

## CHAPTER-II

# REVIEW OF LITERATURE

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### 2.1 Library and Information Science Blog Literature: An Overview

The Literature Review is an essential part of a Ph.D. thesis; this is the part of the list of references. The principal purpose of this chapter is to collect all the appropriate sources of information as primary sources, secondary sources, and tertiary sources and then unite them in proper sequence. The Literature review is the part that should assess all existing sources and find out the gaps in surviving information or facts on a specific topic to create a concrete base for selected research. (*Example of A Literature Review Structure - PapersOwl.Com, n.d.*)

The Review of Literature for this study is organized ‘Thematically.’ The “Thematic review is organized around a topic or issues, rather than the progression of time; progression of time is also important in thematic reviews.”(*Organizing/Writing - How to Conduct a Literature Review - Research Guides at University of Alabama, n.d.*)

Recent research concerning blogs, the major studies on LIS blogosphere, Significant literature review about web 2.0, blogs concept, blog contents, blogs in libraries, significant studies on content analysis of blogs, blogs performing various roles in Information science. The Literature review of this research topic includes various concepts about Blogs, the origin of blogs, Blogs' various roles as an online tool, information providers, and blogs as a content management system. Each concept is meant to understand the purpose of the study.

The researcher organized the literature review in the following six themes :

- Recent Studies on ‘Library Weblogs’ the research published in recent years in 2019 to 2021 are included.
- Web 2.0 Services, Blogs, Blogging,
- Blog as an Online Tool
- Blogging For Libraries And Librarians
- Blogs And Its Role In Library And Information Services
- Significant studies in LIS Blogosphere

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.

## **2.2 Recent Studies on ‘Library Weblogs’**

**Kumbhar, B.S. and Mulla, K.R (2021)**, in this paper, the authors examined the awareness of selected blogs of library professionals of Engineering and technological institution libraries in Karnataka. A total of 204 Google form structured questionnaire was sent and received 104 responses. The result drew that reasonable amount of consciousness and acquaintance with blogs amongst working professionals.

**Wagh, R.D. and Lihitkar, S. (2021)** In this paper, the author investigated the international university library Weblogs and found the communication made up by library weblogs. The weblogs link analysis method was adopted and stated the importance of External and Internal links. The Authors selected ten libraries from the pilot study for the Times Higher Education Ranking of the university as of 2019.the study the only based on the Internal and External links on Weblogs.

**Gala, Bhakti (2020)** the author investigated the link between the library and information science (LIS) blogs, bloggers, and scholarly publications. This study showed that bloggers were advantageous to discuss new thoughts, theories, and ideas with their readers through their blogs. This study demonstrated that 70% of bloggers are publishing articles, 48% have publications in conference proceedings, 36% have published one or more books, and 23% have published reviews and columns. The study shows that when professionals blog, it leads to formal publication channels.

**Zou, Hang, and Hyland, Ken (2019)** This article is based on Two Corpora of 30 blog posts and 30 journal articles with the same authors and topics. It examined how researchers carefully reconstruct a different writer's persona and relationship with their readers using the stance and engagements model. The author stated that the academic blog is a hybrid genre situated between academic and journalistic writing.

**Lata, P. (2019)** The article described that blogs are started as an essential tool for information dissemination by different organizations/ information centers/libraries due to the opportunity to connect freely with information seekers. The paper presented the blog's historical background, the advantages, disadvantages, and the future of the blogs.

**Rainer, Austen, and Williams, Ashley (2019)** The authors reviewed previous research, mainly within software engineering, to identify benefits and directions in this paper. The paper identified and organized the benefits and challenges of using blog-like documents in software engineering research. The author discussed similarities and differences in secondary and primary studies that use blog-like documents and the use of already established research methods, interviews, and surveys.

### **2.3 Web 2.0 Services, Blogs, Blogging**

**Alsamadani, H. A. (2017)** this research study investigated the effectiveness of online blogging on students' individual and group writing skills. All participants were divided into two groups and produced pre-writing and post-writing samples through blogging practices. The author declared that blogging had revolutionized EFL pedagogy and methodology more than traditional ways of improving writing skills. Blogging based writing practice is more participatory and interactive in that learners can dramatically improve their writing skills in terms of content, word choice, style, language mechanics, and the like. Lastly, the author recommended that blogging be part of writing classes and incorporated into school curricula; it essentially requires pedagogical consideration of blogging-based writing materials' design.

**Patil, Y.Y. (2014)** in this paper, the author defines Web 2.0. Library 2.0 and Librarian 2.0 apply interactive, mutual, and multimedia web-based technologies to web-based library services and collections and suggest that the librarians adopt this definition. The paper elaborated on the skills and qualities of Librarians 2.0. It discussed that the librarian 2.0 is more about changing attitudes and ways of thinking than anything else. Librarian 2.0 requires a "different mindset or attitude." "It is "Challenging our mental models."

**Ibe, P. N., and Udem, O.K. (2014)**, the paper discussed the Web 2.0 tools like Twitter, Blog, Facebook, My Space, LinkedIn, Wiki, Flickr, and a host of others known and referred to as social media. In this paper, the authors explained that social media is home to millions of subscribers who use these sites daily for one information need to the other, to socialize, or to Interact. The authors also explained that the core mandate of libraries is to provide needed information for their diverse users and because of the popularity of social media outfits due to the ability to disseminate information. This paper discussed the major social media technologies in the libraries

and how libraries can integrate them. The authors concluded that there were a need for the management of libraries to ensure internet connectivity in their libraries, which is a requirement for using social media applications.

**Bakardjieva, T. (2012)** In this book chapter, the author explained that teachers started to explore the potential of blogs, media sharing services, and other social software in e-learning. Furthermore, it could be used to empower students and could create exciting new learning opportunities. The author discussed the characteristics of some sample Web 2.0 tools for PKM (personal knowledge management) and outlined some educational uses of wikis and blogs. The author noted that blogs and wikis were represented as repositories of information and knowledge for personal and institutions, suggesting that Web 2.0 tools provided an opportunity for new developments of the e-learning concept. The author noted that e-learning has evolved through a series of overlapping stages. The first stage comprised communication and course management tools, from web pages to course management systems; it includes PowerPoint, e-mail, bulletin board, and chat room. The Second stage emphasized active learning, collaboration, and enhanced interaction with Wikis, blogs, mash-ups, podcasts, tags, and social networking.

**Aquil, M., Ahmad, P, and Siddique, A. (2011)** In this paper, the authors assessed and highlighted the potential of Web 2.0 in the context of Libraries. The authors mentioned various applications of social networks, RSS feeds, blogs, streaming media, podcasts, wikis, tags, and mash-ups in the library functions and activities. The difference between web 2.0 and web 1.0 was also put in the article. They explained that web technologies enabled libraries to create new interactive services, such as virtual reference services, personalized interfaces of online catalogs, and audiovisual media; they can be downloaded by the user community irrespective of their physical locations. At last, the authors concluded that web2,0 is opening new avenues, giving libraries the ability to offer improved, customer-driven services to the user communities.

**Gerolimos M. (2011)** the author explained the services of Web 2.0 into the working framework of some of the most advanced libraries in the world. The author reported a follow-up study built on a previous study conducted before this study. The author explained that the most core web2, 0 services were examined; user participation was low and provided insights regarding the implementation of new services in academic libraries and recorded data about their acceptance by their users.

The author stated that Web services should not be considered in terms of their social elements but rather the implementation of new technologies within a library's functions.

**Larsson and Harastinski (2011)** This study reviewed research published on blogs and blogging within the social sciences and the humanities. It maps out what kind of research has been completed, how it has been performed, and what gaps might need to be filled in this relatively new area of research. The paper analyzed all articles on blogs and blogging published until 2009 and indexed by the *ISI Web of Knowledge*.

**Deitering, A.M ; Gronemyer (2011).** The author stated that Undergraduate students are expected to find, evaluate, and use peer-reviewed or scholarly literature. However, they rarely learn about creating new knowledge or the roles the literature plays in the work of scholars. The desired outcome of undergraduate education is the understanding that knowledge is created, evolving, and contextual rather than discovered, static, and universal. The author stated that beyond the textbooks, scholars' blogs were there. Scholars use blogs to talk about the research published in a more formal, traditional channel. The author talked about the scholar's blog. Blogging in higher education, Academic blog portals, Public conversation: context and consensus, etc. Lastly, the most critical roles that instruction librarians can play in this environment are to show disciplinary faculty that there are alternatives to the peer-reviewed article.

