

# CHAPTER-I

## INTRODUCTION

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### 1.1 Introduction

In Digital Space, we have all countersigned the starter of many new technologies for communication, starting from "hypertext" to chat rooms in association with wikis, News Groups, and all peer-to-peer File Sharing Networks. These New Technologies composed some new contests among Technocrats in the digital age to consolidate, collect and distribute the required information according to the suitability of the information society. To face the crucial challenges and cope with the new proliferation of knowledge, technocrats research this emerging phenomenon to find a solution. So Weblog is considered a practical solution and renewed challenge for information publishing web-world, which seeks to address the social and broad implication and creates a medium of information pursuing habits among the next generation.

#### 1.1.1 Web 2.0

Web 2.0 technologies have significantly impacted the higher education sector and librarians all over the World. World Wide Web has a significant impact on a libraries and library users alike to access information. New technologies have occurred, moving us from Web to Web 2.0 and now web 3.0.

It is necessary to know about Web 2.0 and its use and benefits. Web 2.0 is the second generation that gives people a chance to exchange information online. Web 2.0 technologies provide opportunities to open up communication and collaboration based on 'interactive' use of the web; people can interact with other people and collaborate while people post thoughts, express views, and place comments. Web 2.0 technologies have played a substantial role in our ability to keep up to date with the changing needs of library users. Web 2.0 based technologies have provided more opportunities and opened up new ways of communicating and collaborating. It is essential to know the current status and use of Web 2.0 based technologies in libraries and information centers worldwide. The Library professionals should adopt the new

technologies of Web 2.0 to provide quick reference and library services to the users. This research may encourage the library professionals to apply the Web 2.0 tools, primarily Weblog, effectively in their libraries and encourages research students to research the developments of Web 2.0 and new generations of it. This study helps users utilize library services library weblog as it is helpful in their study. This study will prove to be a manual to know various aspects of weblogs for library professionals and implementation of it in Indian university libraries. (Vaibhav Manohar and Shalini Lihitkar, 2017)

Web 2.0 is a term describing changing trends in www (World Wide Web) technology. Web 2.0 has developed in communication as it allows individuals to publish dynamic content with its various tools, like RSS Feeds and Blogs. The web 2.0 atmosphere has enabled every citizen to modify, create, contribute, and share personalized web content. Web 2.0 gives users a chance to interact freely and collaborate with others and becomes the creator of user-generated content in the virtual community. (Vaibhav Manohar and Shalini Lihitkar, 2017) The most famous Web 2.0 services are Facebook, Youtube, Blogs, Twitter, Google, WordPress, and Skype. Computer programs and websites can collaborate easily through Web 2.0. (Han & Niu, 2009). Web 2.0 permits users to do much more than retrieve information, and it provides high storage capacity with user-friendly software and tools.

**Web 2.0 Tools:** Web 2.0 tools are grounded on internet services, social networking sites, Blogs, Wikis, Social Networking, Twitter, Facebook, Mashup, Tagging, Myspace, Instant Messaging. Web 2.0 services aim to accelerate creativity support information sharing, Online collaboration, and networking. Web 2.0 has become an inseparable part of the education field because of its features and services.

### **1.1.2 Blogs**

A blog is a website having distinct features. It is a website where users can write stuff on an ongoing basis, so the new entries/post are available on top of the blogs, and it is visible for users to read it every time they visit the blog; they can read, comments on the post and connect with the blogger.

A weblog is a web application that contains reverse chronologically ordered posts on a standard web page. The term 'weblog' was coined by Jorn Barger on

December 17, 1997. The Short form 'blog' was invented by Peter Merholz; the joking broke the word 'weblog' into 'we blog' in the sidebar of his blog Peterme.com in April or May 1999. Shortly after that, Evan Williams at Pyra Labs used 'blog' as both a noun and verb (Coursehero, 2022)

Weblog, Originally a simple web Browser-based system for updating websites, has developed into a powerful web-based content management system capable of acting as a platform for learning. That can accelerate the development of expertise learner behaviors'. A weblog is a collection of materials. It is exciting and valuable.(Lihitkar, 2013)

Blogs are the sites that capture particular views, ideas, or opinions over time. The Weblog is a web application that contains periodic posts on web pages. The Blog posts are often in reverse chronological order. Each weblog tells a story of the organization, person, event, or any other subject such as the environment, healthcare, disasters, language, and literature.(Dhiman & Sharma, 2008)

Weblogs give users the freedom to express their thoughts freely and help them take part in online discussions. Blogs are websites maintained by individuals or contributors with regular posting, entries, commentary on posts, descriptions of events, discussions on recent topics, and other materials such as videos, images, or graphics. It is declared as the public environment in which one author or multiple authors puts their views and scholarly thoughts to the public, called 'posts,' listed in reversed chronological order.

