media policy during the implementation phase acts as a deterrent, hindering academic librarians from deploying social media tools in selected Indian academic libraries (Chore, 2023; Mishra & Maharana, 2019).

Furthermore, the challenges posed by poor technical infrastructure, particularly the slow internet speed in developing countries, have proven to be persistent obstacles, leaving social media users, especially academic librarians, frustrated in deploying these devices for service delivery (Matumba & Rajkoomar). A study by Tapfuma in Zimbabwe revealed that limited points of internet access, the highest internet connectivity, and limited bandwidth have a detrimental effect on social media use in selected university libraries (Tapfuma & Hoskins, 2019).

Lack of internet access or network disruptions are major barriers to the use of social media platforms in academic libraries and suggest that lack of access to computers can undermine the acceptance of social media platforms (Sarma Aur Das, 2018). Research conducted by Altaf supports this approach. It highlights that the limited availability of ICT infrastructure in specific Indian university libraries hinders the widespread adoption of social media applications (Al-Taf et al., 2021). Additionally, the reduced use of social media tools by academic libraries can be attributed to unreliable power supply as suggested by several studies (Bamidele et al., 2019; Chore, 2023; Idemudia et al., 2017).

3. THEORETICAL BACKGROUND

Like most technological achievements, the acceptance and use of social media depends on specific circumstances, and there are various theoretical frameworks available to study the problem; the Venkatesh Unified Theory of Acceptance and Use of Technology (UTAUT) informs this study (Venkatesh et al., 2003). UTAUT combines eight previous models: the Theory of Reasoned Action, the Technology Acceptance Model (TAM), the Motivational Model, the Theory of Planned Behavior (TPB), a composite model of TAM and TPB for personal computer use, Innovation Diffusion Theory, and Social Cognitive Theory. Performance expectancy, effort expectancy, social influence and conducive conditions affect technological acceptance, according to Venkatesh. This study examines how social media technologies affect academic librarians' perceived value and performance expectancy in Indian universities.
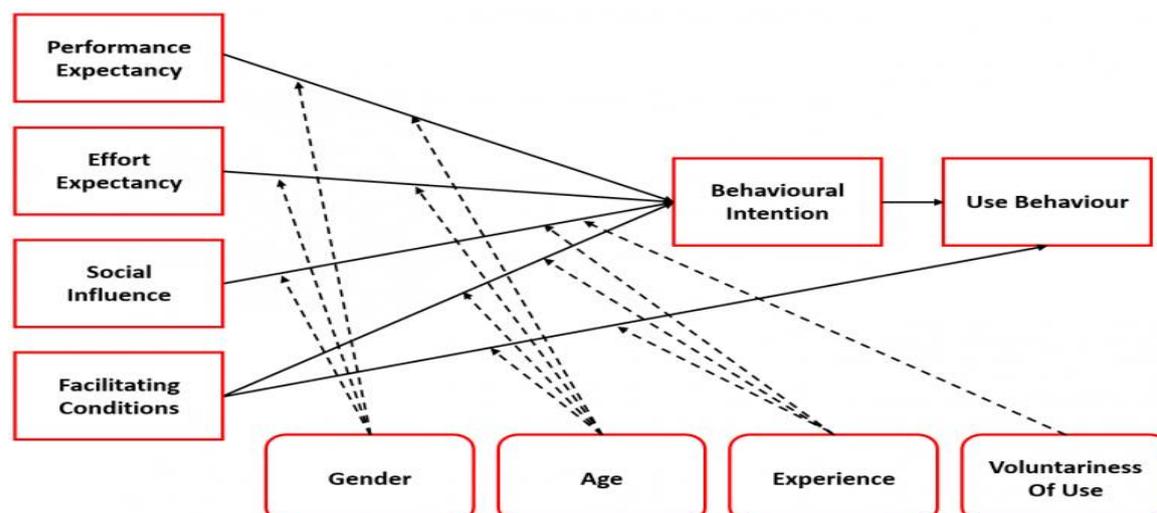
Figure 1 Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al., 2003

