

The Effects of Perceived Ease of Use and Perceived Usefulness on the Adoption of Social Networks by Library Professionals in Sri Lanka

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In this digital era emerging technologies such as social networks have produced drastic changes in libraries across the world. It is important that library professionals be in par with new technologies for the long-term sustainability of libraries in this information age. The effective use of social networks will enable libraries to render user-oriented, innovative services to users in their preferred surroundings, breaking the walls of traditional library system. Despite the significant benefits of social networks, the extent to which library professionals are inclined to embrace these social technologies remains unclear. For the successful integration of social networks into libraries, it is crucial to identify the factors influencing library professionals to adopt such technologies. In this study the Technology Acceptance Model which emphasizes the cognitive beliefs of perceived ease of use and perceived usefulness along with user intention of technology use, is applied as a theoretical basis to better understand the adoption of social networks by library professionals. This study followed a quantitative approach, employing the survey strategy to gather data from a sample of 64 library professionals employed in the Sri Lankan university library sector. Data were analyzed by multiple regression techniques. It was revealed that, both perceived usefulness and perceived ease of use were positively related to the intention to use social networks and these two predictors explained 50.7% of the variance in the users' intention. Perceived ease of use also exerted a significant effect on perceived usefulness. The findings suggest that perceptions of ease of use and usefulness are the key drivers of social networks adoption by library professionals in Sri Lanka. This study renders empirical evidence in support of the applicability of the original Technology Acceptance Model into the context of Sri Lanka

Keywords: Social network, Intention, Technology acceptance model, Sri Lanka, Library