Andrew Kennedy's Converged Blog stated that "Weblogs are the online World's mavericks. Two of their greatest strengths are their ability to filter and disseminate information to a widely dispersed audience and their position outside the mainstream of mass media. Weblogs point to, comment on, and spread information according to their own, quickly criteria."(Andrew Kennedy, 2010). The Core purpose of blogging has always been the distribution and sharing of information. In the early time, weblogs were "logbooks" of the web loggers' journeys through the web.

### **1.1.3 Blogs and Libraries**

Librarians have to learn how to do a lot with just a little to promote awareness of their programs and services. They have seized the opportunities to market libraries in the real World via traditional media: newspapers, corporate newsletters, radio, and T.V. Many libraries produce brochures, pathfinders, newsletters. So it is no surprise to see librarians rising to the occasion and spreading the word online with blogs /weblogs as another means to market libraries and their services.

Blogs are natural for librarians. These extend what we already do: identify, organize, and make information accessible in libraries. They allow us to be more responsive and reach out to the faculty and students via our library blogs to news, post book reviews, invite comments, announce events, list new acquisitions. Blogs are a simple and effective way for library professionals to communicate and inform and disseminate information promptly. Like other development, the blog is also approaching library science to consider its uses. The apparent use of weblogs in libraries is to set one up to deliver news to patrons.(Dhiman,A.K. ; Sharma, 2008)

Library professionals and libraries must follow new technologies closely and the advantages of the newest innovations, such as Blogs and RSS feeds. These must be reflect in library services. Despite the increasing popularity of blogs, few libraries have taken advantage of what they offer. Adding a blog to libraries is free and easy. Librarians can collect and make information accessible to patrons and Researchers- and if they want, invite them in on the discussion.(Karami et al., 2006) Blogs can be uploaded easily, frequently, and continuously, making them an appealing alternative to static newsletters.

## **1.2 Definitions of Weblog**

There are so many, so many authors defined the blog, but some areas follows:

- The Cambridge Dictionary (2022) defined a blog as "A blog is a regular record of your thoughts, opinions, or experience that you put on the internet for other people to read."
- Wikipedia (2021) "a web application that contains periodic, reverse chronologically ordered posts on a typical web page(Wikipedia, 2021)

- (Merriam-webster, 2013) a blog is defined as "a Website that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer."
- Winer (2003) provides a more technical definition, suggesting that a blog is “ a hierarchy of text, image, media objects and data, arranged chronologically, that can be viewed in HTML browsers.” (Husain, 2010)
- According to Jill Walkare “ A Weblog or blog is frequently updated website consisting of dated entries arranged in reverse chronological order so that the most recent post appears first”.(Prasad, 2008)
- Jorn Barger (1999) defined blog as “ A Web page, Where a Weblogger (Sometimes called blogger or per surfer) logs all the other web pages. The format is normally to add the newest entry at the top of the page, so that repeat visitors can catch up by simply reading down the page until they reach a link they saw on their last visit”.

### **1.3 Statement of the Problem**

The blog has gradually developed and become a more focused media for users. The relative ease of posting content on the Weblog without any programming language or technical knowledge has encouraged many bloggers and authors to post content. The blog provides subject heading categorization to facilitate easy retrieval, identify the blogs based on core content, and find the subject heading in the LIS field.

Weblog content is divided into posts, comments, archives, category lists, weblinks. Further, it is organising the content pattern, has supplemented with the aid of images, videos, audiofiles, and permalinks to posts, web pages, and other media; these all created a vast resource of enriched content.

The blog can deliver timely content on the blog posts and retrieve older posts archived on the websites specific and exciting advantage for users or visitors. It helps visitors or readers track a specific discussion topic. The bloggers' interests and expertise are displayed on the blog post through links to their publications, which helps validate the blog content found on the blog. The blog contents never go through the peer review process, so they have their authority.

A regular website and a blog have a differentiating point: the facility to comment on the post's content. This feature gives the author a feel of welcoming by bloggers and authors or contributors engaged in the discussion on subject trends, resulting in content that is not entirely edited, moderated, or modified.

Identifying the subject trends of LIS from the blog post, category listing, comments, and responses helped us observe the growth of a subject and its evolution.

The blogs having rich and dynamic content in different subject domains are helpful and exciting areas of study. However, these types of studies are less in number. The aim of the present study, "A Study of Selected International University Library's Weblogs and Designing: A Prototype Weblog for an Indian University Library," is to address this knowledge gap and analyze the content of University library's Weblogs to gain an understanding of the contents categorization, subject heading, weblinks as internal and external links identification, Archive arrangement, entries posting pattern, blogging platform used, social integration. This study took place for the ranking of university libraries blog as per the quantity of the content mentioned above facilities.

#### **1.4 Purpose of the Study**

The purpose of this study is to study the contents of universities which having library weblogs as per the TIMES HIGHER EDUCATION WORLD REPUTATION RANKING. This study will help in categorizing blogs, blogs' contents available on blog sites, and subject heading from the broad categories available on library blogs. This study will also help to identify the various types of contents, links, subject heading, archives importance, the pattern of blogs, services provided by specific blogs, and social media engagement in library blogs.

