



## NEW TRENDS AND TECHNOLOGY EFFECTS ON ACADEMIC LIBRARY SERVICES

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### ABSTRACT

*It is a common accepted fact that digital technology has made room for itself in every field and sphere of life. Libraries are no exception in this regard. In this modern era, all the libraries store information in not only the form of books, but also in the form of audio, video and other multimedia sources. The paper in hand investigates the impact of emerging technologies on academic library. A reasonable number of libraries have been responded. The findings of the study reveal that the implementations of emerging library technologies have positive impact on library services and resources in the public sector universities in academic library. It was pinpointed that inadequate funding for library automation, lack of skilled library professionals, lack of user education programs on emerging library technologies, frequent power failure are the major barriers to the implementation of latest technologies in academic library of the country. These obstacles can be eradicated by giving due attention and maximum opportunities to the libraries of the country.*

*Today's age academic libraries have been facing new trends and technology in their services. The effect on library services in digital way. Students and users can easily access library services through social media and other way.*

**KEYWORDS-** Trends, Technology, social media, Coding, Virtual reality.

### INTRODUCTION :-

In 2018 and beyond, its critical for the Modern Library to take in changing faces of its students and patrons respond accordingly. The academic library can respond to recent trends and offer information and resources that are both innate and relevant to its users. Libraries are constantly evolving to meet the needs of their communities e. i. is student and user. Far from being a simple repository of books and media. Today's academic libraries serve as unmovable resources for everything from data analytics to 3- D pricing and begging lessons in coding.

Khana (2014) is of the view that students feel comfortable while using modern library technologies. Radio Frequency Identification system (RFID), a modern library tool will also reduce the workload of the library work force.

Das S.R. (2008) writes that the major technological changes that had a thorough impact are the growth and development of bibliographical utilities and integrated automated cataloguing system with the help of MARC format. The working environment of the technical section of the library is changing gradually and will assume a new shape in the near future in almost all academic libraries.

**OBJECTIVES:-**

The main objective of this study is to analyze the impact of emerging technologies on university libraries academic library services. This survey was particularly conducted to examine the benefits of the emerging library technologies. Some of the major objectives are to:

1. Assess the Impact of technology based technical services on academic library services.
2. Know the attitude of librarians towards the application of emerging library technology

**Some New Resent Trends as follows-****1) Virtual Reality-**

VR technology provides the user with a head shed that transports them to immersive destinations, where they can look up , down and around simply by moving their heads. Libraries have long served as critical access points to mew technologies. When computer and the internet were still innovations. The local library was often the easiest place for users to get online.

Today libraries may have the opportunity to offer users their first interactions with virtual reality. This technology may not be accessible .the average consumer yet. However, libraries that offer this type of technology can help new users acclimate to the systems, which are already coming down in price, even as they experience museum collections or exotic travel destinations remotely thanks to VR.

**2) Social media -**

Now a days social media playing a vital role in library field like, circulations, Bar-coding, Issue- Return of Books, Questions Banks New arriving of the books, Reference service etc. Social media presence has a establishing; maintaining and growing a social media presence is important for libraries. Our user lives in a digital world. Therefore, this is an important for space to connect with them. Social media links make library events, activities and offerings easily sharable. Digital content such as historical photographs are ripe for social sharing. A well by responding to social media tags, comments, or mentions, libraries gain a valuable opportunity to engage with their users and strengthen social connection, in support of social media.

**3) Technology-**

According to the American library Association top technology trends, resource, libraries worldwide spend many dollars on technology. These facilities often offer users their first hands on access to new products. One popular way that libraries are increasing accessibility to new technology is through marketplaces. Mark paces include tech link virtual reality content creation labs, 3-D printers, product fabrications tools, laser cutters and more.

Library science professionals must strive to development marketplace and other technology labs that cater to the district needs of their demographics marketplace can be entire on site labs, mobile carts, or even backpacks filled with tools that are available for loan.

**4) Data analytics-**

Libraries are perfectly poised to take an active role in the field of data any lists .the library has long been responsible for gathering, organising, and safeguarding valuable information. Modern research and data collection has come a long way from the days libraries are managing and accessing some of the relist dial up online databases. Today digital data is collected in such over helming amounts that one of the biggest challenges lies simply in analysing the information to find meaningful conclusion in the overabundance of data. In coming years, the activities will need to determined the best way to make use of the data available to them some opportunities include.

- A) Compiling and connecting data across research studies and reports
- B) Providing easily searchable and understandable data to users
- C) Developing and promoting educational content crated using data sources.

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For those intrigued by the modern face of today's library systems, there are unique opportunities to become part of the change. Tomorrow librarians can help spearhead innovations in library technology.

### CONCLUSION-

Some of these, trends and technologies in information age, can help library users in their increasing knowledge and some in support of their achievements. So changeable trends and innovative technology has been adopted the situation.

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