**"Blogs as Content Management System for an Information Literacy program: Experience at the University Of Puerto Rico at Carolina"(2011)** This article presented a project to develop a blog to be used as a content management system for 'The Information Literacy and Technologies program (ILTP) while using web 2.0 technologies. Forty-six students of UPRC evaluated the blog, and 11 librarians were members of the ILC (Information Literacy Community of Practice). The researcher developed and used a questionnaire as the evaluation form for the blog. The bog includes a "list of useful links; online tutorials; screencasts uploaded to YouTube; and ppt presentations uploaded in Slide share on how to search, locate, and use information.

**Weaver A. (2010)** explained that blogging is an easy and quick means of creating an online, collaborative, interactive presence for teacher librarians and libraries and a powerful tool for learning.

**Chan and Cmor (2009)** The purpose of this paper was to describe how a course-integrated blog facilitates the learning of information literacy skills. It also reports on how the effectiveness of the blog is evaluated. The evaluation of blog posts showed that the quality of answers is generally outstanding. Students put effort into their responses, and most give accurate and thorough answers. The survey results indicated that most students feel the blog is useful to their learning, both in terms of general information skills and helping research the term paper for the course. This study also attempts a thorough evaluation of the efficacy of the blog in helping students learn. Given the positive results of this evaluation, librarians could consider using blogs and other Web 2.0 tools to engage students in their learning.

**Gilman (2008)** Stated that one of the earliest examples of web 2.0 technology, blogs, has experienced exponential growth since the term "weblog" was coined in 1997 to describe the reverse chronologically ordered, interactive, online "journals." As with any new technology, reception and utilization by librarians have been less than uniform. The author pointed out that blogs are an attractive entree to the world of 2.0 librarianship for librarians and libraries.

**Powers (2008)** The Author Explained the need for an ethical code. The author explained that a dramatic, democratic ethical discourse is needed to define pragmatic ethics that will meet libraries' ongoing dilemmas. Social Networking tools, and blogs, in particular, have become a means for facilitating that conversation through the advent of a community of contributors sharing their values, debating ideas, and creating a forum to address conflicting opinions. This world of library bloggers has created a structure for an ongoing ethical discussion for libraries today.

**Hong, W. (2008)** The author found that the web 2.0 tool, blogs, was widely used in US education. This paper gave a brief overview of blogs' advantages and major software for creating blogs and reviewed some Edublog, its usages, and examples in US education. This study aims to motivate educators to use blogs in teaching and research and introduce blogs as a valuable educational tool. The author explained how blogs could be used in education? Using blogs in scholarship, there are many scholarship blogs in the U.S.1)Trey's E-learning and 2) open-content .org, using blogs in instruction.

**Young, M. L (2006)** In this article, the author stated that a blog could be defined as an online diary or journal, also known as a weblog. It is a place to put ideas out for the world, a place for feedback from others. The blog is whatever anyone

wants it to be, and the author explained that the blog is stored on the software provider's server, and the interface is simple to use-they; they give everything who needs to create a blog.

**Thelwall, M. (2006)** This article explored the capabilities and limitations of weblog search engines. Although blog searching is a valuable new technique, the results are sensitive to the choice of the search engine, the parameters used, and the date of the search. The features of a range of current blog search engines are described. These are then discussed and illustrated with examples illustrating the reliability and coverage limitations.

The quantity of spam also varies by search engine and search type. The author described that Blog searching is a new technique and one that is significantly different from web searching. Hence information professionals need to understand its strengths and weaknesses.

**Theng, Y.L. and Wan L.Y. (2006)** the study based on a modified Technology Acceptance Model ( TAM). The paper described a study to understand the relationships between perceived usefulness, ease of use, and intention to use weblogs for learning in higher education; Data was collected from sixty-eight students of a local university. The findings suggested that students were likely to accept weblog use as a course requirement if they perceived a valuable activity for learning. The paper concludes with a discussion on design implications for educational digital libraries.

**Duffy, P. and Bruns, A. (2006)** The authors explained that a 'social mobile learning environment' is insufficient for online learning and teaching technologies to deliver content to students. Mobile technologies must be explored for collaborative and creative purposes. This paper focused on the blogs, wikis, and RSS feeds educational possibilities. Further explained that blogs and wikis are new technologies to content development and management technologies. These two enable an interactive and interpretative engagement amongst students and between students and teachers. In this paper, the author stated that Blogs, wikis, and RSS feeds are helpful in collaborative content creation, peer assessment, formative evaluation of student work, and individual and group learning.

**In this article, Yuan, H and Meszaros, R. L. (2006)** The Author Described the WKU Libraries Blog. The WKU Libraries had created a model where a blog manager leads a group of Sub-managers to oversee an institutional blog. They do so

by dividing labor utilizing the blog software's functions of categories and hierarchical blogging authorities. As a result, online information is updated timely with less hassle. The WKU library's Blog Task Force has found a way to exercise effective quality control by working out a policy, guidelines, and style sheet. The blog also created a web interface where the regular web home page and the blog are seamlessly complementary, with the home page linking to the individual categories of the blog that link back to the home page using its permanent link function.

**Tramullas, J and Garrido, P. (2006)** In this article author explained that blogs are essential tools for personal or workgroup websites publication, giving us the necessary performance to create, edit, evaluate, publish and file digital contents in the framework of a standardized workflow and managing the digital work flow. The paper aimed to assess how weblogs implement the technical solutions necessary to utilize correct classification tools and evaluate how weblogs implement the technical solutions required to use classification tools correctly for the four evaluation processes used. Defined the required functionalities, selected the weblogs management systems to be evaluated, empirically tested the available functionalities and synthesized and validated the results.

**Maximum, J. (2005)** The author did survey several library blogs and examined the content of each, intending to determine their value and usefulness to librarianship. The author finds that library blogs permit a free exchange of ideas on general and narrowly defined library topics; posting blogs fosters a timely exchange of information that traditional publications cannot offer. The author stated that blogs redefine how information is shared, accessed, and published and add a new dimension to librarians seeking and providing information to users. (Maxymuk, 2005)

**Thewell, M. and Wouters, P. (2005)** The author(s) explained that information scientists could play a valuable role by evaluating new information sources in a meta-disciplinary context and developing tools and methods to analyze the data. The author (s) explained new information sources web links, Newsgroups, blogs.

**Chidambaram, S.S. (2005)** This paper is based on the Case study that keeps updating the author's professional knowledge through Scholarly Electronic Publishing Weblogs by Charles W. Bailey from 1992. This SEPW insight helped him to create a weblog for library service for internet resources. Weblogs are one of the current awareness services tools in the Internet era in the Digital Library World. The author

described the following sections: What are Weblogs? How to Create a Weblogs?; Its importance in Library and Information Science; Definition of Weblogs in the context of Libraries and highlighted the critical library Weblogs. (Chidambaram, 2005)

**Vogel T. M. and Goans, D. (2005)** To deliver information about library news. Services and resources to the science faculty and students at Georgia State University, several librarians developed a blog, Science NEWS; With the increasing popularity of blogs (or weblogs), few libraries have taken advantage of what they offer. The author (s) explained that Blogs could be updated easily, frequently, and continuously, making them an appealing alternative to static newsletters. Blogging technology was balanced with the needs of the librarians and patrons and the issues and challenges being addressed to ensure that this will be a viable and successful news-delivery system, Patron groups.

**Walker, J. (2005)** The author collected empirical data for the study of a single course. He found out that many students were wary at first that the experience of writing in public provided a significant learning opportunity. Many of the most skeptical became enthusiastic and proficient webloggers during the semester. The author noted that an increasing number of teachers and professors are using weblogs with students in addition to a critical discussion of the ethics and pedagogical value of web logging. This paper gives educators specific advice on encouraging students to use their weblogs actively and productively.

