

CHAPTER 6

IDENTIFICATION OF SUBJECT TRENDS IN LIS BLOGS

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The inherent characteristics of the blog format to post updated information in a reverse chronological order helps in representing and recording the development of new trends over a period of time. Stephens (2007) had raised a few questions in the areas for possible future research such as: “How does commenting within librarian’s blogs promote discussion and feedback? Which topics elicit the most comments or the most trackbacks? (p.110)”. The current study has incorporated the above questions raised by Stephens as objectives 3 & 4 of the study, the results of which are stated in this chapter.

The noun ‘Trend’ is defined by The Free Dictionary as, “The general direction in which something tends to move” (2013) or “a general direction in which something is developing or changing” (Google, 2013). Subject trends developing on the LIS blogosphere can be studied by observing a particular trend emerging and its momentum being gained through comments and discussions. An execution of this objective helps in determining the role of blogs in promoting new subject trends. This research attempts to accomplish this objective and the results are recorded in the present chapter. Firstly, the selected blogs, their activity and the quantum of data studied are presented. Secondly, a quantitative analysis is made of Blog Posts, Comments & Responses and Links. Thirdly, findings and interpretations of the data analyzed to arrive at the subject trends are discussed. Lastly the major subject trends in LIS blogs are summarized for better comprehension.

All blogs that have ranked highest in the link counting in each broad subject category, which were analyzed in the previous chapter, formed the sample in this objective. The highest number of links included the total of external and internal links generated by the program Link Counter of Submit Express. Thus eleven blogs from eleven broad subject categories were content analyzed.

The content of each blog over a period of six months was analyzed from the period October 2012 to March 2013. Blogs which show no posts at all during this period were not included in the study. In such cases the second highest blog from the link counting study was taken. For blogs that did not show activity for two months the remaining four months were content analyzed for the same period. Blogs which did not show activity for more than two months were excluded from selection and the next blog from the list was chosen. The unit of study for this objective was the blog post, comments & responses and links given within the post.

6.1 The Selected Blogs

The selection criteria of the blogs for this study were twofold: Firstly, the blog ranking highest in the total number of links and secondly as stated earlier the blog content for the six month period starting from October 2012 to March 2013 would be studied. In the broad subject category Ethics the top ranking blog *USR-Lib* did not have posts after August 2012 and hence the next blog in the category *Michael Zimmer* was selected. In the subject category Library Management the blog *Collectanea* had no posts after January 2012, and the next blog on the list *ALA learning* had no posts after February 2012, subsequently the blog *The 'M' Word - Marketing Libraries* was selected for the study. Similarly for the broad subject category Services the top ranking blog *User Education Resources for Librarians* had

no posts after October 2012, therefore the second blog on the list *Information Literacy Weblog* was selected.

In the broad subject category Collection Development out of a total of 63 blogs, there are 48 blogs dedicated to Book Reviews of different genres. The researcher decided to omit the book review blogs from consideration from the current study where subject trends were being studied as these blogs were focusing on reviews of books (on subjects other than LIS Subjects) and would not offer a glimpse into the various subject trends within the discipline of Library and Information Science. Within the remaining 15 blogs from Collection Development, the blog with maximum number of links and active blogging during the months of study, i.e., October 2012 to March 2013 was to be taken as the sample. The blog with the maximum number of links in this category was *The Exile Bibliophile*, which had no posts after December 2012. The next blog selected on the list was *Nothing but Net* which had no posts for three months within the six month study period. Hence it had to be excluded from the study. The blog *The Imaginary Journal of Poetic Economics* was subsequently selected which happened to be next in the rank count. The blogs selected thus for identifying the subject trends are shown in Table 6.1 arranged in an alphabetical order.

