

Impact of AI on Information Seeking Behavior: A Systematic Review

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Abstract:

Libraries are not immune to the transformative effects of artificial intelligence (AI) across various sectors. This research paper aims to explore the influence of AI on the information-seeking behavior of library users. By conducting through an analysis of case studies, relevant literature reviews and empirical evidence, this study evaluate the ways in which AI technologies are reshaping conventional library services, enhancing information accessibility and user experiences. The objective of the study is to identify the primary factors that drive user behavior in order to provide a comprehensive understanding of information seeking pattern in the context of AI. Primary areas of emphasis encompass AI-based search algorithms, techniques in natural language processing (NLP), applications of machine learning, and their Incorporation into library systems. Additionally, the research investigates the significant effect of AI on university libraries, their users and librarians and its potential to enhance library services, and the future avenues for research and application.

Keywords:

Artificial Intelligence, Information Seeking Behavior, Libraries, Universities.