Innovation Attribute as Predictors of Social Media Adoption in Library Services

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Abstract
This study examines innovation attributes as predictors of social media adoption in library services, where social media adoption was appraised from its ability to improve library services. Social media are referred to as social network sites that serve as communication platforms which offer users unique profiles, public connections, and the ability to create and consume user-generated content. With the adoption of social media in library services, librarians would have the capability of gaining insights into the precise information needs of the user, thus facilitating the users' likelihood of accessing the library. The theoretical framework employed is Technology Acceptance Model (TAM) to examine the adoption of social media in library services. It was further revealed that the adoption of social media in library services is influenced by innovation attributes which are: Perceived Usefulness (PE), Perceived Ease of Use (PEU) and Attitude Towards Usage (ATU).

Keywords: Innovation, Social media, Library services, ICT.

1.1 Introduction

Right from the days of the town-criers and bellmen in the 18th Century, people have been used to getting information, which is of great interest to them, without costing them a dime. Considerably, the society advanced rapidly to the age of mass media in the 20th Century, with the emergence of books, newspapers magazines, recordings, radio, movies, television and the internet. With the escalation of digital communication technology in the late 20th and early 21st Century, the mass media became more prominent with the evolution of cell phones, video games and computer games among others. Contemporarily, most of these traditional mass media are far becoming extinct due to the emergency and preponderant of the social media, being the medium of interaction among people, in which information and ideas are capable of being created, shared and exchanged with the aid of both visual and audio simulations.

Furthermore, social media depends on mobile and web-based technologies in creation of highly interactive platform through which individuals and communities share, co-create, discuss and modify user-generated content. Thus, social media has introduced substantial and pervasive changes to communication between organization, communities and individuals. With the

adoption of social media, variably every person, group, communities and organization is in touch with the outside world at all times. However, the library itself is not left out in the continuum of adopting the use of social media. According to Teeroovengadum, *et al.* (2017), social media have been recognized as essential tools for improving the quality of service in the libraries. Correspondingly, libraries around the world have accepted the fact that social media play a significant role in enhancing their services to users and improving education.

According to Mugo, *et al.* (2017), the adoption of social media in library services has the potential of improving collaborative learning through interaction. Students will be enabled to interact with librarians, from online platforms, thus, inquiry about information, knowledge and ideas can be made, and librarians would be readily available to provide adequate and accurate responses to these inquires within a short time frame, hence, making research timely, thus alleviating the pressures of rigorous studying for students (Mugo, *et al.,* 2017). However, the knowledge and skills required to embrace social media in library services proves to be relevant and a major priority for both librarians and students. Despite the proven positive operational outcomes associated with the adoption of social media in library services some librarians are perceived to be reluctant in its adoption in their operations (Tondeur, *et al.*, 2017).

According to Englund, *et al.* (2017),the intention of an individual to make use of a particular technology (social media) has been found to be highly associated with: the degree to which the user believes that a particular technology will enhance his/her performance (Perceived Usefulness), the degree to which the individual believes that using a particular technology would be relatively free from effort (Perceived Ease of Use) and the user's feeling about the

usefulness and non-technicality of the particular technology (Attitude Towards Usage). However, the variables "Perceived Usefulness, Perceived Ease of Use and Attitude Towards Usage", form the fundamentally basis of innovation attributes. Correspondingly, the innovation attributes have, thus, provided a theoretical basis for the adoption of social media.

According to Ahmed, *et al.* (2017), innovation attributes associates between the perceived usefulness and intention to adopt the use of social media is derived from the librarians' willingness to make his/her services in the library more effective and efficient, beyond the positive or negative feeling associated with the actual use of social media. Thus, suggesting that, if the librarian is inclined to make his/her services in the library more effective and efficient, he/she will adopt the use of social media. Innovation attributes are posited to be interwoven with the climate of the library as a whole such that, the better the library supports and provides access to social media, the more librarians and students can familiarize and acquaint themselves with its adoption, thus, accelerating the rate at which it is being adopted in the library (Ahmed, *et al.,* 2017).