According to Venkatesh, effort expectancy is a system's perceived ease of use. This study defines effort expectation as academic librarians' perceived ease of use of social media platforms, specifically in terms of navigation and utilization. Based on Venkatesh, facilitating conditions are the notion that a system has organizational and technical infrastructure that enables its use. Within the study's context, facilitating conditions encompass factors promoted or discouraged by the university library in the utilization of social media by academic librarians. Some facilitating conditions may be mandatory, such as policies governing the use of social media. Venkatesh further define social influence as the extent to which others impact an individual's decision to use a new system. In the academic librarian context, social influence encompasses the impact of supervisors, professional associations, colleagues, peers, and library patrons on the utilization of social media. As illustrated in Figure 1, the theory includes additional constructs described by Venkatesh et al. (2003) as moderators. This study specifically concentrates on assessing how UTAUT's key constructs influence the use of social media by academic librarians in university libraries in India.

Venkatesh (2003) posit that the presence of organizational and technical infrastructure plays a crucial role in influencing the adoption and utilization of a system. Mishra and Maharana observe that Indian universities acknowledge the significance of new media technologies and are actively investing in infrastructure to facilitate staff proficiency in using social media (Mishra & Maharana, 2019). In contrast, Das criticized Indian universities for lack of commitment to support the adoption of social media tools by academic librarians (Sarma Aur Das, 2018); furthermore, Khan documents that insufficient funding for libraries hinders the deployment of some social media tools, particularly those requiring financial resources (Khan et al., 2017). Yalung added that high costs associated with Internet connectivity also contribute to the limited use of social media tools (Yalung et al., 2020). These observations collectively illustrate the complex relationship between financial resources, infrastructure support, and effective integration of social media tools within educational library contexts.

4. AIM OF THE STUDY

The study aimed to investigate the impact of organizational factors and personal characteristics on the use of social media in Indian academic libraries by focusing on gender-specific considerations. The research was guided by the following questions:

RQ1. How do male and female academic librarians in India perceive the enhancement of service delivery through the use of social media?

RQ2. To what extent do male and female academic librarians in India find the available social media tools easy to use for service delivery?

RQ3. To what extent does gender affect the extent to which peers influence the decision of academic librarians to use social media in India?

RQ4. To what extent do the conditions facilitating the use of social media by male and female academic librarians in India affect?

5. RESEARCH METHOD

The study aims to address the complex web of gender-related impacts on social media adoption among academic librarians in India, employing the Unified Theory of Acceptance and Use of Technology (UTAUT) framework; through a comprehensive analysis‹ It seeks to identify and understand the unique factors shaping the patterns of digital engagement within this professional group, which provide valuable insights for both academic librarianship and technology acceptance research (Vatanasakdakul et al., 2020), and research into upcoming research, library operations‹ And attempts to examine existing procedures used in identifying information resources within libraries. This study will specifically describe the types of resources accessible through social media platforms within library settings. Data obtained for example will be presented visually through tables, graphs or diagrams. Ultimately the study will conclude with insights and recommendations for future research based on results.

The study's findings may lack generalizability beyond university library settings, limiting insights into social media adoption among academic librarians in diverse institutional contexts. Additionally, the exclusive focus on university library staff may overlook potential variations in social media utilization within the broader academic librarian community. Globally, scholars consistently accord survey methodology preeminence for probing socio-psychological factors pivotal to the acceptance and utilization of diverse information systems platforms. Consequently, the research approach employed in our study, focused on gender-based examination of sustained social media usage, aligns with the established survey methodology paradigm.

A well crafted questionnaire to gather data from PhD applicants who use electronic resources, in line with our study goals. The questionnaire included a range of inquiries specifically crafted to evaluate the participants' understanding and utilization of electronic resources. A total of 160 questionnaires were provided, with 80 of them being evenly allocated to male and female participants, as required by the study's protocols. As a result, this research phase was effectively completed. After the disseminated surveys were finished, we carefully gathered them, giving priority to ensuring the accuracy and comprehensiveness of the data.