The researcher believes that this study will be helpful for library professionals, information scientists, and freshers who want to study the related topics. It would help them navigate the Library blogs with a specific subject approach.

## **1.5 Research Questions**

The present study is suggested to answer some questions after exploring library blogs and analyzing the available literature on blogs. The research questions are:

Research Questions

- 1) What is the content coverage links on Homepage of University Libraries Weblog?
- 2) What is the coverage of Blog Archives for providing information online?
- 3) What are the Subject Trends in University libraries Weblogs?
- 4) Whether University libraries weblogs varies on the basis of number of links, posting in Archives and subject categories?

## **1.6 Objectives of the Study**

1. To find out the International University Library's weblogs on the Internet.
2. To study International University library's weblogs based on set parameters
  - Claender of dates of Content
  - Categories, Archives, Tags
  - Link structure – Internal Links, External Links, Do-Follow Links, Not follow links
  - Shared Links
  - Permanent Link
  - The Content is displayed with the most recent entries.
  - Add links to outside sources, books, weblinks, photos and audio/video.
  - Posting comments/interaction
  - Subject coverage of posting entries.
  - In-house documents, resources and externals sources.
  - Social media Integration.
3. To identify the Subject Trends in University library's Weblogs
4. To rank International Universities, University library's weblogs based on Content coverage.
5. Designing a Prototype weblog for an Indian University Library.

## **1.7 Research Methodology:**

This study is an Investigation conducted to comprehend the contents of LIS weblogs of international university libraries and the blogs discussed and investigated. The analysis reflects a Mix research methodology i.e. Qualitative and Quantitative. Content analysis

Qualitative content analysis was used to identify the scope and contents trends on the LIS weblogs and determine the longevity of posting on the LIS blogs. The researcher did a Quantitative content analysis to examine the link structure for weblogs and archives statements of Library blogs and a detailed study of 'categories.' This chapter reports an overview of literature representative of content analysis as a research methodology to examine Library blogs of selected International Universities; it contains a detailed explanation of the present study, data collection steps, data validation, and data analysis and presentation. (Gala, 2013)

The Research Methodology adopted for the study is investigative, which further includes surfing the internet for tracing the websites of 30 international university libraries' weblogs. Primary data was collected through online questionnaires. A questionnaire was distributed online to the selected university librarians and particular bloggers who maintain the library blog. A total of 22 questionnaires were responded to, and the researcher has cross-checked the remaining university libraries' blog facts by surfing the website.

### **1.7.1 Content Analysis – the Present Study**

The present study attempts to content analysis of the International university Libraries blog. The Library blogs oversee all content identified by web surfing to find out where can get the academic blogs, across with the Times Higher Education Ranking: Datablog and the way to search library blogs. Library blogs are searched by one by one searching the website of the top 100 reputed universities and searching where their libraries are running blogs or not, which libraries blogs appear that university was selected for the study. Further, for contents, parameters are set. The blog content analysis has been taken by Clyde(2004), Bar-Ilan (2207), Laumin (2018), Gala(2013), Aharony (2009), Adeleke (2010), Jones(2008), and Lee (2007), among others for investigating various issues on the Library blogs. Content analysis is research concentrating on the actual contents such as phrases, text, themes, and sentences within texts and objectively quantifying this. Berelson(1952) defines it as

"research techniques for the objective, systematic and quantitative description of the manifest content of the communication.

The present study analyzes the university libraries blogs of top and reputed universities worldwide. The Blogs categorize the subject categories into specific and broad subjects to understand their representation on library blogs and study the development of categories and the emergence of new subjects. Archives and links have been taken for detailed study as blog content; some parameters have been set for explicit content, and the study started to fulfill the objectives.

### **1.7.2 Sample of the Present Study**

Home pages of universities one by one are examined and did a pilot study to find out which universities are providing library blogs. After that, 30 universities were selected out of top-ranking universities with library blogs. (World University Rankings 2021 | Times Higher Education (THE), n.d.) 30 International University Library's weblogs based on World Reputation Ranking – TIMES HIGHER EDUCATION RANKING the World's Top 100 International Universities.

The study population is the International Universities Libraries Weblogs; as a search on the web, the impressive list of university library weblogs is not available, given the transient nature of blogs. The comprehensive list appeared, but it will turn historical in no time. The researcher went through the web searching to finalize the sample for the study. The researcher searched the Technorati Blog directory, LIS wikis, and the various Top 10 and top 100 lists available on WWW before finalizing the sample for the current study from Times Higher Education World Reputation Ranking 2011. Moreover, the sample for the study was chosen. It was in the researchers' mind to search top universities for whether their libraries have blogs. A small pilot study was taken from 2011 to 2014, and the universities having library blogs were found; a list of selected universities was prepared as per their ranking in 2011. The researcher found the library blogs lists to be adequate to study the objectives of the present research and full fill the research question formed. The researcher recheck the times Higher Education world reputation ranking in 2021 to verify whether the universities are available in Ranking are not and selected the sample.