1.2 Objective of the Study

The study is aimed at examining some innovative attributes that can influence the adoption of social media in library services by reviewing various literatures of social media adoption, based on Technology Acceptance Model (TAM).

2.1 Review of Related Literature
Social Media

While there are disputed claims as to who coined the term "social media," the term appears to have emerged in the early 1990s in reference to emerging web-based communication tools that facilitated online interaction (Wolff, et al., 2017). According to,

Calderaro (2017), the field of information systems (IS) is concerned with the investigation of Information Technologies (IT) impacts on individual, organizational and societal levels, thus, Kapoor, et al. (2017), purports that, one of the recent most impactful IT phenomena is the emergence and spread of a sub-set of IT technologies formerly referred to as social media. Social media has been defined as websites which allow profile creation and visibility of relationships between users (Shohne and Jain, 2017)).

Social media, according to Saenger, et al. (2018), has been referred to as "social media sites", or a set of information technologies which facilitate interactions and networking. Babu (2017), defines social media in terms of blogs, social networking sites, virtual social worlds, collaborative projects, content communities, and virtual game worlds. Sibanda and Madziwa (2018), purport that social media are web-based applications which provide functionality for sharing, relationships, group, conversation and profiles. Pourkhania, et al.(2019), defines social media in terms of social network sites which serves as communication platforms that offer users unique profiles, public connections, and the ability to create and consume user-generated content.h

According to Olajide, et al. (2017), traditionally libraries were a temple of literature in which librarians were bookkeepers. Their typical roles and tasks included acquisition which consist of review, selection, and purchase of information resources for the collection, cataloguing and to give description of resources and making them ready for use, and serving users for recommendation of books and materials, checking materials in and out, and answering users' questions. Considerably, all of these tasks were often carried out by librarians without the involvement of users. In such libraries, the relationship between libraries and users was seen as a relationship between book providers and receivers, or libraries and readers. This implies that libraries provided what they had or what they owned mostly books and other paper-based formats while users passively received what libraries offered (Uzwynshyn, 2017).

However, as new and emerging technologies came into existence and were integrated in libraries, this relationship was transformed. The introduction of social media, which features the exchange of various electronic information resources, to enrich library collections and services, and upgrade the roles of both libraries and users. From bookkeepers, librarians have now become information editors and information advisors. Similarly, from readers or viewers, library users have also become browsers (Pinfield, et al., 2017).The relationship between libraries and users has changed to a relationship between information services providers and clients, in which the library users have become more independent in choosing and using library services. For instance, a user can access the libraries' social media site at anytime and anywhere, register to receive notifications on a topic of interest via email, or comment and give feedback on the usability of the library social media site. This implies that users can flexibly use library services as well as partially contribute to the service improvement (Wolff, et al., 2017).

3.1 Examples of Social Media

However, Freelance University Course Catalog (FUCC) (2019), provided examples of some popular social media which can be utilized by libraries in the quest of enhancing its services as well as staying connected with users and meeting their individual research needs:

i. Facebook: Facebook is one of the most popular social networks in the world boasting around 1.44 billion active users in the first quarter of 2015. For most people, Facebook is

not just a social profile on the internet, it is a vital tool for communication, marketing, research, amongst others. Facebook within the academic library environment would boost the communication with the users and researchers, thus increasing faster activity and interest in the library. Facebook is a direct and personal social network and provides a new way to engage with the users within a familiar environment. Facebook also offers live group chat and private messaging to users. Libraries can post status updates, upload photos and video content to help promote the library services. Facebook posts can be linked to any web content or material, offering a new information delivery service.

ii. LinkedIn: LinkedIn is a specialized social network, and a powerful business tool which offers ways to make connections on a professional level either direct connections or through groups. LinkedIn is apparently, based on connecting talent with opportunity on a massive scale. However, it is not just about tools to help people find their dream jobs, rather it is about assisting people in becoming great at the jobs they are working in. Thus, libraries can make use of LinkedIn to connect and collaborate with other universities, libraries and businesses, while giving a possibility to showcase the achievements of the library.

