CHAPTER 5

CONTENT CATEGORIZATION AND RANKING OF LIS BLOGS

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Content Categorization and Ranking of LIS Blogs

The content analysis of the LIS blogosphere began with a general categorizing of the LIS blogs into broad and specific subject categories. The population for this study was derived from Walt Crawford's *The Liblog landscape 2007-2010* (2011). Crawford had divided 1303 blogs into 4 groups based on their activity during March-May 2010, with Group 1 (443 blogs) as mentioned in Chapter 4, being the most active and visible during the period of study. Group 1 formed the sample for this study. The study of the blog content data has been presented, analyzed and interpreted in three sections, viz., LIS Blog Subject Categorization, Longevity of Blogs, and LIS Blog Ranking. Lastly a summary of the major interpretations are presented.

5.1 LIS Blog Subject Categorization

Each blog was visited during April - June 2012 to collect data for subject categorizing. The following tables and figures give statistical information about the specific subject categories derived as well as broad subject categories formed. It was found that out of 434 in Group 1, 100 blogs had discontinued their activity. A total of 343 operational blogs from the Group 1 of Walt Crawford's work formed the sample for the study. The blog post was taken as the unit of the study.

A thorough analysis of the blog content from the 'about' section of the blog and the tags/categories listed on the blogs resulted in fifty four specific (54) subject categories. These 54 subject categories have been listed in Table 5.1 in an alphabetical order.

Table 5.1: Specific Subject Categories

1. Academic Librarianship	20. Librarian Health	Librarianship
2. Access Services/Circulation	21. Libraries	37. Multi- topical
3. Archives & Museums	22. Library Assessment	38. News Librarianship
4. Australian Libraries	23. Library Conferences	39. Online Ethical Hacking
5. Book Reviews	24. Library Design	40. Open Access
6. Cataloguing	25. Library Etiquette	41. Open Source-Linux
7. Classification	26. Library Grants	42. Outreach Librarianship
8. Collections	27. Library History	43. Professional Development
9. Digital Libraries	28. Library Management	44. Public Libraries
10. E-Books	29. Library Marketing	45. Reading
11. Green Libraries	30. Library Networks	46. Reference Interview
12. Information	31. Library Safety	47. Religious Libraries
13. Information Ethics	32. Library Setting up	48. School Librarianship
14. Information Literacy	Experience	49. Social Responsibility
15. Information Overload	33. Library Trends &	50. Technologies
16. Information Science	Innovation	51. Technology Education
17. Intellectual Property	34. LIS Research	52. User Behavior
18. Knowledge Management	35. LIS Writing & Publishing	53. User Education
19. Law Librarianship	36. Medical/health	54. User Service

Some library blogs are more expert-oriented with a focused subject. Specific subjects with a narrow focus such as, library etiquette, library design, library grants, library history, green libraries, etc. exist along with blogs with wider focus areas such as technologies, libraries and collection development on the library blogosphere.

These specific subject categories were further clustered into eleven broad subject categories. The broad subject categories formed are Collection Development, Emerging Technologies, Ethics, Information Science, Knowledge Organization & Processing, Libraries, Library Management, LIS Study & Research, Multi-topical, Preservation and Services. These subject categories are shown in Table 5.2 along with the number of blogs categorized in each category.
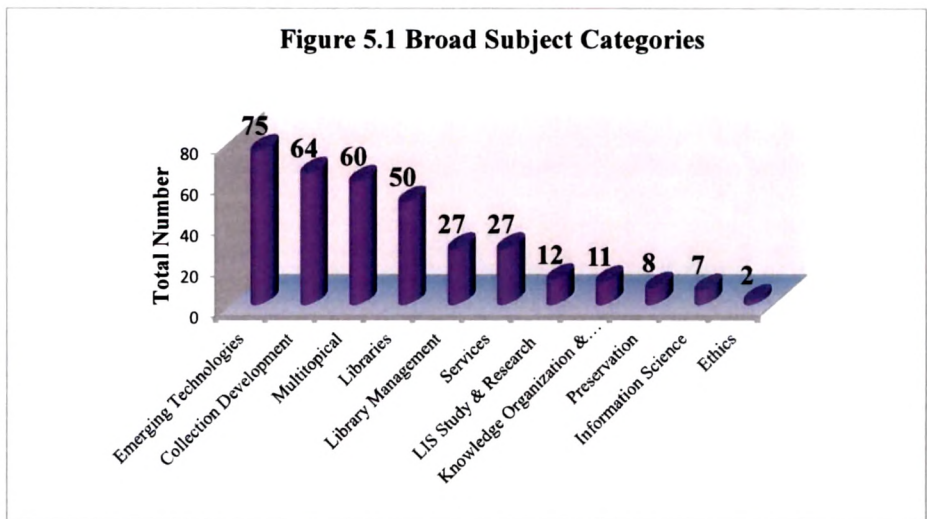
Table 5.2: Broad Subject Categories

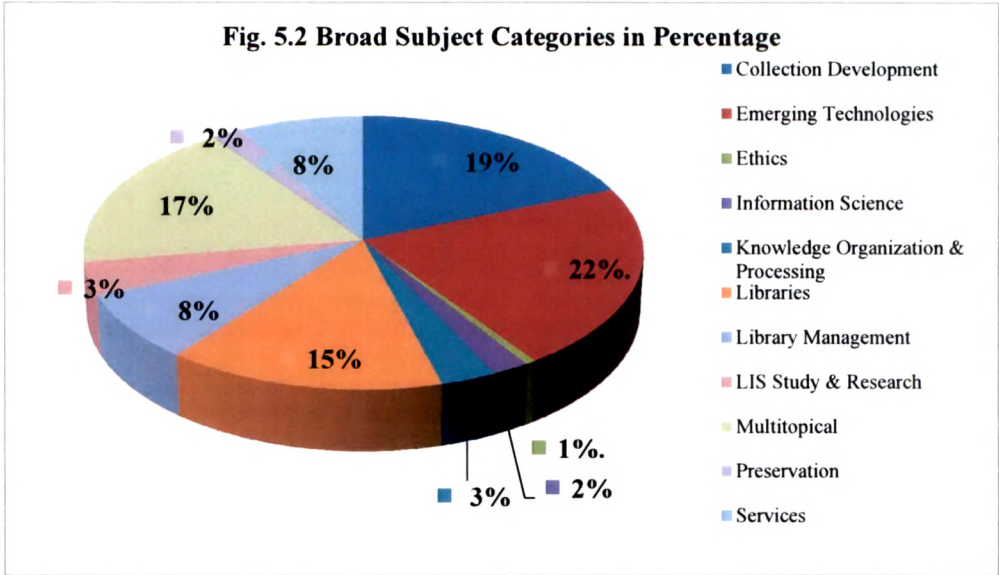| Sr. No.	Broad Subject Categories	Number
1	Collection Development	64
2	Emerging Technologies	75
3	Ethics	02
4	Information Science	07
5	Knowledge Organization & Processing	11
6	Libraries	50
7	Library Management	27
8	LIS Study & Research	12
9	Multi-topical	60
10	Preservation	08
11	Services	27

Total 343

The largest number of blogs (75) belong to the broad subject category Emerging Technologies followed by Collection Development (64), Multi-topical (60), Libraries (50), Library Management (27), Services (27), LIS Study & Research (12), Knowledge Processing & Management (11), Preservation (8), Information Science (7) and lastly Ethics (2). Figure

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5.1 illustrates the broad subject categories arranged according to the ascending order of the total number of blogs in each broad subject category.