### **1.7.3 Times Higher Education World Reputation Ranking**

The world reputation ranking provides the list of top 100 global university brands. The reputation table is based on subjective judgment, considered by expert judgment of seniors. The Mission" is to be the definitive source of data, insight, and expertise on higher education worldwide." (*About Us | Times Higher Education (THE)*, n.d.) The world's top-ranking started itself in 2011. It the powered by Thomson Reuter.

The world Reputation Rankings are a subsidiary of the annual World University ranking, based on a Worldwide survey of academics. It measures a University's reputation for excellence in teaching and research.

THE reputation ranking is drawn from the 'Academic Reputation Survey' by Polling Company Ipsos, THE ranking data provider Thomson Reuters, in the Global Institutional Profile Project. The survey results from the university Ranking 2010-2011(on website 2011) were published on September 16, 2010(*World Reputation Rankings 2011 Methodology | Times Higher Education (THE)*, n.d.). The present study sample was selected from 30 universities having library blogs.

According to THE Ranking, it had to meet only one requirement and one exclusion to be included in this study.

1. The University from THE ranking List must have a library blog.
2. The Library blog of any kind must be based on Libraries, whether groups blog or Single blogs from any libraries from a selected university.
3. The personal Blogs were excluded.
4. The first posting should be there. This point is an exclusion from the study because researchers want to study university ' Libraries' blog development.

Selected universities have not abided by the requirements mentioned above as. Further, some changes may happen and want to consider or included as ' Some University libraries not given the perfect title for their library blog, but they structured as ' blog ' and so such types of webpages treat as library blogs. It is finalized with the help of Live chat' from the 'Ask Librarian ' online service.' Thus the researcher contacted many librarians and used an online chat service to cross-check the data (See Appendix 1) or get more information from Selected university libraries' online questionnaires. (See Appendix 4) for the complete list of Universities and library blogs (See Appendix 2 & 3).

#### 1.7.4 Data Collection Procedures

Each of the 30 International University homepages was analyzed by set parameters to calculate contents available in the period 2010 onwards. All university home pages and library homepages were cautiously examined for library blogs, with selected criteria and set parameters. For the Depth study, the researcher minutely examined the web pages of libraries' weblogs, went through pages one by one, and then collected data. Details worksheets were prepared for data collection and analyzed. By Chi-square test, simple percentage and Arithmetic mean.

- **Statistics used for Analysis of Data:**The statistical Analyses of the data for the present study was done by applying 1) Simple percentage, 2) Arithmetic Mean, and 3) Chi-square Test
- **Arithmetic Mean:**Arithmetic Mean is the most straightforward measurement of central tendency and is widely used. Its chief use consists of summarising the essential features and enabling data to be compared. (Kothari 2002)

The formula is used for calculating the arithmetic mean.

$$a = \frac{\sum mf}{n}$$

Where, a= Arithmetic mean, m = Size of item

f = Frequency, n = Total number of user

- Finally conclusion and suggestions will be drawn.

Afterward, the researcher went to the libraries' Homepages; only weblinks were counted as content to collect information about the link structure and the number of total links, including internal and external links, using the Online Link Analyser tool,' Link Checker.'*(Website Link Analyzer - Link Checker for Websites by SmallSEOTools, n.d.)*.

To collect relevant data and detailed information on selected library weblogs, "Online Reference Service,"and "Ask Librarian," "Online Chat,"researchers used these services to collect authentic information regarding the Library's weblogs.

#### 1.7.5 Data collection in three specific categories

Part I of the analysis is related to content coverage links on the homepage of an international university, contact details, social media links, and Web links analysis with selected parameters. The university library weblinks analysis was included in this part, as mentioned above. At the end of this part, ranking is given based on the content available on the homepage of Selected University.

Part II of the analysis is related to Contents coverage links of University libraries' Weblogs. Contact details, navigation links, Ask us, ask librarian, share the Link, search entries, blogs purpose and blog services on library blogs, etc., parameters are analyzed. In the end ranking of the university libraries blog, the blog was given a ranking based on Content coverage availability.

Part III of the analysis is related to the yearly statement of blog archive, yearly postings in archives have been counted, and the year-wise Statement of "Category" of each International University Libraries Weblog. The Part III of the analysis comprises two parts as follows:

Part III – 1 International University Library weblog' Archive – included posting availability monthly and yearly. Further, the quantity of posting in the archive was present yearly and monthly.

Part III -2 International University Library Weblog's Categories –included a detailed study of the category listing presented on the library blog. Categories availability is presented as monthly and yearly for selected years. At the end of Part III, the Archive and Categories total numbers are used to rank the library blog to full fill the main objective of the present study.

While analyzing the contents or problems occurred regarding data collection researcher took help of Live Chat/ask librarian online chat service for the answers, It is found that Live chat service is most efficient online service to reach the worldwide within a second. All three parts of the Analysis contents were clubbed for the overall ranking of International University libraries weblog. It presents the comparative ranking of library blogs based on the content coverage.