iii. Twitter: Another social media platform is Twitter. Twitter was launched in 2006 by Jack Dorsey. It is known and described as the SMS of the internet, because it has an approximate of '140-character' limit for each tweet. Even though it has a character limit Twitter is still a powerful tool. Additionally, it allows its users to search for keywords and topics in other user's post, usually referred to as 'hashtags'. Users can then save these searches and they will see whenever another user posts about that search topic. Considerably, this would enable libraries to interact indirectly with

users by monitoring what various users' discussions about the library. More so, Twitter is a good tool to post notices and keep library users informed. Therefore, users can follow the libraries' stream and each tweet the library post will be visible on the users' Twitter home page. The academic library can also integrate the twitter feed into the existing library website, so its presence can act as a dynamic notice board which users can follow and get instant notifications on their mobile device.

iv. Academia.edu: Academia.edu is a new social media developed specifically for students, academics and researcher, it provides a new platform to share research on a global scale. The intent for this social media is to disseminate research for data mining. Academia.edu enables users to keep track of some of the favourite academics they follow, what papers they are reading, what research they are doing and what the academics are publishing. Additionally, Academia.edu gives space for academics to establish themselves in their various fields of interest. This specific social media can be used by the academic library to closely follow the academics of the university and gather data. This vital and important data could be used to follow closely the academics of the institution and see what they are publishing and researching. Such important information could help the library in anticipating future needs and making sure the library is equipped to cater for such research.

v. WhatsApp: WhatsApp is a rapid evolving social media. It allows connection based on cell phone numbers. WhatsApp enables a fast and continuous rate of communication between users. There are quite several features that are capable of being activated on it. One of the most notable features of WhatsApp is its ability to send and receive multimedia files such as: images, music, video clips and document. WhatsApp also has

the capability of creating group for users, to share and discuss issues. This is the feature that is most prominent for libraries, apparently, libraries can create their own WhatsApp from and add their users. Thus, information pertaining to the library can be disseminated on the group, hence, multimedia files are capable of being sent and received within a short time frame. Furthermore, the library is enabled with the capability of informing users about new developments in the library with ease. The integration of WhatsApp in the library would prove advantageous for the library thus, paving a way for academic libraries to thrive in the ever-growing technology-oriented society.

vi. Instagram: Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. Instagram allows users to upload photos and videos, which can be edited with various filters, and organized with 'tags' and location information. Users are enabled with the capability of browsing through other users' content by tags, location and trending contents. User can also 'like' photos and videos and follow other users to add their content to a feed. However, the most esteemed feature of Instagram of its ability to enable users to 'like' posted content, thus, this could serve as a great avenue for libraries to improve their services. For instance, in a situation where the library is perplexed about a particular brand of material to be included in its collection, the library can simply upload a photo or video of various brands of the material and propose that the brand that gets the most 'likes' would be chosen. By doing so, the library has gained an insight into the opinion of the users.

vii. Snapchat: Snapchat is a multimedia messaging software app used globally. It enabled the use of photos, messages and videos. Snapchat is renowned as the new, mobile-first direction for social media, with

regards to its ability to place significant emphasis on users' interactions with the aid of virtual stickers and augmented reality objects. It also enables users to share 24 hours of chronological contents in form of 'stories. Considerably, the library can harness the power of this unique feature in its services, such that, a live seminar can be uploaded and viewed by users who are physically absent from such seminar.

viii: Reddit: Reddit is a social news aggregation, web content rating and discussion website. Users can submit contents such as links, text posts and images, which are then voted up or down by other users. Posts on Reddit are organized by subjects into user-created boards known as 'subreddits', which in turn covers a variety of topics including news, science, movies, video games, music, books, fitness, food and image-sharing. Thus, with a Reddit account, the library can get informed about news on various contemporary themes. Correspondingly, the library is also enabled to inform users about various updates that occurs in the library sphere. Thus, this can serve as a form of notification service for libraries and users.