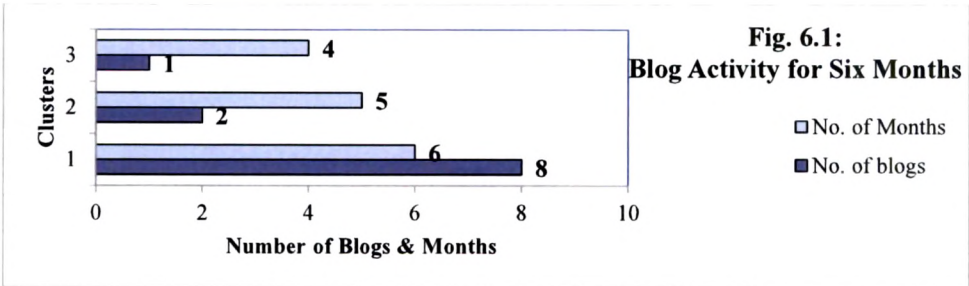
Table 6.1 The Selected Blogs

Sr. No.	Subject Category	Blog Name & URL
1	Collection Development	The Imaginary Journal of Poetic Economics http://poeticeconomics.blogspot.in/
2	Ethics	Michael Zimmer http://michaelzimmer.org/
3	Emerging Technologies	UK Web Focus http://ukwebfocus.wordpress.com/
4	Information Science	In through the Outfield http://www.inoutfield.com/
5	Knowledge Organization & Processing	Catalogablog http://catalogablog.blogspot.in/
6	Libraries	The Library History Buff Blog http://libraryhistorybuff.blogspot.in/

7	Library Management	The 'M' Word - Marketing Libraries http://themwordblog.blogspot.com/
8	LIS Study & Research	Michael Habib http://mchabib.com/about/
9	Multi-topical	Walt at Random http://walt.lishost.org/
10	Preservation	Fresh + New http://www.freshandnew.org/
11	Services	Information Literacy Weblog http://information-literacy.blogspot.com

6.1.1 Blog Activity

Figure 6.1 shows the blogs with their respective period of activity during the six month period of October 2012 to March 2013. The purpose behind selecting these months was the recency of the posts as data collection was started in March 2013. This data was categorized into three clusters. Blogs with posts in all the six months of the study period were placed in Cluster 1. Blogs with posts in five months were placed in Cluster 2 and blogs with posts in four months were placed in Cluster 3. Blogs where no posts were written for more than two months were excluded from the study and the next blog from the link count study was selected.



Of the eleven blogs eight blogs (73%) had posts for all the six months whereas, two blogs (18) had posts for five months and one (9%) blog had posts for four months. Table 6.2 displays the total number of entries (as explained below) within the respective blogging months arranged in the descending order of total number of entries.

Table 6.2 Total Number of Entries for each Blog

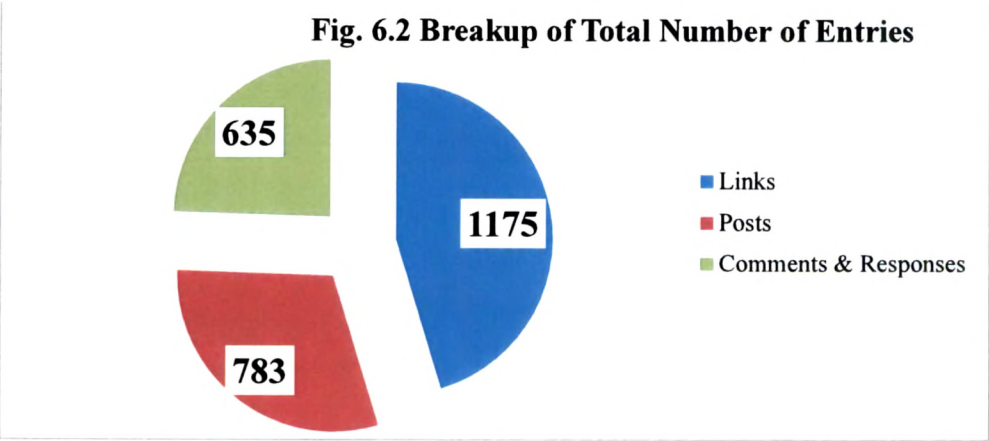
Subject Category	BLOG	No. of Months	Total No. Of entries
Emerging Technologies	UK Web Focus	6	478
Services	Information Literacy Weblog	6	357
LIS Study & Research	Michael Habib	6	320
Knowledge Organization & Processing	Catalogablog	6	245
Multi-topical	Walt at Random	6	219
Library Management	The 'M' Word-Marketing Libraries	6	186
Collection Development	The Imaginary Journal of Poetic Economics	6	184
Information Science	In through the Outfield	6	176
Preservation	Fresh + New	4	174
Libraries	Library History Buff Blog	5	152
Ethics	Michael Zimmer	5	102