### **1.7.6 Subject Categorization based on LIS Subject**

From the data collection of 'Categories' researcher came to know that the selected library bogs have a vast scope of categories, including most categories which were not related to 'LIS' being library professionals. The researcher categorized the 'Category list' into 76 Specific subject categories after then it was classified into 19 Broad subject categories, subjects which were related to Library & Information Science. (See table No. 97,98 and 99.) It is essential to find out the subject trends. In the end, calciuated which library blogs providing the highest broad subject categories as per subject categorization.

### 1.7.7 Ranking of University Libraries Weblog

Weblinks are an integral part of blog content, and Links help establish the library blogs' subject focus. For the depth understanding of blog content, the researcher counted the links to University Homepage, University Libraries Homepage, and the library blog homepage to fulfill the set objective. The data for the link analysis study was collected from December 2021-January 2022; for all 30 international universities, a library blog was collected. A Detailed explanation for the link structure and number is stated in the Analysis chapter. The counting of Link is done with the help of the 'Link Checker,' online link analyzer tool. This online tool counted the number of links present on the university home page, library home page, and library blog homepage. It displayed links as the Total number of links, Internal links, Do-follow links, and no-follow links. 'Link Checker' itself provided the calculated percentage of each homepage. Library blogs were ranked as the basis of the number of links present. Blog links were included in the content and merged for the overall ranking.

### 1.7.8 Screenshots have been taken for content display of Libray blogs.

a) Some screenshots are presented here to know how the researchers proceeded with the study by searching various types of websites for data collection. The most crucial website for the study is Times Higher Education World Reputation Ranking. The study sample comprises 30 top international universities which having library blogs.



**Screenshot No. 1.1 : Times Higher Education World Reputation Ranking 2011**

ImageSource:<https://www.timeshighereducation.com/world-university-rankings/2011/reputation-ranking/> (Last accessed on April 16, 2022)

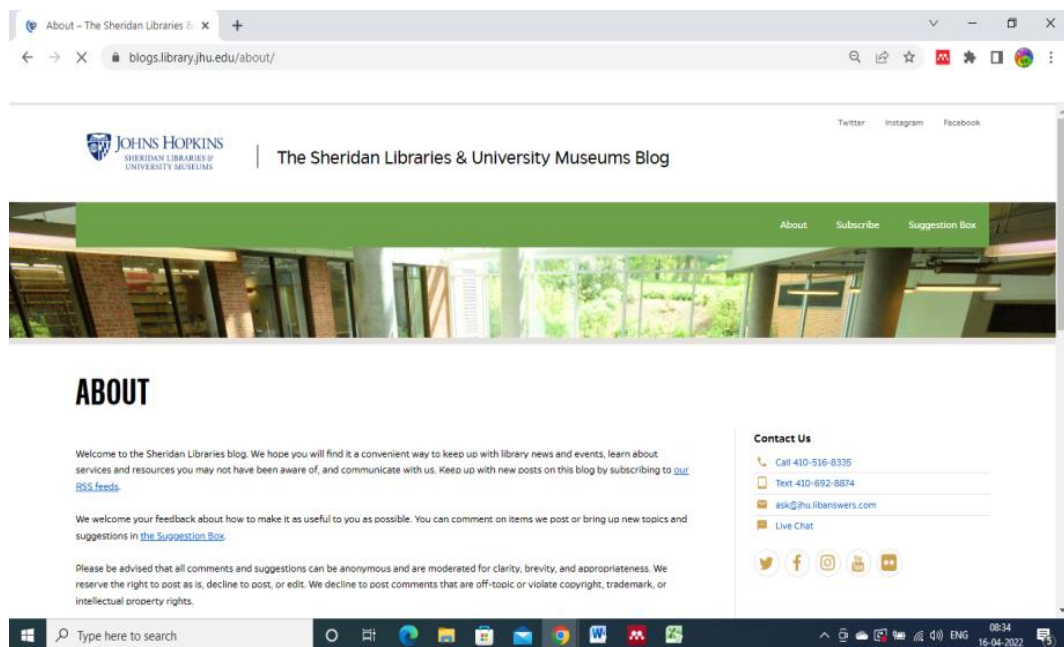




**Screenshot No. 1.4 : Duke University Libray blog Homepage**

Image Source: <https://blogs.library.duke.edu/news-events-exhibits/all-posts/>

c) The Researcher's check was to check the 'About' section wherein many bloggers write an introduction of the library blogs' purpose. seen in Fig. 5.6



**Screenshot No. 1.5 : Example of Blog Showing 'About' Section On library blog webpage**

Image Source: <https://blogs.library.jhu.edu/about/> (Last Accessed on April 16 2022)

### **1.7.9 Data validation, Analysis, and Presentation**

The data was collected and recorded in the Excel program, detailed spreadsheets were prepared, and simple computation/ formulas were done in Excel. The researcher did a self-validation of the collected data by reassessing the contents of University Homepages, University Libraries Homepages, and LIS blogs webpages. The researcher applied the Chi-Square test for selected parameters of contents for statistical analysis, mean, and the mode was calculated; in chapter 6, data is presented in tables, charts, and graphs. The chapter 'Blog Profile displayed screenshots of the university homepage, libraries homepage, and the library weblogs hom[ahes for the pictorial presentation. They have been prepared and saved respectively to offer data.