Figure 5.1 Broad Subject Categories

The broad subject category of Emerging technologies has blogs of specific subject categories such as green libraries, technology education and open source - Linux, and technologies being applied to libraries. The specific subject category of Technologies incorporates various sub-themes such as library automation, software programming and development, web searching and search engines, World Wide Web, cloud infrastructure, linked data, big data, Library 2.0, Web 2.0, semantic web and social networking.

The second largest subject category Collection Development (19%) shown in Figure 5.2, signifies a large presence of book review blogs. A total of 75% (48 out of 66 blogs) of the collection development blogs are book review blogs. There are review blogs focusing on - young adult (YA) literature, children, comics & manga, mysteries, awful, romance, horror, historical, movies, TV shows, music, nonfiction, YouTube videos, antiquarian, steam punk, as well as science fiction.

Fig. 5.2 Broad Subject Categories in Percentage

- Collection Development
- Emerging Technologies
- Ethics
- Information Science
- Knowledge Organization & Processing
- Libraries
- Library Management
- LIS Study & Research
- Multitopical
- Preservation
- Services

19% 22% 2% 8% 17% 3% 8% 15% 3% 2% 1%

Blogs which had content belonging to more than one subject was placed under the broad subject category of Multi-topical (17%) which formed the third largest category. The fourth largest broad subject category of Libraries (155) has blogs belonging to various sub themes such as academic, school, public and special libraries such as law, medical, news and religious libraries

The following Table 5.3 entitled Expanded Subject Categories shows the list of specific subject categories which have been clustered within a broad subject category. A scope note has been added for each broad subject category. Along with the total number of blogs in each broad subject category, the number of blogs in a specific subject category is also displayed. A complete list of blogs with their names and URL's along with the subject categories assigned by the researcher is shown in Appendix C.

Table 5.3: Expanded Subject Categories

Sr. No.	Broad Subject Categories	Number of Blogs	Specific Subject Categories	Number
1	**Collection Development** Scope: Collections-culinary, digital. e-zines, alternative press publications, music, you tube videos, antiquarian. e-resources. acquisitions & weeding Digital libraries – digital collections, collection policies: E-Books- acquisition & policies: Open Access-free web resources. polices. developments. Creative Commons; Book Reviews – children, Young Adult (YA) literature, comics, manga, teens, mysteries, thrillers, horror & crime. romance. non-fiction. movies. websites;	64	Collections Digital Libraries E-Books Open Access Reviews	9 2 1 3 49
2	**Emerging Technologies** Scope: Green Libraries- Sustainable Libraries; Open Source Programs- LINUX; Technologies-ILMS, Library Software Programming & Development, Web 2.0. Semantic Web, Library Automation, Social Networking- RSS. Blogs, Micro blogs, Institutional Repositories. Web technologies in libraries, Cloud Computing. Search Engines, Databases, Mobile Technology, Handheld devices in libraries, Invisible Web. Altmetrics, Standards; Technology Education- E- learning, Web 2.0 applications to teaching. Teaching computers, internet & online searching.	75	Green Libraries Open Source-Linux Technologies Technology Education	1 1 59 14
3	**Ethics** Scope: Information Ethics- Information Privacy. Values. Internet Ethics. Intellectual Freedom: Online Ethical hacking	2	Information Ethics Online ethical hacking	1 1

#	Main Topic (Scope)	Total	Subtopic	Count
4	**Information Science** Scope : Information explosion/overload; Information Science, Information Architecture, Information Types- governmental, geospatial, business & entrepreneurial information, science information, historical, steampunk	7	Information Overload	1
			Information Science	1
			Information Types	5
5	**Knowledge Organization & Processing** Scope: Cataloging- Metadata, MARC Vocabulary, RDA, FRBR, cataloging software development, Linked Data, Dublin Core, Standardization; Classification- DDC, UDC, LC	11	Cataloguing	10
			Classification	1
6	**Libraries** Scope: Academic Libraries; Australian Libraries: Law Libraries; Libraries- libraries in the 21st century, library 2.0; Library History; Medical/health Libraries; News Libraries; Public Libraries- ROI, management, development; Religious Libraries; School Libraries-Children Libraries	50	Academic Librarianship	2
			Australian Libraries	1
			Law Librarianship	7
			Libraries	17
			Library History	1
			Medical/health Librarianship	8
			News Librarianship	1
			Public Libraries	4
			Religious/Christianity Libraries	1
			School Librarianship	8
7	**Library Management** Scope: Intellectual Property -- Patents, Copyright & Fair Use, Censorship, Law, Human Rights in librarianship; Knowledge Management ; Library Design- building & furniture; Library Etiquette; Library Grants- writing grant proposals; Library Management- overall management theories and applications in libraries;	27	Intellectual Property	7
			Knowledge Management	1
			Librarian Health	1
			Library Assessment	1
			Library Design	2
			Library Etiquette	1
			Library Grants	1

#	Category / Scope	Total	Subcategory	Count
	Library Marketing- promotion, advertising, advocacy; Library Networks; Library Safety; Library Setting up Experience; Professional Development- training, conference alerts; Social Responsibility; User Behaviour- experiences and perceptions		Library Management	1
			Library Marketing	2
			Library Networks	1
			Library Safety	1
			Library Setting up experience	1
			Professional Development	5
			Social Responsibility	1
			User Behaviour	1
8	**LIS Study & Research** Scope: Library Trends, Library Innovation, LIS Research, LIS Writing & Publishing	12	Library Trends & Innovation	5
			LIS Research	3
			LIS Writing & Publishing	4
9	**Multi-topical** Scope – Blogs with more than one core focus area	60		60
10	**Preservation** Scope: Archives, museums, museum design, rare book and special collections preservation, digital media preservation, digital curation, data curation	8	Archives & Museums	8
11	**Services** Scope: Access Services Circulation; Information Literacy (IL)- Media literacy, information society, pedagogy, IL tutorials in the academic sector, IL Events, IL in different countries, IL Research, policy & framework, visual literacy, IL in public libraries, Il Resources, IL Assessment; Outreach Librarianship – remote librarianship, distance librarianship; Reading – styles, recreational, slow, genres; Reference Service- Reference Interview, virtual reference services, web based information services; User Education - Instruction, User education resources, user education support; User Service- patron/customer services	27	Access Services- Circulation	1
			Information Literacy	9
			Outreach Librarianship	2
			Reading	3
			Reference Interview	6
			User Education	2
			User Service	4

As seen in the above table the broad subject category Collection Development has a vast majority of book review blogs (49) followed by blogs on open access, e-books and digital libraries. Similarly in the broad subject category Emerging Technologies majority of the blogs are focusing on technologies (59), followed by blogs on technology education (14). The Knowledge Organization & Processing sees a sharp contrast of ten (10) blogs on cataloguing and one (1) on classification. The blog on classification *025.431: The Dewey blog* is authored by the editor-in-chief of Dewey Decimal Classification and other contributors. A majority of blogs (60) which are discussing multiple topics on the same blog were given the tag Multi-topical.