Out of the total 62 questionnaires received, 58 were completed by males and 62 were completed by women. In order to assure equitable consideration of age, we employed a random selection process to choose 100 questionnaires from each gender, following a "first-come, first-served" approach. The experiment focused on a target population consisting of one hundred individuals. This organization consisted of librarians from universities, assistant librarians, deputy librarians, and information specialists. The outcome was a response rate of 100%. Afterwards, the

data underwent a thorough procedure that included tabulation, analysis, interpretation, and presentation. This study report offers a thorough description of each of these steps. Data was collected from social media networks used by academic libraries using a content analysis methodology. The study examined social media posts from targeted university libraries to determine library staff engagement on these platforms.

6. RESULTS AND DISCUSSION

Understanding the impact of gender on the acceptance of social media in library services is crucial as it becomes more integrated. The survey questions specifically target the perception of male and female academic librarians regarding the ease of using social networking platforms in terms of peer influence, service improvement, and user-friendliness. The study used a comprehensive survey methodology to evenly distribute 160 questions among both male and female participants, resulting in a 100% rate of response. In this research, percentage analysis is used to show and compare data, which makes it easier to understand and make sense of results the study highlights the crucial impact of organizational infrastructure and support on social media usage.

Table 1: Enhancement of Service Delivery Through the Use of Social Media

Statement	Male	% Male	Female	% Female
1. Considering the requisite resources, opportunities, and knowledge integral to the utilization of social media, employing social media applications would be facile for me.	Agree: 30 Undecided: 10 Disagree: 10	60 20 20	Agree: 25 Undecided: 15 Disagree: 10	50 30 20
2. I possess the essential knowledge required for proficient utilization of social media.	Agree: 35 Undecided: 10 Disagree: 5	70 20 10	Agree: 40 Undecided: 5 Disagree: 5	80 10 10
3. I have access to the necessary resources to effectively engage with social media platforms.	Agree: 28 Undecided: 12 Disagree: 10	56 24 20	Agree: 30 Undecided:15 Disagree: 5	60 30 10
4. I exercise control over my usage of social media.	Agree: 25 Undecided: 15 Disagree: 10	50 30 20	Agree: 30 Undecided: 12 Disagree: 8	60 24 16
5. Specialized instructional resources pertaining to social media are accessible to me.	Agree: 20 Undecided: 20 Disagree: 10	40 40 20	Agree: 25 Undecided: 15 Disagree: 10	50 30 20
6. I have access to guidance for selecting appropriate social media applications.	Agree: 28 Undecided: 12 Disagree: 10	56 24 20	Agree: 30 Undecided: 15 Disagree: 5	60 0 10
7. There is a designated individual or group available to assist with any challenges encountered while using social media.	Agree: 25 Undecided: 15 Disagree: 10	50 30 20	Agree: 30 Undecided: 12 Disagree: 8	60 24 16

8. The compatibility of social media applications with other utilized applications is not a hindrance.	Agree: 30	60	Agree: 35	70
	Undecided: 12	24	Undecided: 10	20
	Disagree: 8	16	Disagree: 5	10

Table 1 presents the perceptions of male and female academic librarians in India on enhancing service delivery through the use of social media; overall, both male and female librarians share a generally positive view of the potential benefits of integrating social media into their professional responsibilities. The majority of respondents from both sexes agree that they hold the information necessary for expert use of social media (70% for men and 80% for women) and have access to the resources necessary to effectively engage with social media platforms (56% for men and 60% for women). Additionally, a significant proportion of respondents from both groups also agree that they exercise control over their usage of social media (50% for males and 60% for females) and that there is a designated individual or group available to assist with any challenges encountered while using social media (50% for males and 60% for females). However, there are some differences between the genders in terms of access to specialized instructional resources (40% for males and 50% for females) and guidance for selecting appropriate social media applications (56% for males and 60% for females). Overall, the data suggests that while both male and female academic librarians recognize the potential benefits of social media in enhancing service delivery, there may be some variation in their access to specific resources and support mechanisms.