Link analyzer tool 'Link Checker' has been used to count the number of web links. The Mendeley Refernce mangemnt tool has been used throughout the study to manage refernces, and in-text citations and references were put in the API style manual. Data is collected only up to the year 2019 for the analysis part. However, the presentation, interpretation, and whenever they need verification, all the 30 university libraries' weblogs websites were surfed by the researcher.

To sum up, it can be said that the content analysis of LIS weblogs in this research encompasses the contents, about, contact links, social integration, the longevity of blogs, archives, categories, subject list, etc., present on weblogs. The researcher of the particular study has endeavored to present an impartial and objective analysis of International Universities Library blogs as the researcher is not a participant reader of a library blog.

The Content analysis method has been used to assimilate and analyze the qualitative and quantitative representation of contents and their development as portrayed on the library weblogs' webpages.

### **1.8 Scope of the Study**

The Study is restricted to surfing the internet about university's weblog, the home pages and web pages. The following university Library Weblog has been studied by Selected Study Criteria.

**List of International Universities as per Times Higher Educaion World Reputation  
Ranking Year 2011.**

<b>Sr. No.</b>	<b>Name of Universities</b>	<b>University URL</b>	<b>University Library URL</b>
1.	University of Cambridge	<a href="https://www.cam.ac.uk/">https://www.cam.ac.uk/</a>	<a href="https://www.libraries.cam.ac.uk/">https://www.libraries.cam.ac.uk/</a>
2.	University of California, Berkeley	<a href="https://www.berkeley.edu/">https://www.berkeley.edu/</a>	<a href="https://www.lib.berkeley.edu/">https://www.lib.berkeley.edu/</a>
3.	Stanford University	<a href="https://www.stanford.edu/">https://www.stanford.edu/</a>	<a href="https://library.stanford.edu/">https://library.stanford.edu/</a>
4.	Princeton University	<a href="https://www.princeton.edu/">https://www.princeton.edu/</a>	<a href="https://www.princeton.edu/academics/library">https://www.princeton.edu/academics/library</a>
5.	University of California, Los Angeles	<a href="http://www.ucla.edu/">http://www.ucla.edu/</a>	<a href="https://www.library.ucla.edu/">https://www.library.ucla.edu/</a>
6.	Yale University	<a href="https://www.yale.edu/">https://www.yale.edu/</a>	<a href="https://web.library.yale.edu/">https://web.library.yale.edu/</a>
7.	John Hopkins University	<a href="https://www.jhu.edu/">https://www.jhu.edu/</a>	<a href="https://www.library.jhu.edu/">https://www.library.jhu.edu/</a> and <a href="https://www.jhu.edu/research/libraries/">https://www.jhu.edu/research/libraries/</a>
8.	University College London	<a href="https://www.ucl.ac.uk/">https://www.ucl.ac.uk/</a>	<a href="https://www.ucl.ac.uk/library/">https://www.ucl.ac.uk/library/</a>
9.	University of Illinois at Urbana Champaign	<a href="https://illinois.edu/">https://illinois.edu/</a>	<a href="https://www.library.illinois.edu/">https://www.library.illinois.edu/</a>
10.	National University of Singapore	<a href="http://www.nus.edu.sg/">http://www.nus.edu.sg/</a>	<a href="https://blog.nus.edu.sg/linus/about-nus-libraries/">https://blog.nus.edu.sg/linus/about-nus-libraries/</a>
11.	University of Texas At Austin	<a href="https://www.utexas.edu/">https://www.utexas.edu/</a>	<a href="https://www.utexas.edu/research/libraries">https://www.utexas.edu/research/libraries</a>
12.	University of Washington	<a href="https://www.washington.edu/">https://www.washington.edu/</a>	<a href="https://www.lib.washington.edu/">https://www.lib.washington.edu/</a>
13.	Duke University	<a href="https://www.duke.edu/">https://www.duke.edu/</a>	<a href="https://library.duke.edu/">https://library.duke.edu/</a>
14.	McGill University	<a href="https://www.mcgill.ca/">https://www.mcgill.ca/</a>	<a href="https://www.mcgill.ca/library/">https://www.mcgill.ca/library/</a>
15.	University of California, San Diego	<a href="https://ucsd.edu/">https://ucsd.edu/</a>	<a href="https://library.ucsd.edu/">https://library.ucsd.edu/</a>
16.	University of Melbourne	<a href="https://www.unimelb.edu.au/">https://www.unimelb.edu.au/</a>	<a href="https://library.unimelb.edu.au/">https://library.unimelb.edu.au/</a>
17.	University of Massachusetts	<a href="https://www.umass.edu/">https://www.umass.edu/</a>	<a href="https://www.library.umass.edu/">https://www.library.umass.edu/</a>
18.	University of California, Davis	<a href="https://www.ucdavis.edu/">https://www.ucdavis.edu/</a>	<a href="https://www.ucdavis.edu/research/library">https://www.ucdavis.edu/research/library</a>
19.	University of Minnesota	<a href="https://twin-cities.umn.edu/">https://twin-cities.umn.edu/</a>	<a href="https://www.lib.umn.edu/">https://www.lib.umn.edu/</a>
20.	University of North Carolina at chapel Hill	<a href="https://www.unc.edu/">https://www.unc.edu/</a>	<a href="https://library.unc.edu/">https://library.unc.edu/</a>
21.	The Ohio State University	<a href="https://www.osu.edu/">https://www.osu.edu/</a>	<a href="https://library.osu.edu/">https://library.osu.edu/</a>
22.	University of California, Santa Barbara	<a href="https://www.ucsb.edu/">https://www.ucsb.edu/</a>	<a href="https://www.library.ucsb.edu/">https://www.library.ucsb.edu/</a>
23.	National Taiwan University	<a href="https://www.ntu.edu.tw/english/">https://www.ntu.edu.tw/english/</a>	<a href="https://www.lib.ntu.edu.tw/en">https://www.lib.ntu.edu.tw/en</a>
24.	Leiden University	<a href="https://www.universiteitleiden.nl/en">https://www.universiteitleiden.nl/en</a>	<a href="https://www.library.universiteitleiden.nl/">https://www.library.universiteitleiden.nl/</a>
25.	Michigan State University	<a href="https://msu.edu/">https://msu.edu/</a>	<a href="https://lib.msu.edu/">https://lib.msu.edu/</a>
26.	Katholieke University Leuven	<a href="https://www.kuleuven.be/english/">https://www.kuleuven.be/english/</a>	<a href="https://bib.kuleuven.be/english/">https://bib.kuleuven.be/english/</a>
27.	The University of Queensland	<a href="https://www.uq.edu.au/">https://www.uq.edu.au/</a>	<a href="https://www.library.uq.edu.au/">https://www.library.uq.edu.au/</a>
28.	Washington University in St. Louis	<a href="https://wustl.edu/">https://wustl.edu/</a>	<a href="https://library.wustl.edu/">https://library.wustl.edu/</a>
29.	The University of New Sout Wales	<a href="https://www.unsw.edu.au/">https://www.unsw.edu.au/</a>	<a href="http://www.library.unsw.edu.au/">http://www.library.unsw.edu.au/</a>
30.	Monash University	<a href="https://www.monash.edu/">https://www.monash.edu/</a>	<a href="https://www.monash.edu/library">https://www.monash.edu/library</a>

