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The use of AI Chatbots in the academic libraries

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Make today matter



Overview

- Introduction
- What is artificial intelligence?
- What is a chatbot?
- How AI Chatbots work?
- Advantages of using AI chatbots
- Disadvantages of using AI chatbots
- Conclusion
- References

Introduction

AI Chatbot during pandemic era

AI and chatbots are digital technologies that changes the customer service landscape

Concepts:



Artificial Intelligence (AI)



Chatbot

Artificial Intelligence (AI)

▪ AI is defined as the “use of computerized machinery to emulate capabilities once unique to humans” and is one of the driving forces behind the client service robot evolution.

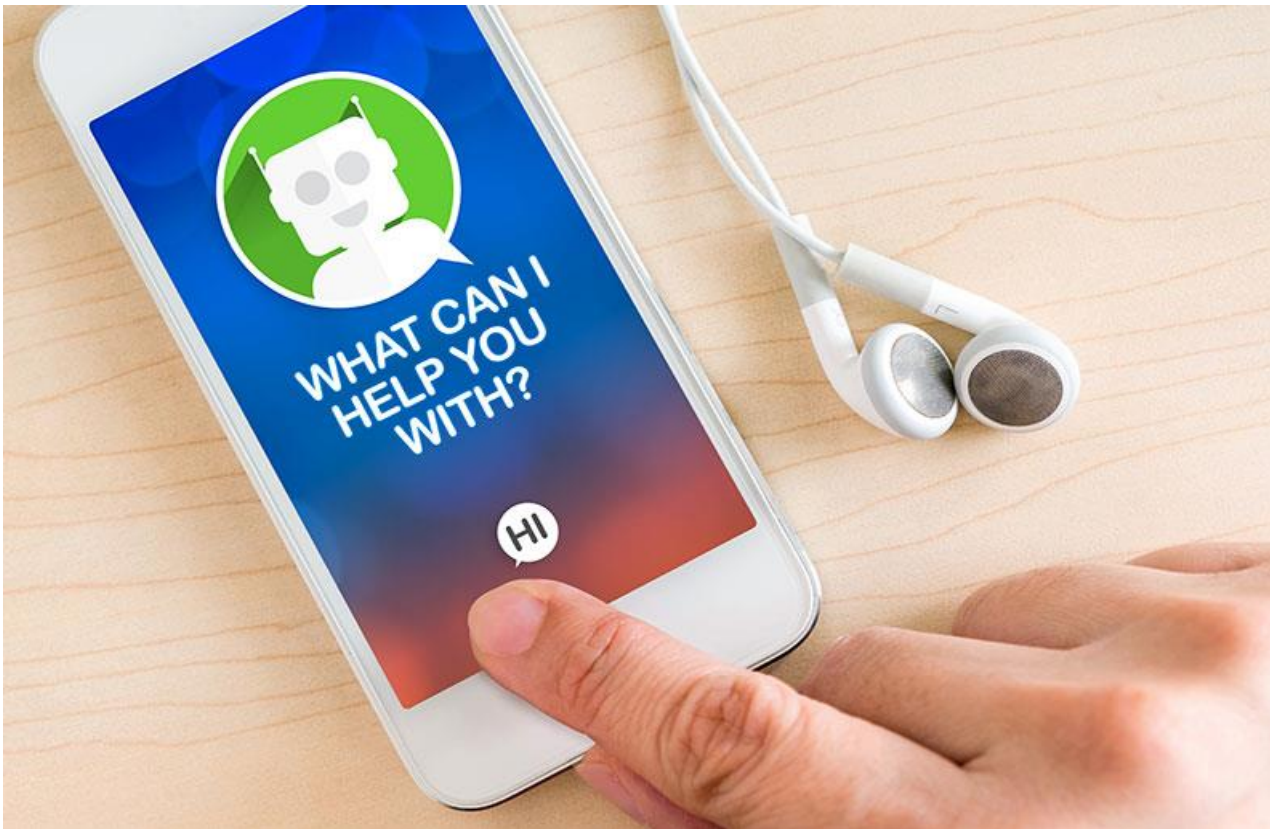
(Rust, 2020:4)