The broad subject categories of Libraries and Library Management have many sub divisions as shown in the above table (Table 5.3). The subject category Libraries has ten specific subject categories and Library Management has fifteen specific subjects embedded within it. Services has seven specific subjects within it, with maximum number of blogs numbering nine (9) on information literacy followed by six (6) blogs on reference interview.

5.2 Longevity of LIS Blogs

Blogs as a personal medium of communication have sustained themselves on the Internet for a more than a decade. Blogs were considered to be a fleeting Web 2.0 technology, which would be replaced with the next such improved venture. With the advent of micro blogging sites such as Twitter, the Web 2.0 world predicted an early death of the blogging phenomenon. On the contrary the 2010 edition of *Technorati State of the Blogosphere* finds blogs in transition and states:

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Blogs are no longer an upstart community, now with influence on mainstream narratives firmly entrenched, with bloggers still searching for the next steps forward. Bloggers' use of and engagement with various social media tools is expanding, and the boundaries between blogs, micro-blogs, and social networks are disappearing. As the blogosphere converges with social media, sharing of blog posts is increasingly done through social networks—even while blogs remain significantly more influential on blog content than social networks are. (Technorati, 2010)

In the following year the status study further added,

We are seeing bloggers updating their blogs more frequently and spending more time blogging. The type of information influencing blogging has shifted from conversations with friends, which was the primary influence in 2010, to other blogs, which for 68% of bloggers are having more of an influence in 2011. (Technorati, 2011)

Johnson (2008) had found that, "the nature of blogs is ephemeral in that the content is closely tied to the time period of the posting". Crawford's Group 1 blogs averaged a lifespan of 51 months (with a median of 48 months). As stated earlier, the list of blogs in the Group 1 also known as the core blogs - was taken as the population for this study. Crawford's sample from March-May 2010 was revisited by the researcher in May 2012. As stated earlier, it was found that 100 blogs out of 443 had closed down. Figure 5.3 shows that 343 blogs (77%) of the Group 1 blogs were still operational and 23%

Fig. 5.3 Crawford's Group 1 Blogs

23%

77%

■ Operational
□ Closed
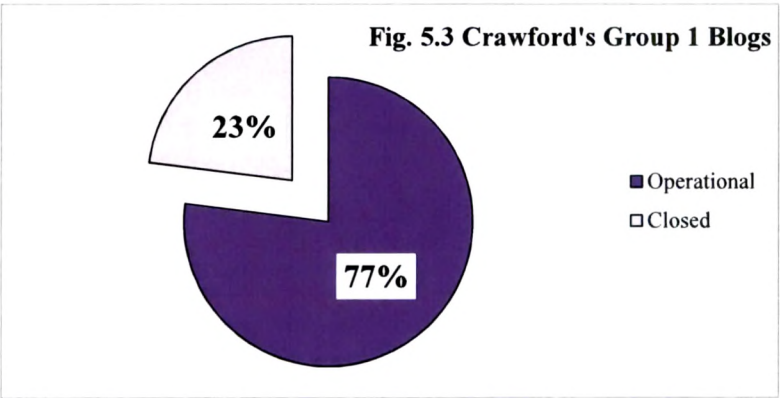
had closed down. Thus on an average three percent (3%) blogs have closed down annually. In July 2012 Crawford also posted a list of moribund and closed blogs. This list included all the 1303 blogs which Crawford had analyzed.

The universe of blogs studied shows an impressive list of blogs, which started as early as 1995 and have continued till date. The study reveals that 72% blogs are showing a lifespan of 5 years and more, whereas only 21% of blogs are showing a lifespan of less than 5 years as shown in Figure 5.4. It was difficult to find out the number of active years for two blogs as no archive option was available. In blogs where direct access to archives was not available, the researcher was able to decipher the age of the blog by going to the oldest post. But in these two cases it was not possible.

Fig. 5.4 Longevity of Blogs

- >=10 years
- >=5 years
- <5 years
- not known

1% 6%
21%
72%
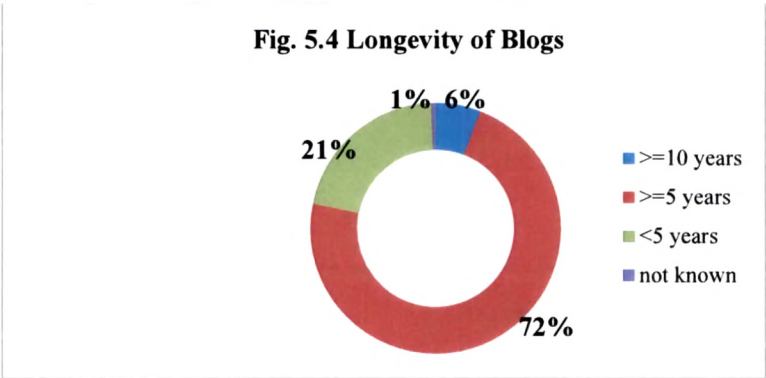
A special mention has to be made of the 6% of blogs which have survived a decade on the LIS blogosphere. The oldest blogs are those which have survived for ten or more years on the LIS Blogosphere. The oldest library blog from this group of 343 blogs is Jenny Levine's blog *The Librarians Site du Jour* from 1995 to 1999 (http://jennyscybrary.lishost.org/pastjour.html). Currently she is hosting the blog *The Shifted Librarian*, where the archive of her earlier blog is still available. As of May 2011 there are no new posts on her blog, although her website shows an active tweet stream. *Research Buzz* started in 1996 as stated on the blog is the second oldest LIS blog started by Tara Calishain.

The third oldest blog begun by Jessamyn West *librarian.net* was started in September 1999. It is to be noted that all the three bloggers are women who have been blogging independently. The *ALA TechSource Blog* began in 1999 but discontinued thereafter. Subsequently the blog was restarted in September 2005. Table 5.4 shows the list of blogs which are equal to and more than a decade old.

Table 5.4: The Oldest Blogs

Sr. No.	Name of the Blog	Blog URL	No. of Years as on May 2012
1.	The Shifted Librarian	http://www.theshiftedlibrarian.com/	16*
2.	ResearchBuzz	http://www.researchbuzz.org/	16
3.	Librarian.net	http://www.librarian.net	13
4	Search Engine Showdown Blog	http://www.searchengineshowdown.com/blog/	12
5.	ResourceShelf	http://www.resourceshelf.com/	11
6.	The Handheld Librarian	http://handheldlib.blogspot.com/	11
7.	mazar.ca	http://www.mazar.ca	11
8.	AnthoBLOGy	http://www.kamat.com/vikas/blog.htm	11
9.	The Rabid Librarian's Ravings in the Wind	http://rabid-librarian.blogspot.com	11
10.	EngLib	http://www.englib.info/	10
11.	BookBitchBlog	http://bookbitch.blogspot.com/	10
12.	Catalogablog	http://catalogablog.blogspot.com	10
13.	mamamusings	http://mamamusings.net/	10
14.	Confessions of a Bibliovore	http://bloodyyank.blogspot.com/	10
15.	eclectic librarian	http://www.eclecticlibrarian.net/blog/	10
16.	beSpacific	http://www.bespacific.com/	10
17.	MaisonBisson.com	http://maisonbisson.com/blog	10
18.	Frontierlibrarian	http://www.freshandnew.org/	10
19.	The pod bay door	http://www.podbaydoor.com/	10
20.	Confessions of a Science Librarian	http://scienceblogs.com/confessions/	10

*The blog shows no post after May 2011. An active tweet stream is seen on the blog.

