



AI Application in Libraries, Promote Reading & Social Media Engagement

Ms. Supriya Nawale

Librarian, Veer Wajekar ASC College Phunde, Navi Mumbai

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Abstract:

The use of artificial intelligence (AI) for various tasks is no longer a novelty. Just like mobile phones and social media, the use of artificial intelligence has now become an integral part of our professional lives. Just as using social media is a primary means of reaching a wider audience for businesses, libraries too have started using social media to connect with students. This study discusses the facilities that librarians can offer using artificial intelligence, the AI tools that librarians can use to cultivate a reading culture, and the AI tools available for creating social media content, along with their advantages and disadvantages.

Keywords-Artificial Intelligence, AI, Libraries, Promote Reading etc.

Introduction:

Artificial intelligence (AI) is the ability of machines and computer systems to execute tasks that would ordinarily require human intelligence, such as learning, reasoning, problem solving, language comprehension, and decision making. In recent years, AI has emerged as a disruptive technology in a variety of industries, including healthcare, education, business, and libraries. With the rapid rise of digital content and shifting user expectations, libraries are increasingly relying on AI tools to improve services, increase access to information, and promote reading. AI enables libraries to transition from traditional service models to smart, user-centered, and technology-driven information environments. Following are the tools which facilitates content creation work easily and attractively.

AI-Powered Creative Poster Tools:

1. Mew Design: A specialist AI graphic design agent that creates comprehensive, excellent posters from a single prompt by utilizing

several specialized AI agents to handle layout, typography, etc.

2. Ideogram: Strongly advised for posters that need precise text and superior typography—a problem that other AI generators frequently encounter.
3. Canva (Magic Media)-Within its Magic Studio, Canva (Magic Media) provides a "AI poster generator." Typing a description, selecting a style (such as neon or watercolour), and coming up with several poster designs are all possible.
4. Piktochart AI With its specialized AI poster maker, Piktochart AI can turn themes into polished drawings in less than ten seconds.
5. BeautifulWalls.Ai-This application, which is based on the FLUX concept, is intended for users who wish to go from a text prompt to a printed, tangible poster.

AI Tools for Graphics & Visual Presentations:

These tools help convert text into visual graphics, charts, infographics, and slides. Visual / Presentation-Focused Tools

1. Canva AI: Turn text into graphics, layouts, and short video clips integrated into designs; also supports presentations.
2. SlidesAI.io: Converts plain text into structured slides for Google Slides/PowerPoint automatically.
3. Visme: Great for data-rich infographics & presentations.
4. Beautiful.ai: AI-assisted slide layouts that make professional presentations easily (recommended by users).
5. Tome: AI storytelling presentations from simple prompts, visuals, and structure.

AI Tools for Producing Videos:

1. Google Veo 3/3.1: A top-tier model for 2025 that uses text to create cinematic videos (up to 8 seconds) and is notable for being among the first to use synced AI-generated soundtrack.
2. OpenAI Sora 2: is renowned for producing realistic scenes and managing intricate human movements more adeptly than the majority of rivals.
3. Synthesia or HeyGen : For corporate or training videos, Synthesia or HeyGen work well. In more than 140–175 languages, they translate writings into films using AI avatars, or talking heads, that convey the text.
4. Pictory AI: Specialized for content creators; it can take a long script or blog post and automatically extract key points to build a video with relevant stock footage and captions.
5. Runway (Gen-3 Alpha): Favored by creative professionals for experimental and highly stylized video generation with deep control over camera motion

Uses of AI in Libraries:

AI has dramatically increased the efficiency and efficacy of library operations and

services. Some major applications of AI in libraries include:

1. **Automated cataloging and classification:** AI solutions can use metadata analysis and machine learning techniques to identify and catalogue books and digital items automatically. This lowers manual labor while increasing accuracy while arranging library materials.
2. **Chatbots and virtual assistants:** AI-powered chatbots provide 24-hour reference services by responding to user queries about book availability, library hours, database access, and general information. They improve user support without necessitating ongoing human interaction.
3. **Personalized Information Services:** AI examines user behavior and interests to suggest related books, journals, and online resources. This tailored approach leads to increased user happiness and engagement.
4. **Digital Preservation and Archival:** Artificial intelligence aids in the digitization of old manuscripts, rare books, and historical documents. It also helps with optical character recognition (OCR), making digital content more searchable and accessible.
5. **Improving Information Retrieval and Search:** AI-powered search engines deliver faster, more accurate, and context-based search results, enhancing total information retrieval.

AI Applications for Promoting Reading:

One of the primary goals of libraries is to encourage reading, and artificial intelligence plays an important part in attaining this goal.

1. **Personalized reading suggestions:** AI systems recommend books based on the users' reading history, hobbies, and age group, encouraging them to try new things.

2. **Read Analytics:** AI monitors reading trends and engagement levels to assist librarians in developing effective reading programs and campaigns.
3. **Interactive reading platforms:** Voice-assisted reading, summaries, translations, and adaptive content are among the capabilities offered by AI-based applications to youngsters, the elderly, and persons with impairments.
4. **Gamification and reading challenges:** AI can provide personalized reading challenges, quizzes, and incentive systems to encourage people to read more often.

AI Applications for Promoting Libraries on Social Media:

Social media has become an important venue for library advertising, and AI improves its usefulness in a variety of ways.

1. **Automated Content Generation:** AI technologies create postings, descriptions, and graphics for library events, new arrivals, and reading campaigns, saving time and effort.
2. **Focused Promotion:** AI analyzes user data to identify target audiences and send tailored library marketing via channels including as Facebook, Instagram, and Twitter.
3. **Social media chatbots:** AI chatbots connected with social media platforms answer promptly to user inquiries, enhancing communication and engagement.
4. **Analyze trends:** AI analyzes popular themes and user preferences, allowing libraries to create relevant and timely social media content.

Prose of Artificial Intelligence:

1. enhances efficiency and productivity
2. Provides tailored user services.
3. Saves time and lowers manual workload.

4. Improves consumer experience and satisfaction
5. promotes inclusive services for various users.
6. enables data-driven decision-making.

Cons of Artificial Intelligence:

1. Expensive implementation and maintenance costs
2. Dependence on technology and technical skills.
3. Risk of data privacy and security issues.
4. Possible reduction of human interaction.
5. Unbalanced data might cause bias in AI algorithms.
6. Limited knowledge of emotional and cultural context.

Conclusion:

Artificial intelligence has transformed traditional library services into sophisticated, user-focused solutions. Its uses in cataloguing, information retrieval, reading promotion, and social media interaction have increased library visibility and user participation dramatically. While AI has various advantages like as efficiency, personalization, and creativity, it also raises concerns about cost, ethics, and data privacy. As a result, libraries should implement AI responsibly, providing a balanced combination of technology and human knowledge. When applied properly, AI can play an important role in encouraging reading culture and increasing the relevance of libraries in the digital age.

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