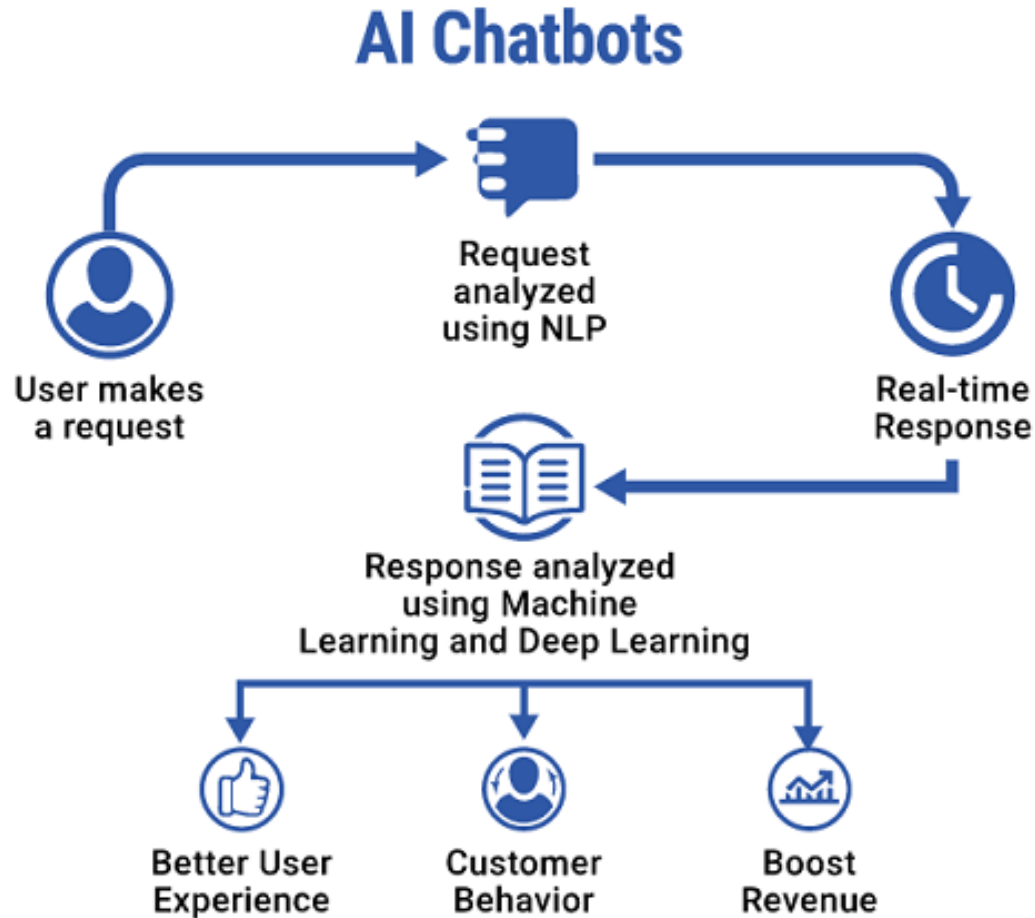
What is a chatbot?