Blogging requires commitment in terms of time and effort on the part of the blogger to continue posting on topics of interest over years. These blogs as shown in Table 5.5 represent oldest blogs found in each broad subject categories derived by the researcher except the broad subject categories of Ethics, Information Science and Services.

Table 5.5: Distribution of Subject Categories in the Oldest Blogs

Sr. No.	Subject Category	Blog Name & URL	No. of Years as on May 2012	%
1.	Collection Development	BookBitchBlog - http://bookbitch.blogspot.com/	10	15%
		Confessions of a Bibliovore- http://bloodyyank.blogspot.com/	10	
		Resourceshelf - http://www.resourceshelf.com/	11	
2	Emerging Technologies	ResearchBuzz - http://www.researchbuzz.org/	16	30%
		Librarian.net - http://www.librarian.net	13	
		mazar.ca - http://www.mazar.ca	11	
		The Handheld Librarian - http://handheldlib.blogspot.com/	11	
		Search Engine Showdown blog - http://www.searchengineshowdown.com/blog/	12	
		mamamusings - http://mamamusings.net/	10	
3	Knowledge Organization & Processing	Catalogablog - http://catalogablog.blogspot.com	10	5%
4	Libraries	MaisonBisson.com - http://maisonbisson.com/blog	10	5%
5	Library Management	beSpacific - http://www.bespacific.com/	10	5%
6	LIS Study & Research	The Shifted Librarian- http://www.theshiftedlibrarian.com/	16	5%
7	Multi-topical	The Rabid Librarian's Ravings in the Wind - http://rabid-librarian.blogspot.com	11	30%
		AnthoBLOGy- http://www.kamat.com/vikas/blog.htm	10	
		EngLib - http://www.englib.info/	10	
		eclectic librarian - http://www.eclecticlibrarian.net/blog/	10	
		The pod bay door - http://www.podbaydoor.com/	10	
		Confessions of a science librarian - http://scienceblogs.com/confessions/	10	
8	Preservation	Frontierlibrarian - http://frontierlibrarian.blogspot.com/	10	5%

It has been observed that over a period of time, the subject of some blogs had also changed. The focus of the blog *Frontier librarian* changed from Multi-topical to Preservation.

Figure 5.5 shows the distribution of oldest blogs across broad subject categories, with their lifespan ranging from 10 to 16 years.

Fig. 5.5: Distribution of Broad Subject Categories across Oldest Blogs
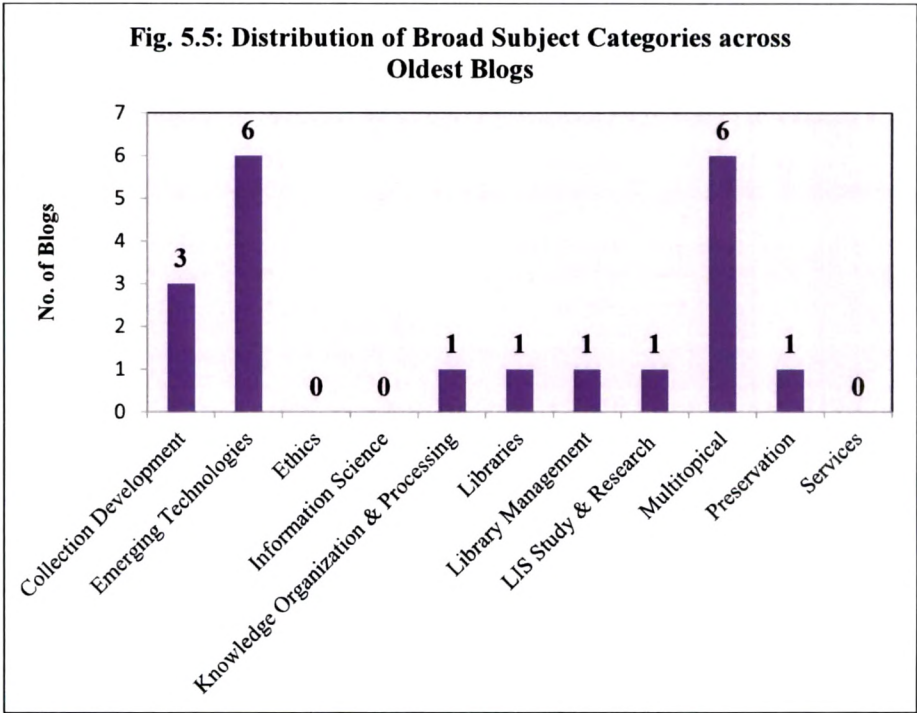
The highest number of blogs belong to Multi-topical (6), Emerging Technologies (6), followed by Collection development (3). Knowledge Organization and Processing, Libraries, Library Management, Preservation, LIS Study and Research have one blog each. The perpetually changing technologies have been captured by the domain of blogs belonging to the subject category Emerging Technologies.

5.2.1 Oldest Blogs: Profile Statistics

Among the oldest blogs, eighteen bloggers have sustained their blogging activity as solo (single) bloggers, whereas two blogs are authored by multiple bloggers as displayed in Figure 5.6.

Figure 5.6: Oldest Blogs: Number of Solo vs Multiple Bloggers
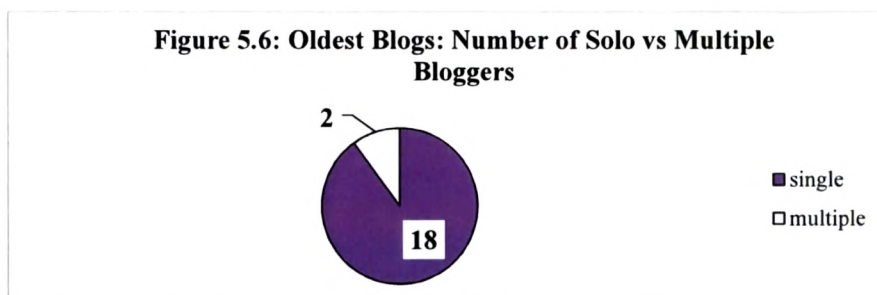
The following Table 5.6 shows the name and year of the blogs with the blogger profile.

Table 5.6: Oldest Blogs: Solo vs. Multiple Blog Authorship

Sr. No.	Name	Blogger Profile	No. of Years as on May 2012
1.	The Shifted Librarian	Solo	16
2.	ResearchBuzz	Solo	16
3.	librarian.net	Solo	13
4.	Search Engine Showdown Blog	Solo	12
5.	ResourceShelf	Multiple bloggers	11
6.	AnthoBLOGy	Solo	11
7.	The rabid librarians ravings in the wind	Solo	11
8.	The handheld librarian	Multiple bloggers	11
9.	mazar.ca*	Solo	11
10	mamamusings	Solo	10
11	EngLib-The Engaged Librarian	Solo	10
12	the pod bay door	Solo	10
13	BookBitchBlog	Solo	10
14	Confessions of a Bibliovore	Solo	10
15	eclectic librarian	Solo	10
16	beSpacific	Solo	10
17	MaisonBisson.com	Solo	10
18	frontier librarian	Solo	10
19	catalogblog	Solo	10
20	Confessions of a Science Librarian	Solo	10

* This blog has two bloggers- but only one blogger blogs on Library issues.