ix. Research Gate: Research Gate is a social networking site for researchers to share papers, article, journals, questions and answers. According to Wikipedia, Research Gate is perceived to be the largest academic social networking site in terms of active users. Users can upload, papers, data, chapters, analysis, research proposals, presentations and software source codes. Research Gate also enables writers and scholars to find collaborators who are have similar field of interest. Thus, with the a Research Gate account, the library is enabled with the capability of aiding scholars in navigating and sourcing for other scholars who are working on similar research topic so as to enable

collaboration and exchange of ideas, which would further ameliorate the wealth of knowledge that is being generated.

x. Pinterest: Pinterest is a social media web and mobile application site. Pinterest operates a software system designed to enable saving and discovery of information on the World Wide Web (WWW), with the utilization of images, videos and Graphic Interchange Format (GIF). Pinterest utilizes a fascinating search feature which is known the visual search, this search feature allows users to zoom any part of a picture, once zoomed the user can then make further similar correlation with this zoomed part of the picture. Thus, with this remarkable search feature, the library can aid users to further have more augmented knowledge. For instance, in a situation where the library upload photos of guest scholars from a previous conference, a user can easily zoom in the photo and lock onto a scholar, and further information about the scholar can easily be acquired (providing that such a scholar has a Pinterest account).

4.1 Social Media Integrated Services in the Library

As emphasized above, social media have an enormous part to play in the library. Considerably, if librarians are to continue with their role as information professionals, they are required to adopt the use of social media in their various operations. However, the disregard of social media in a library will result in stagnancy and gradual deterioration of operations and services in such library. As such, most libraries have been utilizing social media in their services.

These services are further discussed below:
i. Notification Service

With the adoption of social media, libraries are enabled with the ability to notify their esteemed users about latest news, events and information via messages, posts,

comments, and tweets. The users can also get notified instantly with notice alerts such as, alerts on bringing new books to the notice of users for suggestion, intimation of arrival of indented documents by users, informing availability of reserved documents for collection, appraising about overdue books, outstanding fines, reminders to return library items, renew books, library circulars, e-journals subscribed, change in timings, information about important events, loan request etc. Such alert notifications can be generated automatically using integrated library management system/software. Considerably, messages can be sent to group of users simultaneously through the 'broadcast' option available in some social media. Therefore, the adoption of social media in library services will prove to be effective and efficient for both librarians and library users.

ii. E-learning Service

Students are very versatile in using their mobile phones to access various social media sites. With regards to this, libraries can harness this advantage to lead implementation of library services through social media, to support distance learning, and research activities in E-learning environment by making the information resources ubiquitous. Libraries can introduce learning forums of different categories and fields, such that students whose area of specification is related to a particular forum will be enable to join, thus, gaining more knowledge from his peers and the library itself, even outside the classroom. This service also can assist lectures such that an impromptu assignment or homework can be easily posted on the forum and students would be able to get this assignment without having any course to return to the school premises. Furthermore, various research has revealed that the use of social media as a teaching and learning tool is

currently a high priority for librarians. Social media is currently used as a channel for delivering lessons and courses, because social media sites support video and webcasting and these features have proved to be most effective for educational services. However, it should be noted that this library service should align with teaching and research practice of its parent institution.

iii. User Instructions

This service is used to assist library users to be precise in their search for information, as it involves teaching users how to search for information in the library with the aid of mobile technologies. Considerably, libraries offer podcasts and videos on information literacy which are accessible through devices like MP3 players. This service can serve as an orientation for new library users to get familiar with the research world and to reduce difficulties encountered in the search for information resource. With this service, several library users would be endowed with the knowledge on how to go about issues pertaining to research in the library. Additionally, this service has the ability to engage library users with librarians, in such a way that, when a user tends to encounter difficulties in the process of utilizing library materials, the user can easily log on to the libraries' social media account and direct his/her questions, and within a short timeframe get desirable feedback.

iv. E-resources Service

Some publishers are already delivering e-books (both text and audio) that are accessible via social media. It offers access to a variety of databases and digital resources such as e-Books, e-Journals, Web databases, dissertations, audio books, streaming music, films, images and article databases which can be used on mobile devices. These collections can either be downloaded from the libraries' social media

on the user's own mobile device or mobile devices borrowed from libraries with the collections already on them. A large collection of audio books both free-and subscription-based services are available for download and transferable to mobile devices from social media. Libraries can make use of social media on mobile devices to upload photos and videos, thus promoting the exploitation of information resources, such that photos of new books can be uploaded so as to acquaint the users with such book, likewise live broadcast of conferences can be uploaded so as to keep the users who were unable to attend such conference in tune. Furthermore, students are enabled to access the libraries' social media account 24/7, if there are internet terminals within the vicinity of the library.