Definition:

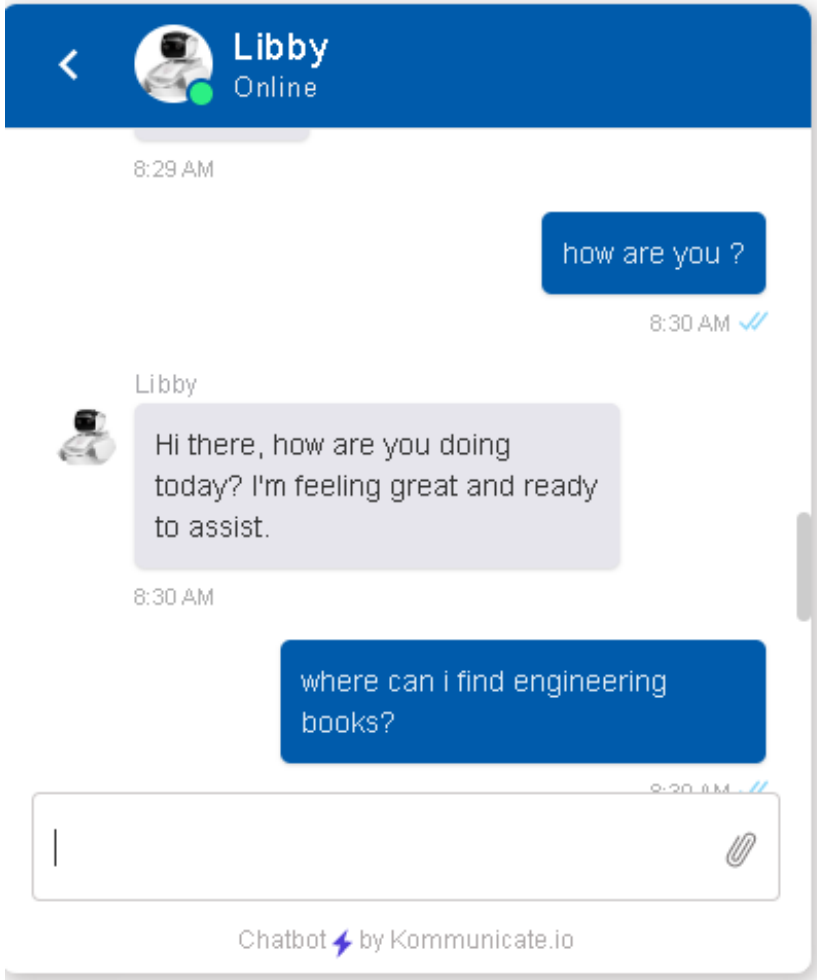
- Chatbots are a new way to interact with a user in a more human way, through conversation.



