BY LIBRARY WEBLOG: TO PROMOTE LIBRARY SERVICES

Prof. Rajashree D Wagh
Librarian,
S. S. Girls' College,
Gondia (Maharashtra)
E-mail: rajashree44@rediffmail.com

Abstract: Web 2.0 technologies include social networking, bookmarking, photo sharing, video sharing, wikis, micro blogging, and blogging. Many libraries and information professionals have embraced blogging as a platform to document their careers, enhance their profiles, network with other librarians, and share narratives about their lives as librarians. To promote library services, resources, and programs online can be a lot calmer with the assistance of a blog. A Blog can be very effective tool for reaching online audiences.

Keywords: Blog, Library Weblog, Library Services, Web 2.0

Introduction:

Web 2.0 technology is a novel way to show or use things on the internet; in this technology, anyone and everyone can publish their work on the internet with ease. Web 2.0 is a socially updated version of Web 1.0 while web1.0 was limited to just reading. (Vaibhav Manohar and Shalini Lihitkar, 2017)A web 2.0 site gives its users a free choice to interact or collaborate in a social media dialogue as creators of user-generated content in a virtual community.(Vaibhav Manohar and Shalini Lihitkar, 2017)

Web 2.0 technologies include social networking, bookmarking, photo sharing, video sharing, wikis, micro blogging, and blogging. Many libraries and information professionals have embraced blogging as a platform to document their careers, enhance their profiles, network with other librarians, and share narratives about their lives as librarians. (Alcock & Rooney-browne, 2009)

Definition :

- A web page containing brief, chronologically arranged items of information
- Usually maintained by an individual, personal websites are constantly updated with new information, experience, analysis, hyperlinks, and commentary.

- A weblog may be a personal journal or diary, the public diary of a political leader or the journal of an expedition, or the record of a family Holliday, exciting stories, and more on

- Most people defining blogs use terms such as diary or journal, reflecting the personal nature of the early weblogs.

- According to Webster's New Millennium Dictionary of English, "a blog is an online diary, a personal chronological log of thoughts published on a web page; also called a weblog, We blog" (Webster 2007)

- "It is a Web application that contains periodic, reverse chronologically ordered posts on a common webpage"(Wikipedia 2011)

Objective of Study:

1) To find out the international library blog : providing library services
2) To describe the steps for building library blog using "Blogger" platform

Scope/ Limitation:

- The study is restricted to the library blogs – providing library and information services and the 30 international university library blogs, chosen from Times Higher education Ranking 2011.

- Researcher only collects the library services data from each international university library blog.

Library Blog: to Promote Library services:

To promote library services, resources, and programs online can be a lot calmer with the assistance of a blog. A Blog can be very effective tool for reaching online audiences. (Carmella, 2009) An inordinate library blog requires three elements: inspiration, motivation, and dedication. Inspiration is when anyone gets a new idea that tangles perfectly with a blog as the carriage. Motivation is the energy to put good ideas into practice and helps launch the new Blog. Dedication is what comes next. It is the hard work that keeps the Blog updated with pithy, lively posts constantly. (Fichter, 2003)

Library Professional should create a blog that promotes library events programs and give freedom to users or visitors to put their thought on selected topics. A blog can reach out beyond the visitors to a regular website. Blogger needs to set up RSS Feed and alert everyone for participating in posting their headlines on websites or use RSS newsreader to see what is up at the library. Researcher prepared a prototype blog taking into mind all the features of 'blog', prototype library blog is made on 'blogger 'platform. The prototype library blog displayed some features of the Blog. Further, the step-by-step path finder made by library professionals, researchers, or people interested in becoming bloggers can move forward.

Blogging host / Software / Platforms / Content Management System:

Several blogging tools enable users to create their online environment and online identity easily. These tools may be free or paid also. Free blogging tools offer users instant communication power by giving them the chance to post their thoughts whenever they want. Blogging software and tools have a unique mechanism to disable the facility of allowing the user to post comments on messages. After posting the message, it gets the permanent link, and then they move from the front page to the archive, and any time accessible through the permalinks.