**Huffaker, D. (2005)** the author explored in this article the role of weblogs in promoting literacy in classroom settings. The author explained that Weblogs resemble personal journals or diaries and provide an online venue where self-expression and creativity are encouraged, and online communities are built. Weblog provides an excellent tool where storytelling and literacy advance for individual expressions and collaborative learning. The author concluded that weblogs could be used across academic disciplines, making them a viable tool for educational technologies.

**Clyde, L.A. (2004)** Weblogs are a relatively recent internet phenomenon, dating from the late 1990s. However, while weblogs may be natural for librarians (or for some, at least ), they are not yet natural for libraries. This paper examines weblog history and usage, mainly where libraries and librarians are concerned, and highlights some areas where weblogs may be put to better use.

**Wijnia, E. (2004)** This research investigated what form of communication is made possible through the weblog and its uses for the future... Based on

communication capacities, it is concluded that weblogs offer a platform for the ideal speech situation. Future use of weblogs lies in the three legal world perspectives Habermas distinguishes: self-expression (subjective), sharing knowledge (objective), and social criticism (inter-subjective). From these three domains. Networks will emerge from people with shared interests, reinforcing social interaction using the weblog as a communication hub, a fixed marker on the internet where multiple communication channels for dialogue will be offered.

**Nardi, B.A.; Schiano, D.J, and Gumbrecht (2004).** This article focused on blogs written by individuals or small groups with limited audiences. The Authors discussed motivations for blogging, the quality of social interactivity, and relationships with the blogger's audience. Authors considered the way bloggers related to the general audience of their social networks and the expansive "blogosphere" of unknown readers. then authors made design recommendations for blogging software based on these findings.

**Schiano, D.J, Nardi, B.A.; Gumbrecht, M and Swartz, L. (2004)** This paper presented the preliminary results of an ethnographic study of blogging as a form of personal expression and communication. Authors characterized several blogging practices and then considered blogging as personal journaling. All the authors find out that blogging is a surprisingly versatile medium, with uses similar to an online diary, personal chronicle or newsletter, and much more. The author stated that in future years blogging will provide a fascinating opportunity for research and design as blogging tools improve and blogs usage evolves and flourishes.

**House, N. V. (2004)** In this study, the author examined knowledge practices, especially trust and credibility. He reported some preliminary observations about bloggers to access one another's credibility and signal their credibility to one another. The author examined three observations. First, the norms of blogging promote a high degree of self-disclosure. Second, to whom a blogger links and what they say reveals valuable information about their evaluation criteria. Third, this kind of blogging is a kind of Informal "Publishing" of work-in-progress, not just preliminary conclusions but the investigation process.

**In this article, Lindahl C and Blount E. (2003) explained that weblog offers** a way to stay "up close and personal" with the vast global information resources available. The author discussed the Blogging systems, Separation of Content from presentation – a fundamental characteristic of blogs, Presentation

templates for content, which give system administrators flexible, robust mechanisms for enhancing blog functionality. Further authors discussed the style of blogs mainly. There are two styles: filters and journals. The filter style focuses on a collection of links to other websites. The journal style is an online personal diary with dated entries. Lastly, the authors point out that Blogging systems offer a variety of information management tools such as administrative tools to edit and manage content, tools to automatically index, field-specific and full-text search, and facilities to assign roles and privileges within the blogging system.

## **2.4 Blog as an Online Tool**

**Ojala, M. (2015)** In this article, the author explained that In a collaborative work environment; blogs bring significant benefits to enterprises willing to adopt the technology Writers of blogs, called bloggers, can add to the total of knowledge for research projects, share industry and product knowledge, capture and disseminate pertinent news from outside the enterprise and contribute valuable insights on specific subjects. Blogs are beneficial for promoting knowledge in cross-cultural environments.

The author concluded that blogging certainly could transform organizations by wildly accelerating the role of information and knowledge exchange, allowing tacit knowledge to flow quickly to those who need it when they need it. Blogs fit perfectly into the knowledge management framework. Information professionals need to think of a library blog as a marketing tool and a way of informing users of our collections and capabilities.

**Solanki, V. and John, K. (2015)** The paper highlighted types of blogs by media type, device, and subject. The author noted that a blog is a journal or diary on the internet. He described the main terms as blogger, blog, and blogging. Some essential features, archives, categories, search, community tools, Subscription lists, and headlines syndication were also discussed. The author puts forward some ways in which blogs can help librarians in marketing, promoting library events, supporting dedicated users, engaging the community, and building new ties. The author stated that a blog is a welcome and easy tool to be used in libraries to provide various modern library services and expose electronic resources and thoughts, aim, and vision of the library.

**Namwar and Rastgoo (2008)** In this research paper, the author(s) reviewed the importance, advantages, and result of using weblogs in universities surveying the projects and research conducted on this subject worldwide. For the development of traditional universities, it is good to use a weblog. Weblog provides an excellent opportunity for collaborative learning and communication between students and teachers. The author (s) further explained that Knowledge, rather than being transmitted through instruction, is constructed or created by learners as they build their own cognitive structures Teachers' role is not to give the information to students but guide them during the instruction. The use of weblogs fulfills this aim. This research has shown that using weblog help users to develop literacy skills, critical thinking skills, knowledge construction ability, cooperative learning, academic development, etc.

**Bansode and Pujar (2008)** The author stated the importance and role of an online tool in library services. Various libraries worldwide effectively use the blog's new online tool to update users regarding library resources and services. The paper highlights types of blogs, blogs in the library sphere, how to start a blog with suitable examples, and areas where it can be best implemented.

**Natarajan (2007)** The article explained the definitions of blogs, their history, characteristics, and functions. The Author discussed different types of weblogs, especially their contents, which change daily, and the issues discussed by the users on the blogs; the software is as RSS and Library Weblogs were discussed. The author analyzed content coverage, an adaptation of users, creators, and maintenance of the blogs.

**Goodfellow and Graham (2007)** This paper aimed to maximize the institutional impact of the author's attendance at the ALIA Click06 conference in Perth, Western Australia, by providing a blog of the event and encouraging interaction with colleagues during the conference itself. The University of Sydney's "Blogs do USyd" service provided the platform for the blog using Word Press Software. The author explained the positive responses from colleagues, user statistics for reading blogs were high. The author noted that blogs could be used as communication tools during conferences and similar events should be encouraged and linked with staff development activities such as training in blogging and RSS.

**Singh and Shahid (2006)** The author (s) explained various aspects of this article. They stated that Blogs run from individual diaries to the aim of political

campaigns, media programs, and corporations and from one occasional author to large communities of writers. Author (s) described in this article online information sharing through Blogs, the use of blogs in libraries, and Blogging ethics. The author (s) points out that several tools have appeared to allow people to create and published their blogs without knowing to program, discussed blog hosting sites, Blogging software, blogging ethics, use of blogging in libraries.

**Bhatt, J. (2005)** The authors described in this article the new features and functionality of blogging and shared a range of applications in the library environment. It demonstrated the range of applications and suggested that new information mediums are likely to have a keen presence for a long while as more users engage in the related activities and depend on Blogs and RSS for their sources of information.

The author finds out that implementing in ways librarians never expected is now becoming common. The role of blogging and the challenges associated with tracking blog content remains of great interest. The broad spectrum of information sources and the functionality of blogs prove to be ever-changing. This article provided the library community with new ideas on implementing blogs to serve users in creative, positive, and meaningful ways.

## **2.5 Blogging For Libraries And Librarians**

**In this article, Yuan, H. and Meszaros (2016)**, the authors explained about WKU Libraries blog. The library created a model where a blog manager leads a group of sub managers to oversee an institutional blog. They do so by division of labor utilizing the blog software's functions of categories and hierarchical blogging authorities. As a result, online information is updated timely with less hassle. The author discussed the WKU blog and websites that Libraries do not treat a blog as replacing its regular websites. However, a blog is used as a tool to supplement and promote its regular websites.

**Mazzocchi, J. (2014)** In this study author explained that in recent years, however, blogging lost its role in favor of other tools such as social networks, especially Facebook. In this article, the author analyzed the downward trend of academic library blogs concerning the explosion of social networks. Further, he analyzed the relationship between blogs and social networks as library communications tools. The author stated that blogs and social networks have the

common fact of being popular web 2.0 tools outside libraries. These two are capable of involving users in the 'conversation' and in 'content creation or construction,' easy and accessible for anyone. The conclusion drawn is that blogs and social networks are complementary tools. In theory, they become antagonistic because their use by libraries does not arise from serious consideration and a forward-looking program. However, blogs arise from the desire to follow the latest trend in technology; they are too demanding for the limited human resources in libraries, and others do not meet the user interests.