Above universities' homepages, university libraries' homepages, and weblogs' homepages were studied by following study criteria – Calendar of dates of content, Categories, Links to archives, Shared Links, Permanent Link (PermaLink), Link Structure (internal links, external links, Do-follow links, Not follow links), Tags, The content is displayed with the most recent entries, Add links to outside sources, books, weblinks, photos and audio/video, Posting comments/interaction, Subject Coverage of posting entries, Social media Integration, Ease of Navigation, Aims and purpose of Library Weblogs, Services offered by Library Weblogs.

### **1.9 Limitations of the Study:**

The present study has the following limitations.

- 1) The study is focused on the 30 Home pages of "Selected International University Library's Weblogs."
- 2) The Details included regarding the website under the study are effective as in the date of accessing the websites of university library weblogs' websites until the year 2022.
- 3) The study is limited to 30 International university library's weblogs based on the world Reputation Ranking, the World's top 100 international Universities database OF TIMES HIGHER EDUCATION WORLD REPUTATION RANKING OF the YEAR 2011(*World Reputation Rankings 2011 / Times Higher Education (THE)*, n.d.)

### **1.10 Reason for Selecting the Topic**

"A Study of selected International University Library's weblogs and Designing: A Prototype Weblog for an Indian University Library" is the title of the current project. A topic is a navigational tool on the internet that enables browsing of information linked to other related information; the web helps access the universe of knowledge irrespective of its location with the help of the web.

- 1) It is imperative to study the different types of library weblogs available.
- 2) To provide information about the International University library's weblogs, its activities, functions, services, etc.
- 3) To provide information services online.
- 4) Promotional aspects.

### **1.11 Plan of Work**

- 1) Reviewing the Literature.
- 2) Collecting the data on Weblogs of International University Libraries
- 3) Collecting the Data through the Internet
- 4) Collecting the Data through Online questionnaires
- 5) Designing the prototype weblog for an Indian University Library
- 6) Drafting the Report finalization
- 7) Drawing Conclusion and Suggestions
- 8) Designing the prototype weblog for an Indian University Library
- 9) Drafting the Report
- 10) Conclusion and Suggestions

### **1.12 Conspectus and Organization of the Thesis**

This section gives an idea about the content of chapters, including significant issues and central ideas discussed in each chapter. This study has been clubbed into seven chapters; it covers all the subject's elements to give justice to the research work.