On the home page of the blog, on sidebars blogger can place critical information and additional links, e.g., a short link introduction of the blog, a link to personal information of the blogger, a blogroll, a list of authors, like RSS, lists of noteworthy sites other than blogs, links and short summaries of blog posts it is called syndication. (Bar-Ilan, 2007)

Some of the websites maintained by the blogs software companies provide lists of the weblogs that have been created using their software. A distinguishing feature of blogging software is the facility to automatically archive entries, allowing posting to be searched, browsed, and retrieved. (Reichardt, R)

Blogging became popular due to the development of many simple, out-of-the-box products that allow for a blog's uncomplicated creation and maintenance. Blogging software provides the author with an easy-to-use graphical interface for posting to the weblogs. Most of the interfaces resemble the screen of a primary word processor, as on clicking formatting commands to change the look of an entry or insert the hyperlinked into a sentence. Once typed, the content of the post or entry is on one-click 'to post,' and the time of posting or entry is automatically added to both the web page and archive.

Customization of blogging software permits one author or many authors to post entries with permission settings that can restrict blog members' editing, creating, or deleting powers.(Reichardt & Harder, 2005) The significant thing about blog software is that it adapts to the blogger's needs, schedule, and ease. Some Blogging platform searched by researcher on Internet as follows:

List of Blogging Platform

Sr. No	Blogging Platform (CMS)	Website URL	Form free/ paid
1	Blogger	http://www.blogger.com/	Free and premium
2	Blogger Movable Type	http://www.movabletype.org	Free and Open Source
3	Typepad	https://www.typepad.com/	Free to some extend
4	WordPress	https://wordpress.com/?aff=27964	Open source
5	Bluehost	https://www.bluehost.in/	Free and Primium

6	Wix	https://www.wix.com/	Free and Open Source
7	Weebly	https://www.weebly.com/in	Free
8	Medium	https://medium.com/	Free
9	Ghost	https://ghost.org/	Free
10	Tumblr	https://www.tumblr.com/	Free and Ope Source
11	Jhoomla	https://www.joomla.org/	Free and Open source (least payment for hosting & domain name)
12	Jimdo	https://www.jimdo.com/	Free and Primium
13	Squarespace	https://www.squarespace.com/	Free some extend
14	Site123	https://www.site123.com/	Free
15	Drupal	https://www.drupal.org/	Fee and Open Source.

Table No. 1: International University and URL of University Libraries

Sr. No.	Name of Universities	University URL	Country
1	UC	https://www.cam.ac.uk/	United Kingdom
2	UCB	https://www.berkeley.edu/	United States
3	SU	https://www.stanford.edu/	United States
4	PU	https://www.princeton.edu/	United States
5	UCLA	http://www.ucla.edu/	United States
6	YU	https://www.yale.edu/	United States
7	JHU	https://www.jhu.edu/	United States
8	UCLA	https://www.ucl.ac.uk/	United Kingdom
9	UIUC	https://illinois.edu/	United States
10	NUS	http://www.nus.edu.sg/	Singapore
11	UTA	https://www.washington.edu/	United States
12	UW	https://www.washington.edu/	United States
13	DU	https://www.duke.edu/	United States
14	MGU	https://www.mcgill.ca/	Canada
15	UCSD	https://ucsd.edu/	United States
16	UOME	https://www.unimelb.edu.au/	Australia
17	UOM	https://www.umass.edu/	United States
18	UCD	https://www.ucdavis.edu/	United States
19	UOMI	https://twin-cities.umn.edu/	United States
20	UNCCH	https://www.unc.edu/	United States
21	OSUL	https://www.osu.edu/	United States
22	UCSB	https://www.ucsb.edu/	United States
23	NTU	https://www.ntu.edu.tw/english/	Taiwan
24	LU	https://www.universiteitleiden.nl/en	Netherland

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25	**MSU**	https://msu.edu/	United States
26	**KUL**	https://www.kuleuven.be/english/	Belgium
27	**UQ**	https://www.uq.edu.au/	Australia
28	**WUSL**	https://wustl.edu/	United States
29	**UNSW**	https://www.unsw.edu.au/	Australia
30	**MU**	https://www.monash.edu/	Australia