**Ramasamy, K and Padma, P (2013)** In this research article author(s) explained about web2.0. they stated that the tools of web 2.0 -library 2.0 have come in handy to LIS professionals to reach the wider online users easily. Blogs are the best vehicles for online information dissemination. Blogs facilitate keeping the library web pages interactive and attractive. Managing the blogs involve 1) general managerial functions like planning, organizing, staffing, directing, coordinating, and reporting. 2) Technical management functions like post-management, page, link management.

This paper depicted the various aspects of library blog management at WordPress domain - a free web hosting cum weblog software. WordPress elaborated multi-faceted library blog management, layout, content, and homepage management components. This paper mirrors the blog management experience of the authors in creating and maintaining the library blog at Kendriya Vidyalaya, Narimedu, the blog which has got more than 10,66,000 online users as of 27/4/2013.

**Gaikwad, M. N, and Jadhav, Y.G (2013)** In this paper, the authors explained the modern academic community of students and teachers who are more oriented toward web-generated, online information resources; the author stated that academic knowledge is freely available on the internet, the user tends to spend more time on the web. The knowledge about online technologies/tools and their applications in web-based libraries is more appropriate to meet new patrons' demands. The Library 2.0 version follows new technologies such as blogs and RSS feeds. The author concluded that a blog is a valuable tool for academic libraries to provide various modern library services and expose electronic resources and expose electronic resources of the library.

**Estes, H (2012)** " **Blogging and Academic Identity**" As a blogger, the author wrote about issues that arose in his academic work, but in a different context, a

different style, with a different audience. His academic and pedagogical approaches to the environment in literature were disability studies. In the blog, he tried to make sense of the impacts on his academic identity of negotiating chronic illness demands.

The hidden nature of many disabilities, mine included, poses a challenge to disability narratives within academic and popular culture for disability studies to imagine the body and its social contexts. Narrative scholarship and questions about the place of activism within scholarship provide points of contact between eco criticism, disability studies, and the study of blogging as a social and academic phenomenon. Blogging traditional academic publishing venues can enrich and extend academic discourse.

**Trivedi, M (2010)** The author explained that librarians and libraries use blogs as a marketing tool in this paper. A blog is a user-generated website where entries are made in journal style and displayed in reverse chronological order. Blogs provide commentary and information on a particular subject or act as a more personal online diary. The author stated the characteristics of blogs, combining text, images, and links to other related or interesting sites; the author also added that readers could leave comments, making blogs interactive; most blogs are text, although there are also photo blogs, sketch blogs, video blogs(vlog), audio blogs. The author suggested that LIS professionals could enjoy the benefits of blogs for a wide variety of purposes, such as publication records, annual progress reports of the library, messages to the new college and university students, etc.

**Kalfatovic, M (2010)** In this work, the author noted that the Web 2.0 tool utilized to offer a new kind of library experience is blogging. However, there are several issues to be considered before implementing blogs. The author discussed some aspects, and Blogs have the potential to break barriers between users and librarians, allowing the librarian to possibly share their personal experiences and interest with users and allow users to respond to and converse with the librarian. A library blog can provide a place in the "Cyber -World" where people can seek out and form communities based on their interests and provide a place where users can interact in their own library experience.

**Sauers, M. P (2010)** In this book, the author discusses various aspects of blogs. He noted that blogging is an excellent platform that anyone can use to get information out to their patrons and get them to participate in a discussion about their library and its services. The book discusses history and theory and gives practical advice on getting started at less or no cost. The book started with what blogs are?

Furthermore, the blogging consequence is the most influential blogs in the library world, various blog-creation services, and software packages m. However, in the interest of coast and ease of use, Blogger.com is moving towards RSS microblogging.

**Luzon, M. J. (2009)** “Weblogs are gaining momentum as one of most versatile tools of online scholarly communication. Since academic weblogs tend to be used by scholars to position themselves in a disciplinary blogging community, the author explained that links are essential for blogs’ construction; the author analyzed the reasons for linking in academic weblogs to determine how links are used for the distribution of information, collaborative construction of knowledge, and construction of the blog’s and the blogger’s identity.

The author analyzed various types of links in 15 academic blogs, considering both sidebar links and in-post links. The result reflected that the links were strategically used by academic bloggers for several purposes, among others, to seek their place in a disciplinary community, to engage in hypertext conversation, for collaborative construction of knowledge, to organize information in the blog, to publicize their research, to enhance the blog’s visibility, and to optimize blog entries and the blog itself.

**Holvoet, K. (2008)** The author explained about RSS that information seekers push for faster and faster publishing models-first the book, then the journal, then the pre-print server, then the web log, and now the RSS feed. Using RSS feeds, an information seeker can find many pieces of content about pre-selected topics with little effort. RSS feeds are often created from web logs. The author stated that librarians had created many professional-focused RSS webs feeds, such as Catalog and LISFeeds. Librarians are creating RSS feeds for service information, new books, and media and enabling patrons to create custom catalog searches as RSS feeds. RSS is a tool that librarians can use to harvest relevant current awareness information and for libraries to provide targeted information to patrons with the minimum amount of effort. Managing online content with RSS can be cost-effective for library organizations to interface with professionals and our patrons.

**Mora, S. L. (2007)** In this article, the author explained that weblogs are the development of traditional learning logs for students and teachers; it complements traditional lectures or as an e- learning tool. The importance of blogging was increased due to the dynamic changes in classroom teaching, the number of Open Universities, and virtual–environment courses offered by traditional Higher Education

Institutions. To identify barriers and benefits of blogging, both a theoretical and practical approach have been employed. 1) this study explained the anatomy of weblogs, 2) Uses of Weblogs in higher education were discussed and classified from the users' perspectives.

**Kraft, M. A (2006)** In this paper, the author pointed out that Librarians are using blogs to deliver information services to and collaborate and communicate with other library professionals. The author revealed in this research libraries even though some medical libraries already have integrated blogs into their Web sites. This paper explored how other medical libraries use weblogs for current awareness services and staff communication and how they can be utilized in medical student education.

**Ryan, J and Panki, E (2006)** In this article, the author(s) described their journey, how they took the decision to set up the blog for collection development and kept that blog as a free service LiveJournal with day to day posts about activities, catalog, etc. later on, the author(s) discussed the blogging process they used, free service Blogger because it relatively eases to use, and provided archives, customizable templates, comments, automatic RSS feed. For the use of blogs, authors provided a link to blogs to faculty. Lastly, the author(s) Stated that blogs hold great potential as a tool for communication, improve communication within the library, and provide up-to-date information to patrons.

**Reichardt, R and Harder, G. (2005)** The author discussed the history and background of blogs and blogging software. Literature searches suggest very little has been published on Subject-specific blogs in scientific and technical publications. The author discussed the weblog application in Science and technology libraries, librarianship, team, project management, reference work, current awareness, and The librarian as blog mentor for students.

**Estep, E.S. (2005)** The author explained in this review the views of Laurel A. Clyde. The author explained that she focused on two aspects of weblogs: their usefulness as information sources for librarians and as tools for external and internal communication for libraries. Clyde discussed the history of weblogs, Strategies to find weblogs, various ways to use them as tools for their patrons and internal communication, and how librarians can set up their weblogs. The author also noted that in this work, Clyde has listed directories that allow for easy access to more weblogs and also included web resources for further study.

**Pival, Paul R. (2005)** In this article, the author suggested how and where to get started and how to incorporate blogs that support library services for distance students. This article is a personal experience of the author of how he started a blog called “the distance Librarian: comments on the world of Distance librarianship.” The author studied some library blogs in his starting points, such as LIS News, Library Stuff, The Kept-Up Academic Librarian, Librarian in Black, etc. The author explained in this article that blogging has opened up a new form of personal knowledge management for professional life. Reading blogs allows the author to keep up to date with the latest news and trends in librarianship.