Table 2: Available Social Media Tools Easy To Use for Service Delivery

Statement	Male	% Male	Female	% Female
1. Acquiring proficiency in the utilization of social media presents minimal difficulty for me.	Agree: 35	70	Agree: 30	60
	Undecided: 10	20	Undecided: 15	30
	Disagree: 5	10	Disagree: 5	10
2. I perceive social media as an easily navigable platform.	Agree: 33	66	Agree: 38	76
	Undecided: 7	14	Undecided: 7	14
	Disagree: 10	20	Disagree: 5	10
3. Becoming adept at using social media is a straightforward process for me.	Agree: 37	74	Agree: 35	70
	Undecided: 5	10	Undecided: 10	20
	Disagree: 8	16	Disagree: 5	10
4. I find social media to be adaptable and conducive to interactive engagement.	Agree: 40	80	Agree: 32	64
	Undecided: 5	10	Undecided: 10	20
	Disagree: 5	10	Disagree: 8	16
5. My interactions within the realm of social media are characterized by clarity and comprehensibility.	Agree: 30	60	Agree: 27	54
	Undecided: 12	24	Undecided: 15	30
	Disagree: 8	16	Disagree: 8	16
6. Achieving my desired outcomes with social media is an uncomplicated endeavor for me.	Agree: 35	70	Agree: 30	60
	Undecided: 10	20	Undecided: 12	24
	Disagree: 5	10	Disagree: 8	16

Gender Influences Social Media Adoption among Academic Librarians in India: Utaut Framework Analysis

Table 2 presents the perspectives of male and female academic librarians in India on the ease of use of available social media tools for service delivery. Overall, both male and female librarians express confidence in their ability to utilize social media effectively, with the majority agreeing that acquiring proficiency in its utilization presents minimal difficulty (70% for males and 60% for females). Additionally, a significant proportion of respondents from both genders perceives social media as an easily navigable platform (66% for males and 76% for females) and finds it adaptable and conducive to interactive engagement (80% for males and 64% for females). However, there are some differences between the genders regarding the ease of becoming adept at using social media, achieving desired outcomes, and the clarity and comprehensibility of interactions within the realm of social media. While a majority of both males and females agree on these aspects, there is a slightly higher proportion of males who find these tasks straightforward and uncomplicated compared to females. Overall, the data suggests that while both male and female academic librarians generally find social media tools easy to use for service delivery, there may be slight variations in their perceptions based on gender.

Table 3: Peers Impact the Decision to Use Social Media

Statement	Male	% Male	Female	% Female
1. My utilization of social media applications is influenced by the prevalence of usage among my peers.	Agree: 20	40	Agree: 25	50
	Undecided: 15	30	Undecided: 20	40
	Disagree: 15	30	Disagree: 5	10
2. My supervisor actively endorses the integration of social media into my professional responsibilities.	Agree: 10	20	Agree: 15	30
	Undecided: 25	50	Undecided: 25	50
	Disagree: 15	30	Disagree: 10	20
3. The university consistently demonstrates support for the incorporation of social media tools.	Agree: 15	1. 30	Agree: 20	40
	Undecided: 20	2. 40	Undecided: 25	50
	Disagree: 15	3. 30	Disagree: 5	10
4. The guidance and assistance provided by my supervisors have proven instrumental in navigating the realm of social media.	Agree: 25	50	Agree: 20	40
	Undecided: 15	30	Undecided: 20	40
	Disagree: 10	20	Disagree: 10	20

Table 3 highlights the influence of gender on how academic librarians in India perceive the impact of their peers on the decision to use social media. Overall, both male and female librarians acknowledge the influence of peer usage on their own utilization of social media applications, with a higher percentage of females agreeing to this statement (50%) compared to males (40%). Similarly, while a relatively lower percentage of both genders agree that their supervisors actively endorse the integration of social media into their professional responsibilities, a higher proportion of females (30%) feel this endorsement compared to males (20%). Additionally, a larger percentage of females (40%) perceive consistent support from the university for the incorporation of social media tools, compared to males (30%). Regarding the guidance and assistance provided by supervisors, a higher percentage of males (50%) find it instrumental in navigating the realm of social media compared to females (40%). Overall, the data suggests that while both male and female academic librarians are influenced by their peers' usage of social media, there may be slight differences in the level of endorsement from supervisors and perceived support from the university, with females tending to perceive higher levels of support in these aspects compared to males.