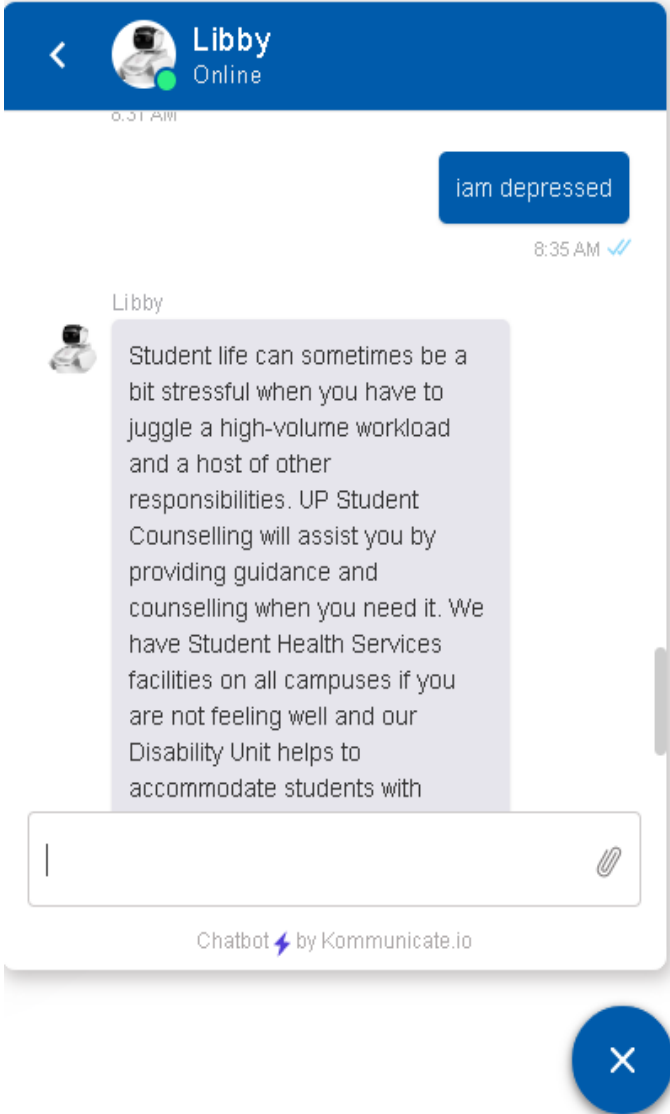
How AI Chatbots work



Chatbot at the University of Pretoria



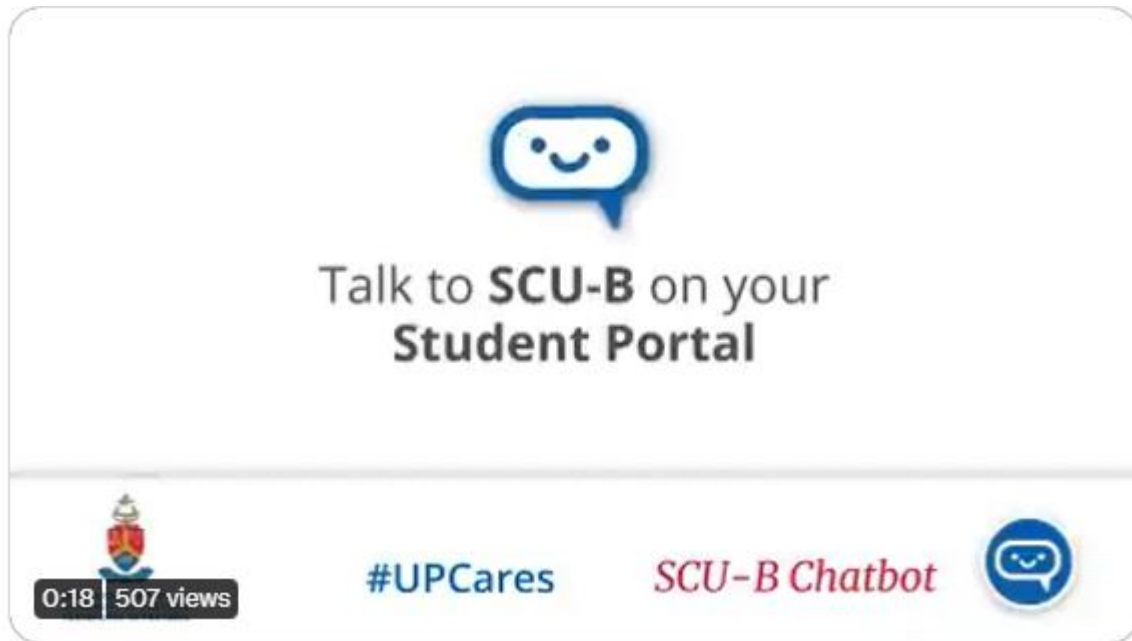
The conversation



Chatbot for mental health?

For mental health and student counselling

Student well-being



Advantages of using AI chatbots?

- Convenience
- Analytics and insights
- Improves user experience
- Available 24/7
- Create a conducive environment for conversational interactions
- Marketing tool



Disadvantages of using AI chatbots?

- Security
- Data
- Adding multiple languages

Conclusion

Job insecurity?

Chatbot future in Academic Libraries?

References

Mogali, S. 2015. Artificial Intelligence and its applications in Libraries. Delhi.

Rust, R.T. 2020. The future of marketing. *International Journal of Research in Marketing*, 37 (1), pp.1-26.



Thank you