5.2.2 Oldest Blogs: Gender Statistics

As can be seen in Table 5.7, 18 (90%) blogs of the total of 20 oldest blogs were written by single authors. It is further found that 10 blogs out of these 18 oldest blogs are written by women (F) and 8 blogs are written by men (M).

Table 5.7

Gender Statistics of Oldest Blogs with Solo Authors

Gender	No. of Bloggers	%
F	10	55.56%
M	08	44.44%
Total No. of Blogs	18	100%

Table 5.8 shows that of the 2 blogs authored by multiple bloggers, the total number of contributing bloggers is 08. Of these eight (8) bloggers, five (05) are women (F) bloggers, whereas three (03) are men (M) bloggers.

Table 5.8

Gender Statistics of Oldest Blogs with Multiple Authors

Gender	No. of Bloggers
Female (F)	05
Male (M)	03

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Table 5.9 shows the blogs with their respective gender profiles.

Table 5.9

Blogger Gender Profile for the Oldest Blogs

Sr. No.	Name	Blogger Gender Profile	No. of Years
1	The Shifted Librarian	F	16
2	ResearchBuzz	F	16
3	librarian.net	F	13
4	Search Engine Showdown Blog	M	12
5	ResourceShelf	2M 1F	11
6	AnthoBLOGy	M	11
7	The rabid librarians ravings in the wind	F	11
8	The handheld librarian	4F,1M	11
9	mazar.ca	F	11
10	Mamamusings	F	10
11	EngLib-The Engaged Librarian	M	10
12	the pod bay door	M	10
13	BookBitchBlog	F	10
14	Confessions of a Bibliovore	F	10
15	eclectic librarian	F	10
16	beSpacific	F	10
17	MaisonBisson.com	M	10
18	Frontier librarian	M	10
19	Catalogablog	M	10
20	Confessions of a Science Librarian	M	10

A year later in May 2013 the researcher revisited the oldest blogs to find out their progress. All blogs regardless of the number of posts written were considered to be active. Table 5.10 shows a list of all the oldest blogs active as of May 2013.

Table 5.10: The Oldest Blogs as of May 2013

Name	No. of Years as on May 2013
ResearchBuzz	17
The Shifted Librarian	16*
librarian.net	14
Search Engine Showdown Blog	12
ResourceShelf	12
AnthoBLOGy	12
The rabid librarians ravings in the wind	12
The Handheld librarian	11
mazar.ca	12
mamamusings	11
the pod bay door	11
BookBitchBlog	11
Confessions of a Bibliovore	11
eclectic librarian	11
beSpacific	11
MaisonBisson.com	11
Frontier librarian	11
Catalogblog	11
EngLib-The Engaged Librarian	10

*The blogs *The Shifted Librarian* show discontinuity in the blogging activity, but has an active presence on Twitter since 2011. After May 2012 the blog *The Handheld Librarian* showed a post in October 2013 after a gap of five months. As there are more than six months left in 2013 these blogs may still show some activity in the latter part of the year.

5.2.3 Oldest Blogs: Staying Connected

These blogs are also offering various tools for staying connected and encouraging users to share their blog content. Table 5.11 displays the several options offered by the blogger to the readers to stay updated and to share blog content.

Table 5.11: Staying Connected - The Oldest Blogs

Sr. No.	Name of the Blog	Blog URL	Options to Stay connected to the blog
1.	AnthoBLOGy	http://www.kamat.com/vikas/blog.htm	XML Feed, Email
2.	beSpacific	http://www.bespacific.com/	RSS Feed
3.	BookBitchBlog	http://bookbitch.blogspot.com/	Google Friend Connect & RSS Feed
4.	Catalogablog	http://catalogablog.blogspot.com	RSS Feed, Email, Twitter Updates, Sharing through Bookmarks , IM, Email, Blog, Social
5.	Confessions of a Bibliovore	http://bloodyyank.blogspot.com/	RSS Feed, twitter updates, Google Friend Connect, Live Journal
6.	Confessions of a Science Librarian	http://scienceblogs.com/confessions/	RSS Feed, Sharing through many services
7.	eclectic librarian	http://www.eclecticlibrarian.net/blog/	RSS Feed, Email, Twitter Updates
8.	EngLib	http://www.englib.info/	Twitter, Facebook, Email
9.	Frontierlibrarian	http://www.freshandnew.org/	RSS Feed, Email, Twitter Updates, Social via Facebook, StumbleUpon
10.	Librarian.net	http://www.librarian.net	RSS Feed
11.	MaisonBisson.com	http://maisonbisson.com/blog	Email,
12.	mamamusings	http://mamamusings.net/	RSS Feed, Facebook, LinkedIn
13.	mazar.ca	http://www.mazar.ca	Twitter Updates, RSS Feed
14.	ResearchBuzz	http://www.researchbuzz.org/	RSS Feed, Email
15.	ResourceShelf	http://www.resourceshelf.com/	Email, RSS Feed, Sharing through many services

16.	Search Engine Showdown Blog	http://www.searchengineshowdown.com/blog/	RSS Feed, Email
17.	The Handheld Librarian	http://handheldlib.blogspot.com/	Google Friend Connect, sociable through Flaker, Wykop, Blip, Pinger, DewelWay, Google Bookmarks, Google Buzz, Del.icio.us, Digg, Reddit, StumbleUpon, Technorati, Facebook, Twitter
18.	The pod bay door	http://www.podbaydoor.com/	RSS Feed, Twitter Updates,
19.	The Rabid Librarian's Ravings in the Wind	http://rabid-librarian.blogspot.com	QR Code for Mobile, RSS Feed, Email, Google Friend Connect, Tweeting
20.	The Shifted Librarian	http://www.theshiftedlibrarian.com/	RSS Feed, Twitter, Email

There are many options available to the blogger as well as the reader to stay connected to newly updated content on the blog. Bloggers stay connected to share updates, opinions or enter into discussions on specific blog posts of interest. RSS Feeds remain the most popular tool offered by the bloggers to the readers to subscribe to their blog content followed by Email and Twitter with sixteen blogs (80%) offering RSS feed subscriptions on their blogs. Eleven blogs (55%) facilitate access to their blog content through E-mail followed by Twitter being used by 10 blogs. The blog *The Shifted Librarian* shows a shift to tweeting from blogging which is an example of bloggers' adaptability of newer technologies.

5.3 LIS Blogs Ranking

Links form an integral part of blog content, thus the researcher further counted the number of links present on each blog. The sample for this study as stated earlier was the 343 operational blogs (Out of 443 Group 1 Blogs, 100 had closed down) from Crawford's Group 1. Crawford had specified Group 1 blogs as, "These blogs must have Google Page Rank of 4 or higher and must have at least three posts between March 1, 2010 and May 31, 2010" (Crawford, 2011, p. 26). Thirty four percent blogs out of 1304 (Crawford's total sample) fell into this group. The data for the present study was collected from 8th December 2012 to 19th December 2012. Out of 343 blogs, data for 20 blogs was not collected due to the following reasons:

- o 8 blogs - officially closed with URL given away
- o 5 blogs - no post over a year
- o 3 blogs - sites inaccessible
- o 3 blogs - did not generate link count data
- o 1 blog - live journal- no link data

Links are given to other related content, articles published, videos, slide share presentations, older content from the same blog, for conference alerts, and many other reasons. Links are also used by the bloggers to attract traffic to the blog.