v. Awareness Service

Libraries can create awareness on social media in other to market their services and resources to be utilized by many users. Social media has the full capacity to facilitate the awareness of the library. Such that the library can post an awareness of discount on book borrowing, to motivate more users into using the library. Social media also has the capability of publicizing books and scholarly related activities going on the locality of the library, such that, awareness of book auditioning and book launching can be posted on the social media. Also, the visitation of a well renowned writer or scholar can be posted on the social media to further inform users about such visitation.

vi. Library Tour Service

Library tours are orientation programs that are quite significant in introducing new users to the libraries and also helping the remotely located users in different geographical locations to make their way to the library. However, virtual / audio library tours can be produced quickly, inexpensively, and could reduce the amount of staff time

spent helping new users to orient themselves in the library and explaining the facilities available. It can easily be provided by posts on social media. It serves as a tour guide for library user, thus, users can familiarize themselves with the environment of the library so as know where their needed information resource is based and to locate other essentials in the library such as the restrooms, the reprography space and various other administration offices.

vii. Outreach Service

Librarians in their focus groups are actively using social media for outreach, generally focused on two key objectives: promoting the work of the library as a whole and connecting with the broader library community. In terms of promoting research output, several librarians were using social media to ensure that the work of their faculty is made available as widely as possible, both through using the libraries' own channels and through research-focused services. With the adoption of social media, libraries will be enabled with the capability of reaching out to other libraries and make enquires about new contents and new modes of operations, thus, fostering cooperation and collaboration within the sphere of the library association. Additionally, libraries can make outreach to schools and enlighten them about more innovative ways of engaging students in learning activities, thus, providing a means of enhancing the academic state of the students and further encourage them to adopt the use of social media for learning and research purposes rather than the conventional usage (entertainment, chatting, hanging-out etc.).

5.1 Theoretical Framework

While this work examines developments in the library as a result of social media adoption, there is also focus on the readiness of librarians to accept the advancements, likewise, the capabilities of librarians to adapt to the changing environment of the library. Seemingly, the Technology Acceptance Model (TAM) has been employed in the course of this work.

5.1.1 Technology Acceptance Model (TAM)

According to Mugo, et al. (2017), many countries of the world are compelling their governments to change their national curriculum with a view of adding more of information communication technology into it. The investment is directed towards policy, teacher training, and technology adoption. The policies, training and technology adoption programs are directed towards efforts that promote the acceptance of the technology. Considerably, attempts to include social media in library service have been with libraries generally, for quite some time. More so, a great challenge to the inclusion of social media in library services is predicting its adoption, especially for academic purpose and librarians'/users' functionality. Thus, inducing the emergence of the Technology Acceptance Model (TAM).

The Technology Acceptance Model (TAM) was originally proposed by Fred Davis in 1986 as a doctoral thesis at the Massachusetts Institute of Technology (MIT). However, since when TAM was proposed in 1986 it has been refined to incorporate variables and relationships obtained from the Fishbein and Ajzen theory of reasoned action (TRA) of 1975. The output from the adjustments was a more refined model essential for anyone willing to interrogate the theory around technology acceptance and its utilization in learning. However, the model has been designed to show how users come to accept and use a technology. The theoretical basis is built on the premise that when users are presented with a new technology, three major factors influence their decision on how and when they will use it. The first determinant is its perceived usefulness (PU),

the second is the perceived ease of use (PEU), while the third determinant is user attitude towards usage (ATU).