Table 4: Conditions Affect the Utilization of Social Media

Statement	Male	% Male	Female	% Female
1. I perceive social media as a valuable tool in the execution of my professional responsibilities.	Agree: 35	70	Agree: 40	80
	Undecided: 10	20	Undecided: 5	10
	Disagree: 5	10	Disagree: 5	10
2. The integration of social media into my job functions would expedite the completion of tasks.	Agree: 30	60	Agree: 35	70
	Undecided: 15	30	Undecided: 10	20
	Disagree: 5	10	Disagree: 5	10
3. Utilizing social media platforms would streamline the execution of my professional duties.	Agree: 38	76	Agree: 35	70
	Undecided: 7	14	Undecided: 10	20
	Disagree: 5	10	Disagree: 5	10
4. The incorporation of social media in my job role is anticipated to enhance overall productivity.	Agree: 40	80	Agree: 30	60
	Undecided: 5	10	Undecided: 10	20
	Disagree: 5	10	Disagree: 10	20
5. The utilization of social media is envisaged to positively impact and improve my job performance.	Agree: 35	70	Agree: 40	80
	Undecided: 10	20	Undecided: 5	10
	Disagree: 5	10	Disagree: 5	10
6. The integration of social media is expected to augment my overall effectiveness in executing job responsibilities.	Agree: 38	76	Agree: 35	70
	Undecided: 7	14	Undecided: 10	20
	Disagree: 5	10	Disagree: 5	10

Table 4 explores the impact of facilitating conditions on the utilization of social media by male and female academic librarians in India. Overall, both male and female librarians perceive social media as a valuable tool in the execution of their professional responsibilities, with a higher percentage of females (80%) agreeing to this statement compared to males (70%). Additionally, a majority of respondents from both genders agree that the integration of social media into their job functions would expedite the completion of tasks (60% for males and 70% for females), streamline the execution of professional duties (76% for males and 70% for females), and enhance overall productivity (80% for males and 60% for females). Furthermore, a significant proportion of both male and female librarians envisage that the utilization of social media will positively impact and improve their job performance (70% for males and 80% for females), and that its integration will augment their overall effectiveness in executing job responsibilities (76% for males and 70% for females). These findings indicate that both male and female academic librarians perceive facilitating conditions as crucial factors influencing their utilization of social media, with slightly varying levels of agreement between the genders.

CONCLUSION AND RECOMMENDATIONS

The research findings substantiate the perspective that Indian university librarians perceive social media as highly beneficial in augmenting their job effectiveness, simplifying tasks, expediting task completion, and bolstering productivity. Furthermore, the study indicates that Indian academic librarians tend to master the use of social media easily; they express confidence in their ability to become proficient in using such applications, viewing them as flexible means for interaction, characterized by clarity and understanding. However, the study shows a significant

impact of social factors on the use of social media tools to deliver services among Indian librarians; while supervisors claim support for social media integration, librarians find a lack of support provided by supervisors in effectively navigating social media applications, moreover، There is a significant difference between librarian feedback and the level of institutional support for the adoption of social media technology in Indian universities; despite the librarian's self-assessed expertise, the absence of specialized teaching resources according to social media tools and lack of compatibility with existing applications serve as barriers to greater use. It highlights the need for targeted resources and support mechanisms to facilitate the seamless integration of social media into ways librarians provide services within Indian educational institutions.