Thus the links of 323 blogs were counted. The counting of links was done with the help of a free program 'Link Counter' of Submit Express (http://linkcounter.submitexpress.com/), a Search Engine Optimization program. This program was used to count the number of links present on each blog. This program displays links as Total Number of links, Internal Links, Out-Going links and No-follows.

Internal Links are defined as, "An internal link is a hyperlink that is a reference or navigation element in a document to another section of the same document or to another document that may be on or part of the same website or domain of the internet". (Wikipedia, 2013)

Out-Going Links or External Links are defined as, "An external link is a link that points at an external domain" (Moz, 2013) and No–Follows are links which are not followed by the search engines. The anchor text displayed in the screenshot shown below is the visible, clickable text in a hyperlink. This hyperlinking anchor text can be an image or a text.

For example, for the blog *A Library Writer's Blog* (http://librarywriting.blogspot.in/) the program 'Link Counter' of Submit Express displayed the following result.

Total Links: 256
Internal Links: 149
Out-Going Links: 107
No-Follows: 0

Internal Links (149)

	URL	Anchor Text	Anchor Type	No-Follow
	http://librarywriting.blogspot.in/2013/05/cfp-16th-distan	CFP: 16th Distance Library Servic	text	
	http://librarywriting.blogspot.in/2013/05/cfp-16th-distan	10:52 AM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-essays-on-ls	CFP: Essays on lack or loss of em	text	
	http://librarywriting.blogspot.in/2013/04/cfp-essays-on-ls	8:56 PM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-ascla-ican-i	CFP: ASCLA ICAN (InterLibrary C	text	
	http://librarywriting.blogspot.in/2013/04/cfp-ascla-ican-i	3:29 PM	text	
	http://librarywriting.blogspot.in/2013/04/call-for-propos	Call for proposals: programs, prec	text	
	http://librarywriting.blogspot.in/2013/04/call-for-propos	8:51 AM	text	
	http://librarywriting.blogspot.in/2013/04/call-for-submis	Call for Submissions and Nomina	text	
	http://librarywriting.blogspot.in/2013/04/call-for-submis	7:04 PM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-catholic-lib	CFP: Catholic Library World	text	
	http://librarywriting.blogspot.in/2013/04/cfp-catholic-lib	6:50 PM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-building-te:	CFP: Building a Teaching Comm	text	
	http://librarywriting.blogspot.in/2013/04/cfp-building-te:	7:49 AM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-access-201:	CFP: Access 2013 (St. John's Nev	text	
	http://librarywriting.blogspot.in/2013/04/cfp-access-201:	8:04 AM	text	
	http://librarywriting.blogspot.in/2013/04/call-for-panelis	Call for Panelists	text	
	http://librarywriting.blogspot.in/2013/04/call-for-panelis	1:33 PM	text	
	http://librarywriting.blogspot.in/2013/04/cfp-2013-charle	CFP: 2013 Charleston Conferenc	text	
	http://librarywriting.blogspot.in/2013/04/cfp-2013-charle	10:30 AM	text	
	http://librarywriting.blogspot.in/2013/04/call-for-contribu	Call for contributions to column i	text	
	http://librarywriting.blogspot.in/2013/04/call-for-contribu	9:10 AM	text	
	http://librarywriting.blogspot.in/search?updated-max=2:	Older Posts	text	

Links were counted for each of 323 blogs and subsequently for each broad subject category. The top ten blogs shown in Table 5.12 with the highest number of links are as follows:

Table 5.12: Blogs with the Highest Number of Total Links

Sr. No.	Blog	No. of Links	Subject Category
1	Walt at Random	1902	Multi- topical
2	Bad Librarianship Now!	1664	Collection Development
3	Becky's Book Reviews	1355	Collection Development
4	The Goddess of YA Literature	1337	Collection Development
5	The Rabid Librarian's Ravings in the Wind	1228	Multi- topical
6	Library Chronicles	1148	Multi- topical
7	Library History Buff Blog	1127	Libraries
8	UK Web Focus	994	Emerging Technologies
9	Out of the Jungle	914	Libraries
10	Books & other thoughts	807	Collection Development

Of the eleven broad subject categories, from each subject category the top five blogs with the highest number of links are shown as under:

Collection Development

Blog URL	Total No. of Links
http://www.badlibrarianship.com/	1664
http://blbooks.blogspot.in/index.html	1355
http://professornana.livejournal.com/	1337
http://www.booksandotherthoughts.com/	807
http://www.bluestalking.typepad.com/	753

Emerging Technologies

Blog URL	Total No. of Links
http://ukwebfocus.wordpress.com	994
http://www.bohyunkim.net/blog/	414
http://knowbodies.blogspot.com/	410
http://ianmclean.edublogs.org/	399
http://www.davidleeking.com	367

Ethics

Blog URL	Total No. of Links
http://usrlib.info/	169
http://michaelzimmer.org/	164

Information Science

Blog URL	Total No. of Links
http://ninfield.wordpress.com/	327
http://freegovinfo.info/blog	254
http://gothos.info/	214
http://www.informationoverlord.co.uk	180
http://steampunklib.typepad.com/blog/	127

Knowledge Organization & Processing

Blog URL	Total No. of Links
http://catalogablog.blogspot.com	640
http://ddc.typepad.com/025431/	495
http://www.catalogingfutures.com/	374
http://laureltarulli.wordpress.com/	257
http://annewelsh.wordpress.com/	212

Libraries

Blog URL	Total No. of Links
http://libraryhistorybuff.blogspot.com/	1127
http://outofthejungle.blogspot.com	914
http://tinytipsforlibraryfun.blogspot.com/	599
http://laikaspoetnik.wordpress.com/	490
http://www.slaw.ca	390

Library Management

Blog URL	Total No. of Links
http://chaucer.umuc.edu/blogcip/collectanea/	406
http://alalearning.org/blog	340
http://themwordblog.blogspot.com/	334
http://librarygrants.blogspot.com/	325
http://kmlisc.blogspot.com/	316

LIS Study & Research

Blog URL	Total No. of Links
http://mchabib.com/	600
http://librarywriting.blogspot.com	342
http://diligentroom.wordpress.com/	267
http://hangingtogether.org	203
http://centeredlibrarian.blogspot.com	200

Multi-topical

Blog URL	Total No. of Links
http://walt.lishost.org/	1902
http://rabid-librarian.blogspot.com	1228
http://librarychronicles.blogspot.com/	1148
http://ramblinglibrarian.blogspot.com	551
http://libraryjuicepress.com/blog	537

Preservation

Blog URL	Total No. of Links
http://www.powerhousemuseum.com/dmsblog/	283
http://museumtwo.blogspot.com/	282
http://frontierlibrarian.blogspot.com/	279
http://futureofmuseums.blogspot.com/	276
http://niurarebooks.wordpress.com/	171

Services

Blog URL	Total No. of Links
http://libeducation.blogspot.com	804
http://information-literacy.blogspot.com	651
http://infomational.wordpress.com/	421
http://strangelibrarian.org/	416
http://connectinglibrarian.com/	402

Table 5.13 displays the blogs with the highest number of links in each broad subject category arranged in an ascending order.