However, in 1989, Davis used TAM to explain computer usage behaviour the goal of Davis' (1989) TAM is to explain the general determinants of computer acceptance that lead to explaining users' behaviour across a broad range of end-user computing technologies and user populations. The basic TAM model included and tested two specific beliefs: Perceived Usefulness (PU) and Perceived Ease of Use (PEU). Perceived Usefulness is defined as the potential user's subjective likelihood that the use of a certain system (e.g.: single platform E-payment System) will improve his/her action and Perceived Ease of Use refers to the degree to which the potential user expects the target system to be effortless (Davis, 1989). The belief of a person towards a system may be influenced by other factors referred to as external variables in TAM. However, in 1996 a final version of TAM was formed by Venkatesh and Davis, after the main finding that, both perceived usefulness (PU) and perceived ease of use (PEU) had a direct influence on behaviour intention, thus eliminating the need for the attitude construct (Lai, 2017). Thus, the final TAM is illustrated in Fig. 1 below:
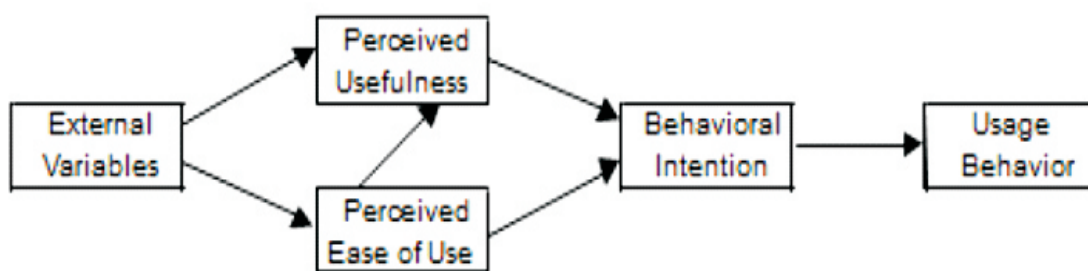

Fig. 1: Final Version of Technology Acceptance Model (TAM). Source: (Venkatesh & Davis, 1996)

5.3 The Conceptual Model

This work aims at investigating innovation attributes as predictors of social media adoption in library services. The conceptual framework of this study is based on the conjecture that, the adoption of social media is based on the library services it offers, which is directly based on the innovation attributes (Perceived Usefulness (PE), Perceived Ease of Use (PEU) and Attitude Towards Usage (ATU)), thus, adoption of social media is directly influenced by library services which is also influenced by PE, PEU and ATU, which are the innovation attributes. Correspondingly, the conceptual framework in Fig. 2 below, presents the most important variables hypothesized to influence social media adoption. The model suggests that the 'innovation attributes' (PE, PEU and ATU) directly influences, 'library services', in which 'library services' directly influences 'social media adoption'. This implies that, if librarians perceive that social media will prove to be useful in their operations, they may be inclined to adopt its use in library services. Considerably, if librarians discover that the utilization of social media does not require any sort of technicality, they could be further fascinated, thus, increasing their self-efficacy and making them adopt its use in library services. More so, because, social media have proven to be useful and easy to use, libraries can develop an attitude towards adopting its use in library services.
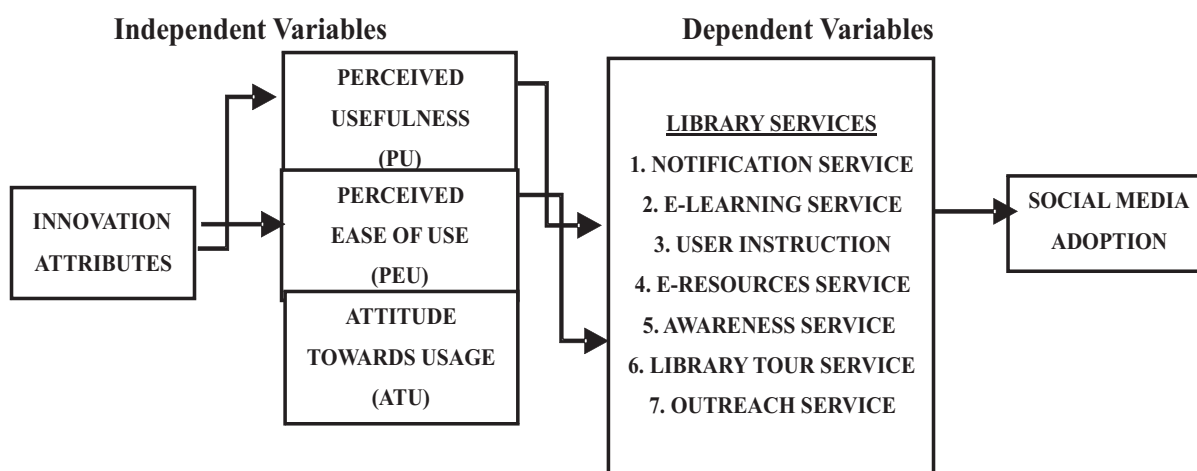
Independent Variables   **Dependent Variables**