Therefore, Indian universities should allocate more resources to facilitate the effective use of social media tools; upgrading internet bandwidth and Wi-Fi infrastructure, along with purchasing additional computers, is essential to empower librarians to better service delivery of social media tools; moreover، It is crucial to ensure that library patrons have the appropriate training and support to use social media tools skillfully, aligning their skills and abilities with that of librarians; this proposal is indicated by the finding that, given the required resources and opportunities، Librarians express readiness to use social media applications in service delivery efforts. University leadership, particularly library directors, should amplify their support for the adoption of social media tools, aligning with the expectations of their staff. Additionally, it is advised for library directors to identify and collaborate with early adopters and enthusiastic users of social media among librarians to foster peer-to-peer advocacy and utilization of social media technology for service delivery. Systems librarians are encouraged to facilitate the seamless integration of social media applications with existing tools utilized by academic librarians. Lastly, further research examining the utilization of social media for service delivery in technical, teacher, and industrial college libraries is advocated. Such research endeavors would enrich our understanding of social media usage patterns across the academic library landscape in India, contributing to a more comprehensive body of knowledge in this domain.

IMPLICATIONS OF THE STUDY

The study provides evidence that the use of social media technologies in academic libraries is affected by gender. The findings confirm that social media has a crucial role in enhancing job effectiveness, simplifying tasks, accelerating task completion, and increasing productivity for librarians of both genders. The study uncovers that inadequate technical infrastructure, insufficient management support, and a dearth of training opportunities are some of the problems that hinder the effective utilization of social media, despite being aware of its potential. The research suggests that male and female librarians assess the effectiveness of social media differently, as well as their degree of confidence in their talents. Female librarians are generally more confident and find it easier to use their skills compared to their male counterparts. Nevertheless, both males and females face similar challenges when it comes to accessing resources and receiving support from organizations. The study highlights the significance of improved infrastructure and increased levels of managerial dedication, since it reveals a discrepancy between the assistance librarians receive from their superiors and their perception of support.

The study suggests that Indian institutions should allocate resources to expand Wi-Fi coverage, improve internet speed, and install additional computers to ease access to social media applications, aiming to address these concerns. Librarians must be equipped with the essential tools and skills to efficiently utilize social media through training courses. Furthermore, it is essential to establish comprehensive social media policies that are supported by explicit

guidelines and the guidance of librarians. University administrations, especially library directors, should actively promote the utilization of social media within their communities. To promote peer-to-peer advocacy effectively, it is crucial to identify and engage with librarians who are enthusiastic early adopters and active users of social media. Academic librarians are urged to link with social networking sites, using pre-existing materials. To have a deeper knowledge of how social media is used in academic libraries in India, future research should explore its usage in several types of libraries, including technical, teacher, and industrial college libraries. This would expand the body of information and make it easier to develop stronger strategies for academic libraries to utilize social media. By complying with these requirements, academic libraries in India can improve their overall efficiency and employee contentment. In addition, they will guarantee that librarians are adequately trained to proficiently utilize social media platforms and enhance the provision of services.

The research findings underscore the perceived utility of social media among academic librarians in India for service delivery. Librarians identify social media usage as conducive to increased productivity and facilitation of networking among colleagues. Consequently, universities are urged to gain insight from this study and prioritize investing in infrastructure conducive to using social media as a service delivery tool; additionally, the study highlights the difference between librarians' expectations and perceived support from their supervisors regarding the integration of social media tools. As such, it is recommended that capacity building initiatives be extended to library management and university administrators to enhance their expertise in advocating and promoting the use of social media among academic librarians; furthermore, the study demonstrates a lack of institutional support for the use of social media by librarians which emphasizes the need for universities to take active steps. Such initiatives may include establishing necessary infrastructure, training, incentives and social media policies. Additionally, it is most important to address compatibility issues between social media applications and existing library technologies. Proposals include the development of software solutions designed for social media customization and the creation of add-on applications, extensions, or plugging facilitating seamless integration with other library technologies. These efforts have been envisioned to enhance the usefulness of social media and improve its compatibility with existing library systems in educational settings.

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