Table 5.13: Blogs with Highest Number of Links in each Broad Subject Category

Subject Category	Blog Name	Total No. of Links
Multi-topical	Walt at Random	1902
Collection Development	Bad Librarianship Now!	1664
Libraries	Library History Buff Blog	1127
Emerging Technologies	UK Web Focus	994
Services	User Education Resources for Librarians	804
Knowledge Organization & Processing	Catalogablog	640
LIS Study & Research	Nudging Serendipity	600
Library Management	©ollectanea	406
Information Science	In through the outfield	327
Preservation	fresh + new(er)	283
Ethics	USR-Lib	169

In this group the blog with the highest number of links 1902 is *Walt at Random* followed by *Bad Librarianship Now!*, *Library History Buff Blog*, and *UK Web Focus*. The blog with the least number of links is *USR-Lib* with 169 links. A detailed breakup of the type of links for the above blogs of each broad subject category is shown as under in Table 5.14.

Table 5.14: Link Count Statistics for Each Broad Subject Category

Subject Category	Total No. of Blogs	Blog Name With Highest No. Of Links	Blog URL With Highest No. Of Links	Total Links	Internal Links	External Links	No-follows
Collection Development	64 (4closed)	Bad Librarianship Now!	http://www.badlibrarianship.com/	1664	1372	292	0
Emerging Technologies	75 (3 closed)	UK Web Focus	http://ukwebfocus.wordpress.com	994	283	711	0
Ethics	2	USR-Lib	http://usrlib.info/	169	151	18	0
Information Science	7	In through the outfield	http://ninfield.wordpress.com/	327	270	57	100
Knowledge Organization & Processing	11 (1 closed)	Catalogablog	http://catalogablog.blogspot.com	640	608	32	0
Libraries	50 (3 closed & 1 live journal))	Library History Buff Blog	http://libraryhistorybuff.blogspot.com/	1127	1030	97	0
Library Management	27	@ollectanea	http://chaucer.umuc.edu/blogcip/collect anea/	406	353	53	0
LIS Study & Research	12 (2 closed)	Nudging Serendipity	http://mchabib.com/	600	145	455	72
Multi topical	60 (5 closed)	Walt at Random	http://walt.lishost.org/	1902	1830	72	0
Preservation	8	fresh + new(er)	http://www.freshandnew.org/	283	204	79	0
Services	27 (1 closed)	User Education Resources for Librarians	http://libeducation.blogspot.com	804	329	475	0

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The blog with the highest number of internal links is *Walt at Random* and the blog with the highest number of external links is *UK Web Focus*.

A closer analysis of the number of links in a blog shows that the blogs fall within a range of 1-2000 links. This link range was divided into a gap of every 200 links per blog giving ten (10) divisions. Table 5.15 shows the breakup of blogs on the basis of the total number of blogs with links in different ranges across each broad subject category.

Maximum numbers of blogs, 167 blogs have links within the first range which is 1-200 followed by 121 blogs in the second range 201-400. No blogs have links between the ranges 1401-1600. The blog, *Walt at Random* has links within the highest range 1801-2000. The second highest range 1601-1800 has one blog- *Bad Librarianship Now!*

Table 5.15: Number of Blogs with Total Links across Broad Subject Categories

Subject	0-200	201-400	401-600	601-800	801-1000	1001-1200	1201-1400	1401-1600	1601-1800	1801-2000
Collection Development	18	28	4	5	1	-	2	-	1	-
Emerging Technologies	43	25	2	-	1	-	-	-	-	-
Ethics	2	-	-	-	-	-	-	-	-	-
Information Science	4	3	-	-	-	-	-	-	-	-
Knowledge Organization & Processing	5	3	1	1	-	-	-	-	-	-
Libraries	21	20	2	-	1	1	-	-	-	-
Library Management	17	9	1	-	-	-	-	-	-	-
LIS Study & Research	7	3	1	-	-	-	-	-	-	-
Multi topical	33	18	3	-	-	1	1	-	-	1
Preservation	4	4	-	-	-	-	-	-	-	-
Services	13	8	3	1	1	-	-	-	-	-
Total	167	121	17	7	4	2	3	-	1	1

5.3.1 Linking and Popularity of Blogs

PageRank (an algorithm developed by Google co-founder Larry Page), counts hyperlinks as votes for popularity. The pages that have the most links pointing at them are considered the most popular. Although this algorithm has become more complex today, it still includes the concept of counting external links as votes.
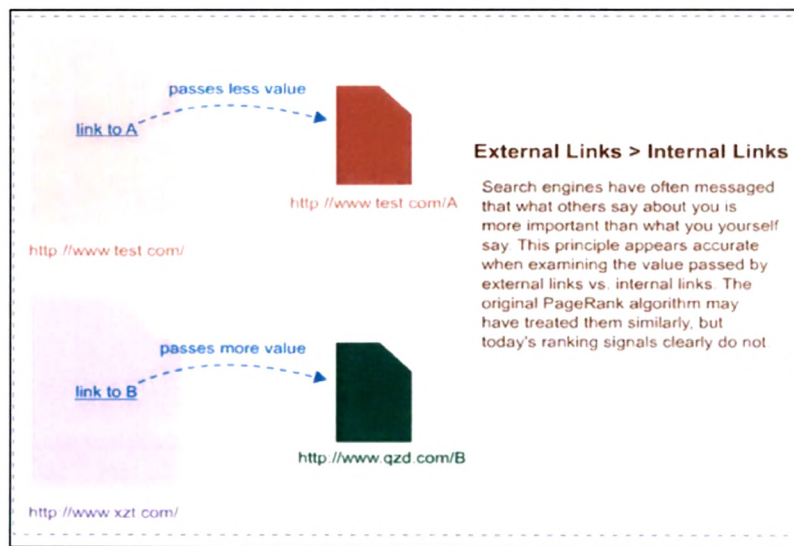

Image Source: http://moz.com/learn/seo/internal-link (Retrieved June 3, 2013)

With the above in mind the researcher studied the top ranking blogs with respect to their external and internal links. Out of the eleven broad subject categories, it was found that the top ranking blogs of the six broad subject categories, viz., Ethics, LIS Study & Research, Information Science, Library Management, Emerging Technologies, and Services with the highest number of internal links also had the highest number of external links within that broad subject category.

The top ranking blogs displayed in Table 5.16 from the other five broad subject categories, viz., Collection Development, Knowledge Organization & Processing, Libraries, Preservation and Multi- topical showed the following result.