**Blood, Rebecca, and Clement, G. (2004)** In this paper author stated that the weblog is unique. So it is termed as a “personal Web site,” frequently updated, reverse chronological entries on a single Web page. The author wrote that in 1999, no tools had been designed for creating Weblogs. Some programmers created or adopted their software. The author explained his /her experienced when they developed weblogs and discussed the blogging software for the online community.

**Mathes, A. (2004)** The author examined how libraries could use weblogs; there are two fundamental issues. First, what essential aspects of weblogs should librarians evaluate and consider? Second, what are the essential aspects of the traditional library and information Science lacking from weblogs that should be considered when using them in a library context?

**Garrod, P. (2004)** The author took a look at weblogs and web logging activities in libraries and considered some of the ways they can be used to support public library users. He expressed that weblog can take many forms, from virtual soapbox or personal journals to community spaces for learners or any community with a shared interest. The author searched data on weblogs in 2004, but it reflects only the quantity of weblogs, not the use of weblogs by libraries for user-related activities. Many public libraries' weblogs seem to be devoted to children and teenagers and linked to library reading activities, writing on library weblogs for young readers, Local councilors' weblogs, and resources for prospective Bloggers.

## **2.6 Blogs And Its Role In Library And Information Services**

**Barlow et al. (2013)** The author wrote about many exciting subjects in this study, including RUSA (The reference and user services association), professional marketing, collaborative blogging, and the Engineering Leaders program. The author

explained that in the year 2012 RUSA publication and communication committee proposed an Emerging Leaders project to create a blog for RUSA members. This blog would encourage professional conversations about emerging trends relevant to the members. The blog would also encourage members to share ideas about reference and user services issues. The author concluded that maintaining a collaborative blog was an exciting and informative experience.

**Kaushik, A and Arora, J (2012)** This paper identified blogs in the area of the marketing of Library and Information Services and assessed their features and contents from January to June 2009. Six blogs on the marketing of library services are active and cover a variety of features, frequency, file formats, web resources categories, and subjects, including marketing.

**Mandal, P. S. (2011)** The author discussed a paradigm shift from traditional to digital-based libraries and information services in this paper. To keep in touch with modern technologies, libraries have to adopt new technologies. This paper defines the blog or weblog, explains blog technology, its features, and various steps of creating the blog; it also discusses the use of blogs in libraries and information services.

**Chatfield et al. (2010)** This study investigated the use and management of blogs in academic health sciences libraries. Quantitative and qualitative data were collected with a questionnaire distributed to bloggers and administrators representing 22 libraries self-identified as using to publish library newsletters. Perceived barriers to the use of blogs included a lack of patron awareness and technical issues. Blogs were viewed as easy to use by librarians, and blogs promote licensed resources. Blogs do not replace other interactions with librarians, but in the future, they could be used to develop a community, provide tools for learning, and increase the visibility of the library.

**Zanin-yost, A (2010)** This paper illustrated three technologies web 1.0, Web 2.0, and library 2.0. These three technologies illustrated in this article are an example of how Library 2.0 can make the library visible in cyberspace, create curiosity, and provide a place for exchanging information between patrons and librarians to create a service that will grow concerning the various needs of those who uses it.

**DeVOE, K. M.(2009)** The author explained the concept of micro blogging, broadcast in nature and similar to text messaging; micro blogging lets users share a brief of information, usually in less than 200 characters, to friends and followers from multiple sources including websites, mobile devices. New in social networking,

popular micro blogging applications include Twitter, FriendFeed, Jaiku, Yammer, Tumblr, and Plurk.

The author stated that the freedom of brevity is the current appeal of micro blogging over traditional blogging. Microblogging requires the ability to send updates, known as a tweet on Twitter, quickly, repeatedly, and succinctly.

**Alcock, Jo and Rooney-Browne, C. (2009)** The author stated that a blog is an online tool that encourages users to communicate, participate, and collaborate globally, such as through social networking, wikis, socially bookmarking, photo sharing, video sharing, and micro blogging.

The author gave a brief overview of the history of blogs and a short review of literature related to blogging, libraries, and reference librarians. It will also provide a list of recommended blogs, discuss the advantages of reading and writing blogs, and some top tips for starting up a blog.

**Prasad, H.N. and Singh, S. (2008)** The paper discussed the importance of blogs to communicate information to the user's community. Presented the blog technology and usage developments, examined the blog applications in libraries, and discussed the users' expectations. Also Presented the Indian scenario of the weblogs in libraries of India, analyzed the different applications of weblogs in Indian universities and IIt libraries.

**McIntyre, A. and Nicolle, J. (2008)** In this paper, the author described two case studies conducted at the University of Canterbury (UC) that demonstrate the potential of blogging and the challenges of developing and maintaining readership are discussed and are criteria for success. A survey of academic staff on their use of information and information technology was also conducted. Author (s) find out that Blogs are a successful strategy for disseminating internal information to the library staff working in public services. They provide a convenient medium for the transfer of day-to-day communication, facilitate best practices, and create an archive of institutional knowledge. Blogs are also a valuable tool to communicate targeted subject-specific library information to academic staff Author (s) experienced at UC Library suggests that, although faculty are heavy users Of the internet, this does not necessarily generalize to their use of blogs, and librarians need to take a leadership role in promoting blog technology as a way of transforming internal communication and external relationships with library users.

**Dhiman. A.K and Sharma, H. (2008)** This paper discussed the Blog and its uses in libraries and information Centers. Terms like web 2.0, library 2.0, and blogging are the buzzwords. Along with web 2.0, blogging is also gaining popularity among library professionals. A weblog or blog is a website consisting of journal-like entries arranged in reverse chronological order. These are distinguished by their frequent, usually short, posts, reflecting their owners' personalities.

**Pattanaik, B. B. and Pattanaik, B. (2008)** In this article, the author (s) have fundamentally stressed blogs and their global Proliferation and implementation for libraries. Also, the Solid motive behind the title entitled “ A Journey from weblog to library blog” is to indicate the role of the weblog and how it would help the library in all means of creating a social network in the e-library environment. And also Author (s) states the importance of the Internet

The blog may indeed be a more wonderful milestone in the history of publishing. It has evolved with many new techniques and tools during the past two decades, such as E-mail lists, Bulletin board, Listserves, Usenet, IRC, Wikis, and blog. These have been becoming an important part of the virtual community and contribute to human life in various aspects like social, educational, political, and business. In this Web- world probably weblog/blog, has become the newest communication medium that publishes “what’s New” page online. In other words, it is a supplement, web page, and a referring tool to promote its regular website by refreshing and updating news.

**Dong, E.X. (2008)** This paper described the concept of Knowledge management and its two-fold mission in libraries. It introduces the definition and types of blogs and analyzes their technical and cultural characteristics; it also makes a comparison between blogs and other social media such as email, websites, list serves, and wikis to demonstrate the efficiency of blogs as knowledge management tools for libraries. Also, it examines and explores the applications of blogs in libraries in the area of internal communication, public services, and public relations.

**Schrecker, D. L.(2008)** The author was provided an in-depth discussion of a poster presentation session on "keep blogging alongside by side Library blogs" presented at the American Library Association's conference 2007. The author explained comprehensive information concerning three academic library blogs, topics of collection development, children's literature review, collaborative professional development projects, and a supplemental academic course blog is provided.

This paper detailed various innovative uses for blogs or weblogs in an academic library setting and provided constructive resources to assist readers with researching and utilizing this technology.

**Mattoo, M.S. (2007)** This paper briefly discussed some blogging software and blog search engines, including those used in Library and Library Information Science. The author has tried to develop a model blog for Allama Iqbal Library using the blogging software Live Journal, and the same is presented in this paper. Unprecedented growth and popularity, besides hospitality displayed by blogs and blog software, culminated in massive use of this service in many fields, including Library and Library Information Science.

**Bar-IIAn, Judit (2007)** This paper reported the use of blogs by libraries and librarians. Data for the study were collected from two years, 2003 and 2005, and the one month of postings were characterized using multi-faceted content analysis. The blogs identified in 2003 were compared to the blogs listed in 2005. The author finds out what blogs impact the activities of information professionals. They were a novel information channel for transferring information to fellow professionals and users.