Table No. 2: Services Provided by Library Weblogs

Sr	University Library Weblog	Acquisition	Announcement	Audio/Visual Collection	Collection Development	E-Resources	Engage User Community	Events % Exhibition	Information of Libraries, Librarians & Staff	Library News	Manuscripts & University Archives	Rare Collection (Books/Journals)	Reference Services	Research Services	Staff Information	Technologies	Total
1	EJOURNALS@CAMBRIDGE BLOG	N	Y	N	Y	Y	Y	N	N	Y	N	N	N	N	Y	N	6
2	Introducing Library Collection Blog	N	Y	N	Y	N	Y	N	N	Y	N	N	N	N	N	N	4
3	Stanford Libraries Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15
4	Mudd Manuscript Library Blog	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	N	N	N	N	N	9
5	UCLA Library Special Collections Blog	N	Y	N	Y	N	Y	N	N	Y	N	Y	N	N	N	N	5
6	Yale Collection of American Literature	N	Y	N	Y	N	Y	N	N	Y	N	N	N	N	N	N	4
7	The Sheridan Libraries and University Museums Blog	N	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	N	N	Y	9
8	Electronic Resources Blog	N	Y	N	N	Y	Y	N	N	Y	N	N	N	Y	Y	N	6
9	I literatures and languages Library	N	Y	Y	Y	N	Y	N	Y	Y	N	N	Y	Y	N	N	8
10	NUS libraries Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15
11	ACR Blog: Blogging by and for academic and research librarians	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	12

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12	UW libraries Blog	Y	Y	N	Y	Y	Y	Y	Y	Y	N	N	N	N	N	N	8
13	Library News, Events & Exhibits Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	N	10
14	Library Matters : News from McGill Library	N	Y	N	N	N	Y	N	Y	Y	N	N	N	Y	Y	N	6
15	News & Events	N	Y	N	Y	N	Y	Y	Y	Y	N	N	N	Y	N	N	7
16	Special Collections : Discoveries	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	N	N	N	10
17	Umass University Library News Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15
18	UC Davis Library News	N	Y	N	Y	N	Y	Y	Y	Y	Y	N	N	Y	N	Y	9
19	Archives and Special Collections News: Primary Source Blog	N	Y	N	N	N	Y	Y	N	Y	N	N	N	N	N	N	4
20	The Chapel Hill Rare Book Blog	Y	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	N	N	N	9
21	Libraries News and Information: News Notes	N	Y	N	Y	N	Y	Y	Y	Y	N	N	N	N	N	N	6
22	Library News Centre	N	Y	Y	Y	N	Y	Y	N	Y	N	N	N	Y	N	Y	8
23	Library Reference Service Blog	Y	N	Y	Y	Y	Y	N	N	Y	N	N	Y	Y	N	Y	9
24	Leiden special collections blog	N	Y	N	Y	Y	Y	Y	N	Y	N	N	N	N	N	N	6
25	News @MSU Libraries	N	Y	N	N	N	Y	N	Y	N	N	N	N	N	N	Y	5
26	europeana	N	Y	N	Y	Y	Y	N	N	Y	N	N	N	N	N	Y	6
27	Blog	N	Y	N	Y	Y	Y	Y	Y	Y	N	N	Y	Y	N	N	9
28	University Libraries - Special Collections	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	N	N	N	10
29	Blogs	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	15
30	Library Blog	N	Y	N	Y	Y	Y	N	Y	Y	N	N	Y	Y	N	N	8
	Total	11	28	13	26	16	30	19	19	30	10	9	8	15	8	11	253

Table No 2 a: Analysis of Service Provided By Library Weblog

Sr. No	Services	Number of University Library Blog Provided Service	%	Number of University Library Blogs Not Providing Service	%	Total
1	Acquisition	11	36.33	19	63.33	100%
2	Announcement	28	93.33	2	6.66	100%
3	Audio/Visual Collection	13	43.33	17	56.66	100%
4	Collection Development	26	86.66	4	13.33	100%
5	E-Resources	16	53.33	14	46.66	100%
6	Engage User Community	30	100	0	0	100%
7	Events % Exhibition	19	63.33	11	36.33	100%
8	Information of Libraries , Librarians & Staff	19	63.33	11	36.33	100%
9	Library News	30	100	0	0	100%
10	Manuscripts & University Archives	10	33.33	20	66.66	100%
11	Rare Collection (Books/ Journals)	9	30	21	70	100%
12	Reference Services	8	26.33	22	73.33	100%
13	Research Services	15	50	15	50	100%
14	Staff Information	8	26.66	22	40	100%
15	Technologies	11	36.66	19	63.33	100%

The analysis of services provided by library blogs is presented in table No 3a. Table No. 2shows the list of services provided by Library blogs. The researcher finds out the primary 15 services used as parameters. From the table, it is found that "Library News' and 'Engage Community 'these two services are available in 100% of Library blogs.