Table 5.16: Blogs with highest number of internal vs. external links in each Broad Subject Category

Blog Name	Blog URL	Total No. of links	Internal Links	External Links	No-follows
Collection Development					
Poesy galore	http://poesygalore.blogspot.com/	182	96	86	0
Bad Librarianship Now!	http://www.badlibrarianship.com/	1664	1372	292	0
Emerging Technologies					
UK Web Focus	http://ukwebfocus.wordpress.com	994	283	711	0
Ethics					
USR-Lib	http://usrlib.info/-	169	151	18	0
Information Science					
In through the outfield	http://ninfield.wordpress.com/	327	270	57	100
Knowledge Organization & Processing					
025.431: The Dewey blog	http://ddc.typepad.com/025431/	495	233	262	0
Catalogabolog	http://catalogablog.blogspot.com	640	608	32	0
Libraries					
Laika'sMedLibLog	http://laikaspoetnik.wordpress.com/	490	215	275	32
Library History Buff Blog	http://libraryhistorybuff.blogspot.com/	1127	1030	97	0
Library Management					
The "M" Word - Marketing Libraries	http://themwordblog.blogspot.com/	334	69	269	0
LIS Study & Research					
Nudging Serendipity	http://mchabib.com/	600	145	455	72
Multi topical					
The Rabid Librarian's Ravings in the Wind	http://rabid-librarian.blogspot.com	1228	503	725	0
Walt at Random	http://walt.lishost.org/	1902	1830	72	0
Preservation					
Center for the Future of Museums	http://futureofmuseums.blogspot.com/	276	160	116	0
fresh + new(er)	http://www.freshandnew.org/	283	204	79	0
Services					
Information Literacy Weblog	http://information-literacy.blogspot.com	651	458	193	0

The highlighted blogs in Table 5.16, *Bad Librarianship Now!, Catalogablog, Library History Buff Blog, fresh + new and Walt at Random* have less number of external links. The high number of total links achieved by these blogs is due to the high number of internal links. On the other hand there are bloggers whose blog posts consist of selected external links to related content without adding any other content. Therefore their contribution lies in the selection of links which have been hyperlinked on their own blogs.

It was believed that the total number of links present on a blog may depend on the age of the blog. Table 5.17 shows the top ranking blogs with their corresponding age.

Table 5.17: Top Ranking Blogs and Longevity

Subject	Blog Name	Highest number of links	Age of the blog (as on June 2013)
Collection Development	Bad Librarianship Now!	1664	8 +- began September 2004
Emerging Technologies	UK Web Focus	994	6+ -began November, 2006
Ethics	USR-Lib	169	3+ - began February 2010
Information Science	In through the outfield	327	6+ - began January 2007
Knowledge Organization & Processing	Catalogablog	640	10+ - began 2002
Libraries	Library History Buff Blog	1127	4+ - began November 2008
Library Management	©ollectanea	406	6+ - began January 2007
LIS Study & Research	Nudging Serendipity	600	7+ - began October 2005
Multi-topical	Walt at Random	1902	8+ - began April 2005
Preservation	fresh + new(er)	283	8+ - began May 2005
Services	User Education Resources for Librarians	804	9+ - began November 2003

As can be seen from the above table, the oldest blog in this group is *Catalogablog* at 10 years; but it does not fall into the top three blogs that have more than thousand links. This is followed by *User Education Resources for Librarians* at 9 years with 804 links and *Walt at Random* with 1902 links and *Bad Librarianship Now!* at 8 years with 1664 links respectively. These bloggers who author the oldest blogs on the LIS blogosphere are now linking to and using other forms of social media such as Twitter, Facebook, Pinterest, etc. to add to their content.

5.4 Major Interpretations

- The statistics regarding the broad subject categorization of LIS blogs yielded fifty four (54) specific subject categories and eleven (11) broad subject categories. Efforts were made to place each blog into a mutually exclusive category based on the analysis of the 'about' section of each blog and in cases where such an explanation was not available the tags given by the blogger with maximum number of posts were considered to be the core subject area of interest to the blogger.

- It seems the basic interest of bloggers is to discuss the emerging technologies (22%) or discuss the collection development aspects (19%) like review of books, open access, e-books, etc. The broad subject category Libraries has 15% blogs, and Multi-topical has 17% blogs. It is unfortunate that ethical aspect forms only 1% of LIS blogs, which is so vital for a clean and robust librarianship; preservation aspect (2%) which is imperative in the digital context; LIS study & research (3%) which is the basis of growth for a subject; service aspect (8%) which is the basic aim of modern librarianship; library management (8%) which is needed for smooth functioning of a

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library, receive unreasonably low attention among bloggers. The study of information science (2%) and knowledge organization & processing (3%), fundamental requirements to the study of library and information science also show less representation on the LIS blogosphere.

- Over a period of time a bloggers specialization in a particular subject either changes or remains the same and the blog becomes a reflection of the changes in the subject area. Each blog thus becomes a testament to the changes the subject has undergone or the change in the blogger's interest, format, and name as archived on the blog. Hence the age of each blog was calculated by going to the archives of the blog or the first post of the blog where the archive was not available. For example, the blog, *The Shifted Librarian* has gone through changes in the nomenclature in its earlier form and as of May 2011 shows tweets as the new medium of social media communication adopted by the blogger.

- It is interesting to note that although only 3% blogs are on LIS study & research but one blogger is blogging on this subject since last 16 years which happens to be the longest survival age of the blogs under study. There is only one more blog from the largest subject category, i.e., 'Emerging technologies' which is 16 years old. There are only 6 blogs that are over 10 years old in this subject category. In other words, 8% blogs in both the subject categories are over 10 years old, although one covers 22 % of the total number of blogs and the other a meagre 3%.

- Bloggers it seems like to go solo. Women are blogging more than men if one goes by the statistics of oldest blogs in LIS blogosphere. Fifty- six percent (56%) of the oldest blogs are being written by women and 44% are written by men.

- Blog content comprises of various types of content on its site – hyperlinks or links being one of them. They indicate the effort the blogger has taken in bringing to the notice of the reader content relevant to the subject in discussion or attempts made to validate what the blogger is trying to say.

- The links counted revealed the presence of a high number of total links which was a combination of internal links and external links. Blogs with high number of external links may also be good sources of focused, up- to-date and relevant information in a specific subject area. The top ten blog with the highest number of links have been listed in Table 5.12. The blog Walt at Random a blog from the subject category Multi-topical ranked highest with 1902 links. In the top ten blogs, four blogs were from the subject category Collection Development, three blogs from Multi-topical, two from Libraries and one blog from the subject Emerging Technologies.

- Links are of three types - internal links, external links and no-follows. Out of the 11 broad subject categories, it was found that the top ranking blogs of the 6 categories, viz., Ethics, LIS Study & Research, Information Science, Library Management, Emerging Technologies, and Services with the highest number of internal links also had the highest number of external links within that broad subject category. Out of the 20 oldest blogs, only two blogs emerged with highest number of links in their subject categories.

- The age of blogs with high number of total links revealed that the number of links present is not proportional to the age of the blog. Although one expects the number of links present on a blog to be dependent on the age of the blog, which it does to a certain extent but interestingly, the longest surviving blogs did not happen to be the blogs with highest number of links. Out of the 20 oldest blogs, only two blogs emerged with highest number of links in their subject categories. It means age is not the single most factor for a blog to have more links. It also means that giving links is more of a recent phenomenon in blogging.

- It is important for high ranking bloggers to encourage users to stay connected and share their blog content. Therefore, bloggers are using and encouraging the use of various Web 2.0 tools like RSS feeds, E-mails and Twitter. Sixteen of the oldest blogs (80%) facilitated subscription to their content through RSS feeds. Eleven blogs (55%) facilitate access to their blog content through E-mail followed by Twitter being used by 10 blogs.

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