**Martin, H. (2007)** This article explained blogging and the information which is disseminated by blogs. The author explained how valuable the massive amount of information generated by various librarians' blogs is. The author further discussed blog impact on libraries and librarians, and she mentioned that librarians have always been innovative, and blogging is an excellent way to collect and disseminate information. The author noted that blogs have a terrific impact on information flows. The blog is a relevant and usable information disseminator. This article noted that blogging is an example of social networking; it is the second/ third generation of knowledge management.

**Pomerantz, J and Stutzman, F. (2006)** This paper explored the use of blogs as platforms for providing reference services and discussed LUceum, an open-source software project from Biblio.org, for this purpose. The author explored the topic, the evolution of libraries' uses of blogs, and the advantages of conducting the reference transaction as a collaborative effort. The author concluded that the blogs might be used to good effect in reference services; this study is helpful to libraries and other reference services interested in conducting the reference transaction as a community effort.

**Karami, T and Oloumi, T. (2006)** The author explained that Weblogs, or blogs, are a cross between a diary and an online community built using specially designed software that makes creating and updating a website quick and easy. How can librarians utilize weblogs for their profession? Potentially, blogs have applications in libraries: as a current awareness service; to highlight news or resources of interest; to post book reviews from students, faculty, and staff members; to list new acquisitions; to announce library news and events. Using systems such as RSS technology is another blog application in libraries for selective dissemination of information. This is an XML tag for a page that allows the content or headlines to be pulled automatically into other web pages.

This paper discussed different questions about weblogs in libraries. It focused on three questions: How can the weblog improve library services? How can the weblogs support research in libraries?, What are the informational benefits of weblogs and their sections as RSS in libraries.

**Totanes, V. R. (2006)** This paper presented a brief introduction to blogging. In this paper, the author discussed the definition of blogs; he quoted some specific examples of library and librarians' blogs, such as LISNews , The shifted Librarian , Library stuff, ResearchBuzz, etc. In this article, the author explains agrarians from all over the world and some from Southeast Asia. Further, the author discussed some issues while writing a blog, such as time – he declared that writing and reading blogs never affect our work; Control – if we need to control our online control such as our library websites, institution's websites, librarians can set up blogs for their library; Ethics – when librarians decided to set up a blog they should follow some guideline to present ourselves as an online community; Digital divide – If librarians are blogger, they need to think about their readers and our blog and our digital content reaching to readers or not.

**Robinson, Bess (2005)** In this paper, the author talked about how promoting your library increases your visibility, usage, and credibility. Get the scoop on practical newsletter layout and design. Sharpen your writing skillset. Discover the benefits of implementing RSS. Explored how adding a blog can transform a medium of "one-way" communication into a venue for a vibrant discussion.

**Prasad, M R M, (2004)** In the early days, people communicated orally, offering their perspectives on the world and sharing their passions. By lowering the barriers to publishing, the web can make those communications, whether representing

individuals or their organizations, more potent than ever before, but that require the right tools, metaphors, and platforms; through a gradual process of evolution and technology development, the communications had finally found a native online form through which to express themselves: a new form of the web site called the weblog.

**Celikbas, Z. (2004)** This paper examined RDF site summary, or Rich Site Summary (RSS) feeds, distributing news or other web content from an online publisher to users. In this study, the author described RSS, RSS feed structure, RSS feed reader, and some advantages of RSS, such as privacy, spam protecting, easy cancellation, and current content Management. The further author explained the importance of RSS in blogging- it is the essential component of weblog systems. If someone adds or posts a comment or new entry to the blog, its RSS fee is updated immediately to inform all subscribers. Librarians can use RSS for library services announcements and offer live hyperlinks to online resources. In this paper, the author discussed various ways of using RSS in libraries with blogging: RSS feed is used for marketing library services; through the RSS feed, librarians can generate various kinds of book lists and create an RSS table of content.

**Fitcher, D. (2003)** The author noted that Librarians have had to learn how to do a lot with just a little to promote awareness of their program and services. They have seized the opportunities to market libraries in the real world vis traditional media: newspapers, corporate newsletters, radio, and T.V. Many libraries produce brochures, pathfinders, and newsletters. So it is no surprise to see librarians stepping up to the plate and spreading the word online with blogs. Savvy librarians have identified blogs as another means to market libraries and their services.

## **2.7 Major studies in LIS Blogosphere**

**Haumin, L and Margam, M (2018)** This study analyzed various features and functions of Library and Information Science (LIS) blogs in India with the help of a specially designed evaluation checklist. It ranked them based on features/ functions. A structured evaluation checklist contains dichotomous questions, Categories in 3 board categories. This study explored different features of LIS blogs, which reveals that the three blogs, LIS friends, the co- Professionals LIS, and Library Soup, has the highest score among the seven studied LIS blogs. The findings of the study will not only help the LIS students and research scholars to understand the features of LIS blogs but also help them better use and find the LIS information successfully and also help the

developers of the LIS blogs in India to enhance features and services to suit the collaborative users.

**Pushpalatha, M. and Kathiravan, A.V. (2014)** This paper gives an idea of using centrality measurement to rank web blogs. The author(s) explained that Webometrics is a study of web-based content with primarily quantitative methods for social science research goals using techniques that are not specific to one field of study, emphasizing the development of applied methods for use in the eider social sciences. This research focuses on developing a ranking algorithm for web blogs using webometrics and sociometric. Most existing ranking algorithms use forward links, backlinks, and weblog data. More interactive online technology such as blogs, social networking sites such as Twitter and Facebook, and other innovations are part of greater interactivity and user-generated content that characterize so-called “web 2.0,” i.e., sites allowing users to interact and collaborate in a social media dialogue- have become more prominent. Information retrieval has become a significant challenge in web blogs and social networking websites.

**Adams, R (2013)** This article aims to set a context for blogging within academic libraries to identify key themes and examples of good practice for others considering blogging as a future activity. The paper presented an up-to-date review of the literature from 2005 to 2012. It included a detailed analysis of a sample of UK blogs, comparing their content and activity, and a survey of the UK-based academic library bloggers. The article concludes with five critical tips for potential bloggers. Keywords Web 2.0, Academic libraries, Information literacy, Blog, Library 2.0 Paper type Literature review. The author studied the literature review to identify relevant evidence around blogs within academic libraries, did a content analysis of a sample of the UK-based blogs, which aims to provide an overview of everyday activity and a brief survey to blog authors to set the outcomes of the literature review in a “real world” context. The author finds out that Blogging appeared to be a worthwhile activity for academic libraries looking to present information or connect with users in new ways; however, lessons can be learned from the experience of early bloggers, as presented in the literature. While blogs can fulfill many purposes, it is clear that creating a two-way interaction between the library service and its users is difficult within the academic library environment.

**Scale, M. (2013)** This study was undertaken to determine why early adopters from academic librarians choose to implement tablets into library services. In this

article, the author explained his views on tablets features, he said that tablets seem compatible with the overall modern development occurring in academic libraries. The author also suggested that blogs are important informal channels of communications of academic librarians to explore topics such as professional development and technological innovations. The paper confirmed the literature findings that academic librarians discuss and disseminate innovation in online channels such as blogs and microblogs.

**Wang, M. (2013)** In this paper, the author presented an exploratory analysis of the blog sites built by older adults and public libraries in Taiwan to explore what improvements public library blogs can make to support self-learning for older adults. The author researched three-stage, the location of blogs built by older adults, the location of blogs built by public libraries in Taiwan, and the examination of blog post entries by content analysis. The content of blogs built by adults is categorized into eight major themes, and blogs built by public libraries are categorized into four; only a few blogs support self-learning by supplying learning materials and initiating learning activities.

This study represented a timely analysis of rapidly growing blogs built by older adults and public libraries. The author concludes that this paper is helpful as a valuable introduction for public libraries to build or redesign their blogs to support self-learning for senior citizens.