Fig.2: Conceptual model of Innovation Attributes as Predictors of Social Media Adoption in Library Services (self modeled).

5.4   Empirical Findings

Ahmed, et al. (2017), carried out a research titled "Perspectives of Librarians' Attitude Towards Social Media: An Extension of TAM Model". From this research it was revealed that majority of the librarians have not come to terms with the adoption of social media in their operations, reason being that, the need for change is widely recognized but so is the existence of resistance to change, with regards to innovation attributes; PE, PEU and ATU, in which a significant percentage of librarians who were already accustomed to the traditional mode of operation in the library, perceived social media to be less useful. Pinfield, et al. (2017), carried out a research titled "Mapping the Future of Academic Libraries". From this research it was deduced that majority of the librarians have not fully acknowledged the full potentials of adopting the use social media in their services, due to some reasons pertaining to, what to upload on the social media account and to what extent can the adoption of social media alleviate of their workload. Englund, et al. (2017), carried out a research titled "Operating with Social Media in the Library: Conceptual Change and Development". From this research it was

revealed that library participants adopted the use of social media in their service but over a course of time their social media account became dormant, due to the fact, several users became inactive, mainly because the library ceased to upload more intriguing contents to stimulate the activeness of the users.

However, the adoption of social media seemed to have thrived in other fields, such as banking, medicine and employment. According to a research carried out by Babu (2017), titled "

Role and impact of social media on banking industry". It was revealed that a significant percentage of the participant bankers expressed an unequivocal attitude towards the adoption of social media in their banks, such that, banks are enabled to attend to customer needs, offer real-time banking and money transfer and promote their services, all via social media. According to a research carried out by Saenger, et al. (2018), titled "The Power of Social Media in Medicine and Medical Education: Opportunities, Risks, and Rewards". It was revealed that, a large number of medical professional had a positive opinion towards the adoption of social media, such that, a patient is enabled to receive medical

assistance even before the arrival of medical professional through video-sharing and video-calls, which is a major feature of social media. According to a research carried out by Calderaro (2017), titled "Social Media and Recruitment". It was revealed that, several organizations attested to the benefit of adopting social media in recruitment, such that, the vast number of people on social media enhanced the rate at which job vacancies are being filled and in turn, saves the time spent by organizations in the quest of searching for qualified candidates.

Conclusion

This paper was aimed on innovation attributes as predictors of social media adoption in library services. During the course of this work the adoption of social media in library services was critically examined, and it was further revealed that social media was not only utilized in the library but also utilized in several other fields of life including, banking, medicine, politics etc. However, in the empirical findings it was lucidly revealed that some libraries have not adequately adopted the effective use of social media in their services. Correspondingly, this is the gap this paper intends on filling, with the provision of significant examples of social media, and how these social media could be extensively integrated to enhance library services.

This paper also revealed the innovation attributes that predicts the adoption of social media in library services. The correlation between innovation attributes and social media adoption was brought to limelight through the conceptual model, where it was illustrated that once librarians perceive social media to be effective in their operations, they will be obliged to adopt its usage. This work is in agreement with the finding of Awoyemi (2019) which revealed that the ease of use of ITs could cause attitudinal change towards it by cocoa farmers which in turn leads to making the decision to

be literate about them and consequently adopt them for farming practices. Moreover, since the adoption of social media has thrived in various other fields of life, it can thrive in the library as well.

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