Editorial

Welcome to Volume 12, Issue 1 of *Trends in Information Management, (TRIM),* the Department of Library and Information Science's premier journal at the University of Kashmir. As a peer-reviewed, biannual, open-access platform, TRIM continues to advance its mission of promoting critical thinking and disseminating cutting-edge research in Information and Knowledge Management.

This issue emerges at a time when digital technologies and the global information landscape are undergoing profound transformation. Libraries and information systems worldwide are grappling with challenges posed by evolving technologies, increasing user demands, and the necessity for inclusivity and sustainability in information dissemination. In this context, the research presented in this volume offers valuable insights into contemporary issues shaping the field.

The first article, *"Assessment of Online Traffic of Library Websites of IITs and Central Universities,"* by Mohammad Hamza Shahid, Muzamil Mushtaq and Nida Khan, examines the metrics and strategies that enhance the visibility and functionality of academic library websites. Emphasizing the significance of web traffic analytics, the study highlights how these tools can optimize digital library services and improve user engagement.

In *"How Can ChatGPT Influence Academic Information Seeking?",* Mike Thelwall critically examines the role of large language models (LLMs) in academic contexts. While these tools hold promise for information discovery and synthesis, the article draws attention to their limitations, including accuracy and ethical concerns—prompting a balanced approach to their integration into academic practices.

The issue also features compelling social studies, such as *"Analyzing the Opinions of People about the Death of Sidhu Moose Wala through Twitter Data Analysis"* by Manoj Kumar Verma, Aasif Ahmad Mir, Syed Inabia Bukhari, Shafqat Jan Bhat, Syed Asra Nisar and Nasreena Rashid Mir, that employs social media analytics to explore the public's response to the tragic death of a popular artist. The study highlights how social media platforms serve as dynamic spaces for public discourse, enabling a deeper understanding of societal reactions, emotional expressions, and the role of digital media in shaping collective memory during significant events.

Another thought-provoking article, *"Gender Disparity in Social Media Usage among Teenagers in Kashmir,"* by Nazia Akhtar, examines the digital divide within the context of gender and technology use in the Kashmir region. The study reveals the varying patterns of social media engagement among teenage boys and girls, shedding light on how societal norms, cultural influences, and access to resources impact digital behavior.

Lastly, **"***Job Satisfaction among LIS Professionals of Jammu & Kashmir Higher Education"* by Ansaar Hussain Ansaari and Tabasum Zehra delves

into the vital aspects of job satisfaction among Library and Information Science (LIS) professionals in Jammu and Kashmir's higher education sector. The study highlights how job satisfaction impacts the well-being and productivity of LIS professionals and has far-reaching implications for the overall success and efficiency of academic institutions.

The studies reflect TRIM's commitment to promote research that bridges theoretical exploration with practical application. We thank the authors and reviewers for their dedication and expertise in making this publication possible.

Special gratitude is extended to our esteemed Editorial Board, whose guidance and contributions have been instrumental in upholding the journal's standards and vision. Their collective expertise enriches the quality and relevance of our publication, ensuring that TRIM remains a vital resource in Library and Information Science.

To our readers, your unwavering support inspires us to strive for excellence. We invite scholars, practitioners, and readers to contribute their insights and feedback as we continue to shape the discourse in Information Management, ensuring its relevance and impact for years to come.

Warm Regards

Editor-in-Chief
Prof. Sumeer Gul