**Moradi, S. (2013)** The author discussed a Blog or weblog. It is one of the web 2.0 attractive components that let information societies demonstrate and exchange thoughts and information quickly in a flash. Library weblogs are created by librarians, library science faculties, and students on any related issues, which enable the librarianship society to access updated information as duck soup. The current research is about Iranian librarianship weblogs' activities and those using webometrics methods. Altavista search engine was used for this research in April 2006. The results demonstrated that only 28 weblogs are active out of 46 Iranian librarianship blogs updating day in and day out. This study also indicated that there were only three cooperated weblogs, and almost all of them use Iranian hosts, mostly Blogs. There is only one weblog that is hosted by Blog sky. The language assessment of the survey shows 25 Farsi weblogs, two English weblogs, and only one bilingual (English and Farsi) among those 28 active blogs. The survey ranks fore mentioned weblogs using total links<sup>2</sup>, self-link<sup>3</sup>, inlinks<sup>4</sup>, and web impact factor<sup>5</sup> ( WIF ) Writing in Farsi,

limiting to Iran library science society, informing local information focused on Iran librarianship and general library sciences issues; The Iranian librarians' weblogs could neither find symbolic links so do exchange Links and the link exchanging is mostly limited to library weblogs in Farsi.

**Gala, Bhakti (2013)** The present study, "Library and Information Science Blogs: A Content Analysis," has attempted to analyze blog content to identify the core subject of Library and Information Science represented on the LIS Blogosphere. The study was conducted with a sample of LIS Blogs derived from Walt Crawford's Study of the 'LIS blog Landscape.' The main objectives of the study were to categorize LIS blogs into broad and specific subject categories, to rank LIS blogs based on the number of links found in each broad subject category, to identify the subject trends in each broad subject category through a content analysis of blog posts, comments and links and to identify the percentage of LIS bloggers with publication in the formal Channels of Communication.

**Webb, L. M, and Wang, Y. (2013)** In this chapter, the authors reviewed research techniques commonly used in the study of blogs and Micro-blogs, including both quantitative and qualitative analyses. In this chapter, the authors used published studies as illustrations; each section explained the options before the researchers and how they might reasonably choose among the many methodological options. This chapter offered guidance to the novice and the experienced researcher who desired to begin a study of blogs or micro blog posts by reviewing extant methodologies for qualitative and quantitative analyses.

**Adeleke A. A. and Habbila, J. (2012)** This study aims to report librarians' awareness, ownership, and use of weblogs by librarians in Nigeria; the study adopts online survey software to elicit information on issues relating to librarians' awareness, knowledge, ownership, and use of weblogs. The paper concludes by enunciating the need for awareness creation, training, and re-training programs for librarians to create and maintain personal and institutional weblogs and other social networking media that could enhance professional practice and service. The paper contributes to empirical research on library use of web 2.0 technologies in Nigeria and literature in Library and information science.

**Larsson, A. O. and Hrastinski, S. (2011)** The author adopted an interdisciplinary scope and presented a review of research on blogs and blogging within the social sciences and the humanities. This article maps out what kind of

research has been completed, how it has been performed, and what gap might need to be filled in this relatively new area of research. The author analyzed all articles on blogs and blogging published until 2009 and indexed by the ISI Web of Knowledge. For analyzing the paper, the author divided the paper as per the research method used in that particular paper just as empirical - Non-empirical, Quantitative -qualitative-Mixed. The author finds out the overall growth of blog research and the year-by-year development of different research themes.

**Oguz, F. and Holt, M. (2010)** Authors described in this research the impact of comment spam on library blogs. Three research questions guided the study: the current level of commenting in library blogs, librarians' perception of comment spam, and techniques to address the problem. The author used a quantitative approach and investigated the research questions. Informal interviews were conducted with 4academic and three public libraries with active blogs to develop a better understanding of the problem and develop an appropriate data collection instrument. The author finds out that user participation in library blogs was limited in terms of comments left, and detection-based techniques were the most commonly used approaches to combat comment spam in library blogs. This study provides empirical evidence regarding the level of commenting. The impact of comment spam in library blogs and the study's findings can offer guidance to libraries that are reconsidering whether to allow commenting in their blogs and to those planning to establish a blog to reach out to their users while keeping this online environment engaging and interactive.

**McLean, M. (2010)** The author explained that Casey-Cardinia Library Corporation (CCLC) surveyed online and in-building users over two weeks to discover their awareness of CCLC'S five library blogs. In conjunction with statistics from Google Analytics, that data provided an exciting insight into library users and their interaction with CCLC's web 2.0 endeavors. The author concluded that OCLC's Blog is used as a content management system to easily publish and disseminate content to be delivered to library users. (Mclean and Merceica, n.d.) the main benefits of using blogs for this purpose have been the ease of use for multiple content authors and the ability to disseminate content easily to a wide range of virtual locations.

**Hendricks, A. (2010)** The author worked on how academic libraries treat publishing a blog. To find out, the author sent a link to a questionnaire to several e-mail lists, inviting academic librarians to answer a short survey. The author collected

73.9 percent of respondents who indicated that their institution expects them to engage in scholarly activities and publish scholarly articles, 53.6 percent indicated that their performance review committees do not weigh a blog the same as an article published in a peer-reviewed journal. The author pointed out that Libraries need to adapt to new forms of scholarship. Electronic Scholarship needs a mechanism for peer review.

**Nguyen-Ngoc, A. V. and Law, E.L (2009)** The author(s) explained that **Blogs** are increasingly used as an educational tool because of their ease of use for web-based publishing, enabling users to share their thoughts that invite intellectual and social discourses. Blogs are becoming a significant component of many web-based learning environments. The author (s) points out that there were two significant challenges in applying blogs in web-based learning: (i) browsing/searching blog archives are technically not well supported in a learning environment in which both facilitators and students use several blogs; (ii) there was lack of a theoretically sound and usable blog analysis scheme to analyze blog content to support the evaluation of collaborative learning activities in web-based courses. In this study, the author (s) described some possible solutions for these challenges based on their research on web-based collaborative learning settings. Their experience of applying blogs in a web-based cross-cultural collaborative learning course is also reported.

**Aharony, N. (2009)** The research described and analyzed librarians' blogosphere, focusing on blogs' nature, development, and prevailing tendencies. This paper presented a descriptive statistical analysis and a thorough content analysis of 30 LIS blogs in two periods of time. This paper is compared and examines two points in time of the LIS blogosphere: the first period of publication of the blog [first two months for each blog ] and a second period [ July/ August 2008 ].

**Foo, S. (2009)** This study is a content analysis of blogs concerning the World War 2 Interpretative Centre, Reflections a Bukit Chandu (RBC), opened in 2002 by the National Archive of Singapore commissioned. This analysis provided important supplementary feedback and information to those obtained via official feedback forms—online feedback from users of virtual exhibitions. A total of 54 English and Chinese blogs, websites, and wikis from 2002 to 2007 were analyzed. (Foo, 2009) A thorough examination of blogs' content revealed that there was a current tendency to write essay-type posts with hypertext links; there were fewer posts and postings days, as well as fewer readers' comments, but a more significant number of links and tags

which were assigned to the posts. The research findings were Levant for librarians and information scientists as they caused them to understand better and delved into the phenomenon of the LIS blogosphere.

**Johnson, K (2008)** The author examined the library and information science blogs listed on Susan Herzog's "BlogBib; Select Librarian/Library Blogs" To see if they were being updated thirteen months after Herzog stopped maintaining the Web site. Active, inactive, ceased, and blogs with changed URLs were recorded. Extra content was noted, and they were valuable and helpful such as subject categories, blog archives, and RSS feeds. This project is a brief look at the longevity and stability of blogs. In this study, the author explained that the chronological entries in weblogs or blogs record musings, opinions, news, or other information supplied by individuals or groups. The nature of blogs is ephemeral in that the content is closely tied to the period of the posting.

**Jones, M. and Alony, I. (2008)** The author(s) explained that Blogs are a new and intriguing form of communication and personal expression. Researchers are only just beginning to realize the value that these media present as data sources for research. This paper unveils the untapped potential that the blogosphere provides for research. The paper introduces blogs, explaining their evolution and their vital role in society. This paper analyzed the motivation behind blogging-providing a framework of seven different motivational schemes. This paper explored why blogs are a valuable and reliable data source for analysis. The paper illustrated how blogs could be used for analysis, highlighting the advantages and disadvantages of their use. The author concludes with a brief note on some of the ethical considerations of using blogs for research.