#### **Chapter I - Introduction**

This chapter discussed the significance of this study and explained the need for Library weblogs for academic libraries. The principal concept of the study has been explained in the title of the study definition of an important concept. The chapter also validates the study by proposing the objectives, scope, and research questions behind the study. A detailed report of the process and tools resorted to conducting the research given from the research methodology, and a discussion on the principle purpose beside significance of the study is given.

This study is an investigation conducted to find out libraries'Weblog and their development during the last ten years.The study reflects a research design of quantitative data and qualitative data. This study is a content analysis of Library weblogs;the researcher analyzed the content coverage of universities and library weblogs. Qualitative content analysis was used to identify subject categorization of the blog based on 'Category/ Subject Lists' present on the webpage of the library blog. For the statistical analysis Chi square test is applied for some contents analysis.The comparative raking has been done to rank the International University Libraries weblog based on several content coverage present on the blog.

This chapter reports an overview of literature demonstrating content analysis as a research methodology to study blogs and their development throughout the years; the data collection steps, data presentation tools, data validation, and data analysis and presentation methods are elaborated.

## **Chapter II - Review of Literature**

This chapter has been discussed various concepts on Blogs, the origin of blogs, Blogs' various roles as an online tool, information providers, blogs as a content management system.

Recent research includes six various types of themes on 'Weblog.'

1. Recent Studies on Library Blogs
2. Web 2.0 Services, Blogs, and Blogging
3. Blog as an Online tool for Dissemination of Information
4. Blogging for libraries and librarians
5. Blog and its role in Library Information Services
6. Major Studies in LIS Blogosphere

A detailed account of published literature on the aforementioned concepts has been presented in thematic and chronological order. In this chapter, the researcher collects the sources from Journal as Emerald insight, Elsevier, Springer, DOAJ Directory, Books print form /electronic forms, conference proceedings, databases such as Google scholars, N-LIST, web of sciences, DOAB, reports. The researcher used the reference management tool 'Mendeley Reference Manager and "American Psychological Style manual to manage all these references.

LIS blog Literature overview aims to confirm the importance of the research topic and reflects the gap identified in the existing literature, which has helped the researcher identify the area for further research. The literature review also helps to understand the need for this research in academic libraries and widen the understanding of the related concepts. Each concept is meant to understand the purpose of the study.

In this chapter total of 119 references are included under 6 (Six) themes.

## **Chapter III - Weblog: An Online tool for Information sharing**

The third chapter of this study is focused on library weblogs. This chapter explained and discussed the purposes of library weblogs, their advantages. It

explained various services of weblogs which are provided as information sharing. The chapter deals with the various aspects of library weblogs paying a role of online information-sharing tools.

#### **Chapter IV - International University Library's Weblogs: A Profile**

The fourth chapter deals with a details account of international universities libraries' weblogs. This chapter primarily focused on the university, university libraries, and university libraries' Weblogs. This chapter explained the history and current scenario of universities, number of departments, locations, number of students, libraries, collection of libraries, and services of libraries and details about the library weblogs, its purpose, services provided by library blogs, ICT assets, facilities, etc. along with background information of every university and its libraries blogs.

#### **Chapter V- Data Analysis and Interpretation of data**

The fifth chapter of this study attempted to analyze collected primary data from Times Higher Education Ranking websites, universities websites, and university libraries. The primary data is collected, systematic tabulation of data is done, and data analysis is performed to set by the Chi square test. The data analysis has been given in three parts, i.e., Part I, Part II, and Part III. The simplification of every tabulated data has been given with interpretation.

Part I of the Analysis is related to content coverage links on the homepage of an international university, contact details, social media links, Web links analysis is done with selected parameters.

The Part II of the Analysis is related to Contents coverage links of University libraries' Weblogs, in which contact details, navigation links, Ask us, ask librarian, share a link on library blogs these parameters are analyzed. For the Link analysis - internal and external links of libraries' webpages were calculated by 'The link Analyzer Tool.'

The Part III of the Analysis is related to the yearly statement of blog archive and Year wise Statement of "Category" of each International University Libraries Weblog

## **Chapter VI–Findings, Conclusion and Suggestions**

The crucial chapter of the study discusses the primary factors and contents of the library weblog and its services and applications in academic libraries. The chapter also discusses, major findings and the research questions testing is presented ,the study's significant contribution and drawn conclusion, suggests some significant recommendations to improve the use of library weblogs for disseminating information. At last, the chapter concludes with some critical issues for further research. A final concluding discussion of the overall study and the significant findings is presented.

## **Chapter VII - Designing a Prototype weblog for an Indian University Library**

The ultimate outcomes and product of the research work have been presented in this chapter. A model of a university library weblog presented with applications and suggestions.This chapter explains every detail of the prototype library weblogs, functions, services, and users. The prototype university library weblog is made on blogger .com,presenting the blog's functioning and services. Prototype library blogs is displayed as an online tool for information sharing.

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