Followed by 'Announcement 'service is provided by 93.33% of library blogs. 'Collection Development 'this service is given 86.66% library blogs. It is observed from the above table that the most superior service is "Library News' and 'Engage Community ' available in all 30 library blogs, 'Reference Service' and 'Staff Information' provided by 26.66% (2) library blogs.

Blogger: Blogging Platform

'Blogger' was launched in August 1999 by Pyra Labs, and very soon, it was popularized as one of the blog publishing tools. Google purchased Pyra Labs in February 2003. A part of the blogger redesigns on 9 May, 2004, and 2006 and including web standards-compliant templates, individual archive pages for posts, comments, and e-mail posting. (Wikipedia, 2021a)

Blogger is one of the oldest free blog sites, though its popularity has dipped recently. Blogger is a free service to set blogs. 'Blogger' is very easy to use and provides comments, customizable templates, archives, search capabilities, and an automatic RSS feed that allows users of blog aggregators such as Blog lines to 'Subscribe 'to a blog. When it is subscribed, the user can log in to the aggregator and view new posts and entries. In blogger, customized templates allow one to choose a look appropriate to one's subject areas. (Ryan & Panki, 2006)

There are some Pros – free to use, and set up takes only a few minutes. Mobile optimized temples are available; in blogger hosting, maintenance and other technicalities are taken care of by hosting. The blogger is well integrated with Google. The blogger can make use of the tracking and anti-comment spam. There are some Cons also – In the blogger, there is no way to additional features, designs options are very few, and the blogger can advertise on the blog. The blogger is entirely free, but we have to pay for that when we want to use a custom domain. (Nick Schaferhoff, 2020)
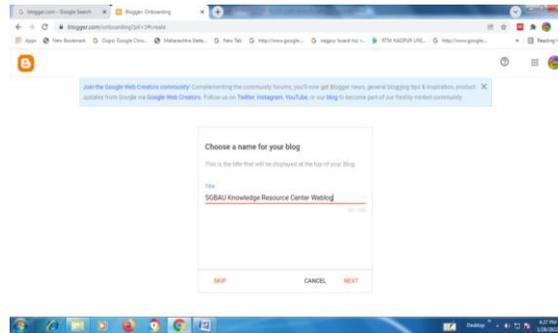
STEPS FOR CREATING A WEBLOG

1. **Sign in at** www.blogger.com **with email id.**(*Blogger.Com - Create a Unique and Beautiful Blog. It is Easy and Free.*, n.d.)
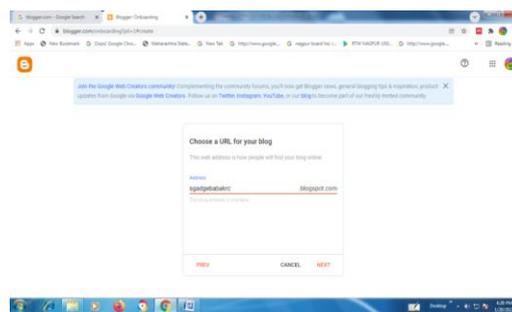

Screenshot No. 1 : Sign in at www.blogger.com

2. **Create a name for library blog: Create a beautiful blog that fits the blogger's requirement, choose templates from a selection of easy-to-use, and have a flexible layout, images, and designs.**
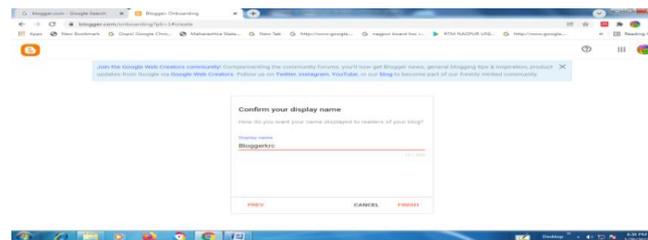
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Screenshot No. 2 :Create a name for library blog
https://www.blogger.com/onboarding?pli=1#create

3.   Choose URL for a Blog

Screenshot No. 3: Choose URL for a Blog :
https://www.blogger.com/onboarding?pli=1#create

4.   Set and Confirm Display Name of Blog

Screenshot No. 4 :Display Name of Blog
https://www.blogger.com/onboarding?pli=1#create