**Hopwood, K. M. (2008)** A Dissertation Submitted to the University of the University of the West of England. This Research project aimed to consolidate previous research on Library blogs and examined blogs published by Higher Education Institutions(HEIs ) in The UK. The researcher investigated a definitive list of Higher Education Institutions from the Higher Education Research Opportunities websites (HERo.ac. the UK) by web searching and email inquiries for library blogging activity. Multi-faceted content analysis on a randomly selected posting from each of six months (January-June2008). Researchers noted web 2,0 features, posting types, and link destinations. One hundred six bogs were analyzed, web 2.0 features were rare, and most featured designs were linked to standard library web pages. The

content analysis indicated a conservative approach, using a new tool to promote traditional services. Several blogs strongly represented information literacy as a concept; some professionals have linked Web 2.0 and information literacy promotion.

**Xifra, J. and Huertas, A. (2008)** This paper provided exploratory study of the structure and content of 67 blogs on public relations to determine what issues they deal with and whether they are a tool for the theoretical development of the field. In addition to their content, we have looked at the blogs' structure, usability, and interactivity. In this paper, the authors explained that blogs had been a communication tool rather than a primary information source in the public relations body of knowledge. The authors conclude that in the rapid development of blogs, there are still two areas that must be boosted; firstly, interactive resources in general should be further developed on blogs, particularly their capacity to allow more external comments from users. Secondly, the professional public relations sector, and especially some firms in that sector, should lead the field to make the most of the communicative resources that blogs encompass and fully develop their potential as a knowledge management tool in the practice of excellent public relations.

**Kercher, J. (2008)** This study discovered how blogs were being used in New Zealand and Australia and whether blogs were being utilized with full potential. This study presents a content analysis of 73 blogs, a survey of 46 people of library blogs, and five interviews. The Study disclosed that blogs were used for various reasons and different purposes in libraries. Most blogs were being updated and successful in disseminating information. The majority of blogs provided links to useful information in posts and archives. Some blogs provide categories or a search option for readers. The author stated that comments were significantly less. The potentiality for marketing and promotion of library services and sources through blogs is not fully utilized in most cases. Library bloggers enjoyed the medium, blogs numbers were growing fast, but bloggers and blogs had not utilized the full potential of the blog's interactive medium.

**Lihitkar, S., and Yadav, (2007)** M. “ A Study of Universities Libraries Weblogs: Online Tool For Information Sharing and Dissemination” In this Project, the author(s) studied the homepages of ten University Library Weblogs applying the criteria like date of content posted, link to archives, statistics, and frequency of posting entries to weblogs. Finally, data is presented in Statistical form, and conclusions and suggestions are drawn. Author (s) explained that Blogs have evolved

from “What is New” Pages, and they have become arguably the most popular online personal publishing platform on the Internet. Blogs, also known as weblogs, are websites that contain frequently updated “posts” with the most recent entry at the previous once displayed reverse chronologically.

**Sun, A and et.al (2007)** This paper served as a pilot study on automated blog classification using tags. The author(s) served the related studies on tagging and blog classification then presented data in corpus followed by the tag expansion algorithm; experimental results were presented after that the conclusion was formed as tags are commonly used to describe blogs; the author studied the effectiveness of tags in blog classification. Compared with titles and descriptions, author experiments using 24.247 blogs showed that tags could lead to better classification accuracy; it was interesting that more tags did not necessarily lead to better classification accuracy. To better describe blogs author has also proposed a tag expansion algorithm that assigns a blog more tags that often co-occur with those already associated with the blog. The author's experiments showed that tag expansion helped improve the recall of blog classification with the price of precision degradation.

**Zhou, Y and Davis, J (2007)** In this paper, the author reported a two-level study on weblog link structures. At the micro-level, they carried out an in-depth investigation of different individual types of links that might indicate underlying communities of bloggers. Complete and detailed link data was collected from eight weblogs, followed by various analyses. The result showed that both incoming and outgoing follow clustering patterns (communities) within the blog space. We also examine the temporal aspects of weblogs. The average life span of a weblog entry is pretty long in most of our sample cases. Also, analyzed individual comment authors showed that, on average, active comment authors maintain a rather long relationship with a certain weblog. It provides evidence that historical data may be useful in understanding weblog communities. On a large scale, the Author(s) developed a program to collect complete link data from many related weblogs and performed cluster analysis on it. Communities with common topics are successfully extracted using those link data.

**Lee C.M and Bates. J. A (2007)** In this study, the author (s) investigated the use of and perception of weblogs in the Irish library and information profession and ascertain the extent to which weblog technology is used by Irish librarians and what factors promote or discourage the use of weblogs. The methodology employed in the

study combined quantitative and qualitative techniques and detailed content analysis of existing Irish library and librarian weblogs; a survey of Irish librarians concerning weblogs and other social communication technologies; and interviews with Irish librarians who maintain weblogs.

The study found that many Irish librarians read weblogs, but weblogs are not extensively used as an information resource or communication method, and e-mail and websites are preferred. The professional use of weblogs was associated with the simplicity of use and a proactive attitude to technology and library users. Constraining factors included time concerns, fear of misuse of the weblog, the limitations of the linear nature of weblogs, and the newness of the technology. Interest in weblog technology is growing, and its uptake will ultimately depend on the librarian's interest and the perceived and actual needs of the library user.

**Stephens, Michael, and Collins, M. (2007)** In this article, the concepts web2.0 and Library 2.0 were discussed, and found that these concepts are increasing in the library community. This column article explained social tools such as blogs, RSS feeds, podcasting, and wikis. The author provided specific uses and applications of these tools within the library communication or hyperlinked library.

**Zhou, F. (2006)** In this article, the author discusses the issues of academic library blogs and their potential future in academic and research libraries. Academic libraries have embraced a new media tool, the weblog, or blog, for various purposes. However, some librarians have raised concerns. Are academic library blogs overly personalized and often opinionated journals? Are they constantly dynamic, challenging, newsworthy, and entertaining? How often can they be updated to add and share new content promptly? How effectively are they used for marketing a library's resources and promoting when the library updates its resources and services? Who controls the content so that interesting opinions and controversial issues can be presented thoroughly and fairly? What is the next step for academic librarians to bring to their academic communities? Although it cannot cover all the developments in the weblog phenomena.

**Herring, S.C, and e.t.a.l (2005)** This paper presented the results of a quantitative content analysis of 203 randomly selected weblogs, compared with empirically observable features of the corpus with popular claims about the nature of weblogs, and found them to differ in several respects. The author(s) found that blog authors, journalists, and scholars alike overstate how blogs are interlinked, interactive,

and oriented toward external events and underestimated the importance of blogs. Further authors stated that blogs are individualistic, personal forms of self-expression, and it is the dominant form of digital communication. Authors suggested that librarians need to do possible developments of the use of weblogs in response to increase user behavior towards weblogs.

**Herring, S. C (2004)** The author systematically described the characteristics of Weblogs- frequently modified web pages in which dated entries are listed in reverse chronological sequence and the latest genre of internet communication to attain widespread popularity. The paper presented the result of a quantitative content analysis of 203 randomly selected blogs. They have compared the empirically observable features of the corpus with popular claims about the nature of blogs and found them to differ in several respects. The author finds out that blog authors, journalists, and scholars alike exaggerate how blogs are interlinked, interactive, and oriented towards external events, and underestimate the importance of blogs as individualistic, intimate forms of self-expression.

**Clyde, L. A. (2004)** In this article, the author stated that 55 weblogs maintained by libraries were identified in late 2003 using internet search engines and directories. The weblogs were found in just three countries, mostly in the USA. Public and academic libraries were more likely to have a weblog than other libraries. The most common aim or purpose was to provide news, information, and links to internet resources for library users. Few provided interactive facilities were used to any extent. Only one-fifth of the weblogs had been updated within the past day and only half within the previous week. Less than half provided an RSS feed. Given the small number of library weblogs in the study, the question of “why so few?” is discussed. Finally, the article addressed the implications of the findings for library managers.

**In Summation** International University Libraries' weblogs have been analyzed, evaluated, categorized, and studied. Although a few studies have attempted to conduct categorizations, it is evident from these studies that these attempts are more general rather than subject-specific. Hence, the researcher has attempted to categorize library blogs into subject categories, content categorization as evident from the perspective of a library and information science student, practitioner, and educator. This research will add an essential gap to the existing body of knowledge on library blog research.

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