5.   Blog created as follow

Screenshot No. 5: Blog created

   **Weblog Created:** https://www.blogger.com/blog/posts/5168300083689160403
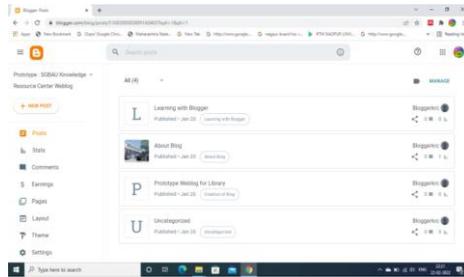
Screenshot No. 6 : Display of Blog before Published
6.   Structure of Library Blog: Prototype
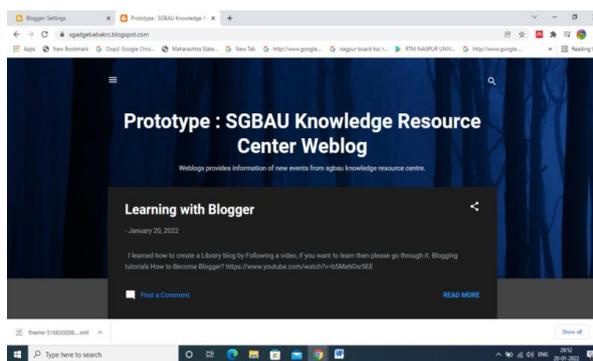
Screeshot No. 7: Prototype Library Blog
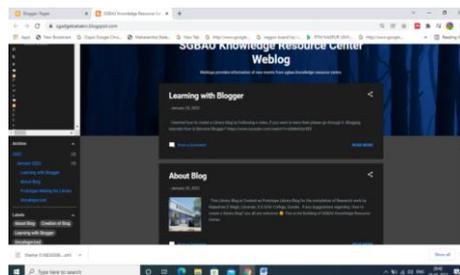https://www.blogger.com/about/?bpli=1 (link to Library Blog)

    Title of Blog with posted entries: above blog templates selected from free layouts available on www.blooger.com Home page of SGBAU Knowledge Resource Center Weblog
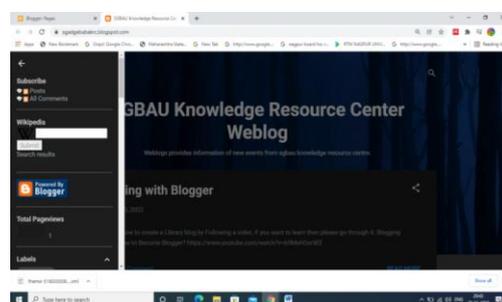
Screenshot No. 8 : Services by Library Blog

The sidebar displays some services provided by Library Weblog: Subscribe Posts, All Comments, Total Page views, Labels, Blogger Icon.

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Screenshot No. 7.9 :Home page of SGBAU Knowledge Resource Center Weblog "About Blog."

Findings:

- The researcher finds out the primary 15 services used as parameters. From the table, it is found that "Library News' and 'Engage Community 'these two services are available in 100% of Library blogs.
- 'Announcement 'service is provided by 93.33% of library blogs. 'Collection Development 'this service is given 86.66% library blogs.
- It is observed from the above table that the most superior service is "Library News' and 'Engage Community ' available in all 30 library blogs, 'Reference Service' and 'Staff Information' provided by 26.66% (2) library blogs.
- It commes to know that library blog building is easiest task with the blogging platform such as " blogger"

Suggestions:

- the study have enabled the researcher to provide some practical suggestions for improving the use of web2.0 tools, mainly 'blog' for library services in all types of libraries.

- It is an urgent need for time to develop dynamic library websites compatible with web2.0 tools, including 'weblogs,' in each Library 2.0 service. It facilitates communication, conservation and information sharing, and collaborative relation among the virtual community.
- Library professionals should create blogs to cater to the needs of specific groups of patrons. The Librarians can use blogs to announce new events, announcements, and all the news regarding the libraries.

Conclusion:

The present study, as mentioned earlier, studied 30 international universities' libraries' weblogs; its library services, library blogs services for their patron. The weblog is the most popular online publication medium, as it is straightforward to use and does not have the

technical knowledge to build or express our views on this platform. A Library blog is a boon for students, teachers, and more alike. Getting appropriate information from libraries when in need is not very easy in the digital span. The library blog of the above study serves its function by providing all predetermined information by keeping in place all the correct information and updating the blogs with the latest information.

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- http://scholar.google.ca/scholar?hl=en&q=Darlene+Fichter&btnG=&as_sdt=1%2C5&as_sdtp=#0