6.1.2 Sample Data Analyzed

The posts, links, comments & responses from the above listed blogs were studied. A total of 2593 entries were analyzed. Each entry comprises of the following:

Entries= No. of Posts + No. of Comments & No. of Blogger’s Reponses + No. of links visited

Figure 6.2 is a representation of total entries analyzed, comprising of 783 posts, 635 comments and responses and 1175 links.



The posts were studied with respect to their subject content along with the tags given by the blogger to derive their subject trends. The first level hyperlinks were studied by the researcher to study their relevance to the subject trend. The comments and responses in conjunction were taken to understand their contribution to the development and promotion of the subject trend. Out of 2593 entries, on an average the blog content comprises of 30% blog posts, 25% responses and comments, and 45 % of links. Links form a vast majority of the content.

The blog *Information Literacy Weblog* from the broad subject category Services has the highest number of posts and links and surprisingly no comments and responses. In contrast the blog *Fresh + New* with only five posts over a period of four months has generated 143 comments and responses. The blog *UK Web Focus* has generated the highest number of comments and responses (234) for 58 posts over a period of six months averaging 39 comments and responses and 31 links per month. The blog *Michael Habib* had closed the comments and access to older comments was not available.

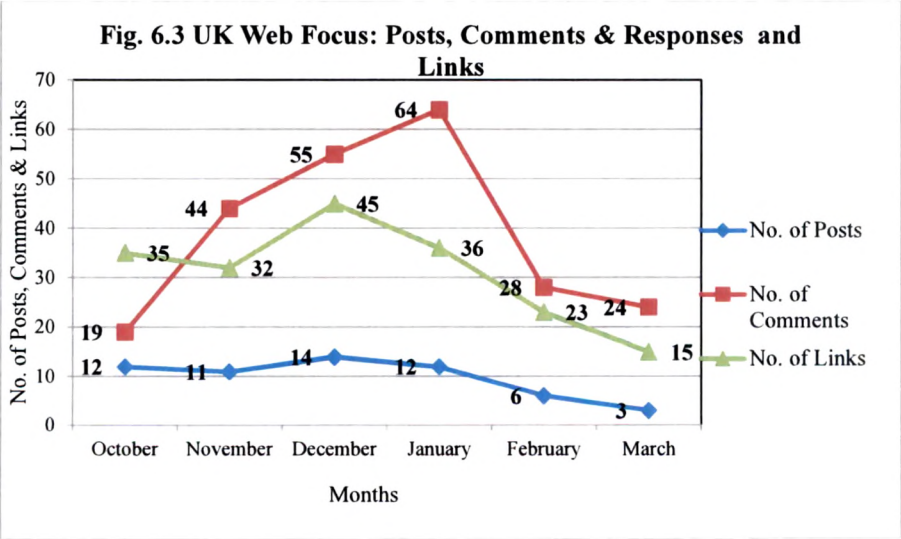
6.2 Selected Blogs Profile: Quantitative Analysis of Blog Content

A brief profile analysis of the blogs along with a study of blog content in terms of blog posts, comments & responses and links is presented below in the order of the blog with the maximum number of entries representing each broad subject category. The comments consisted of comments, tweets, re-tweets (RT), pingbacks, facebook likes, shares, likes, Mentions, etc. and many other social media tools.

Emerging Technologies - UK Web Focus

<http://ukwebfocus.wordpress.com/>

- The blog is authored by Brian Kelly associated with the JISC funded Innovation Support Centre at UKOLN based at the University of Bath, UK .
- This blog was launched on 1st November 2006 and has completed seven years in 2013.
- A total of 478 entries comprising of 58 posts, 234 comments and responses and 186 links were studied for this blog.
- The blog averages monthly 9.67 posts, 39 comments and responses and 31 links.
- This blog is a very good example of reader participation with a very high response rate for each post written.
- The blog clearly states the blogs policies as a separate statement.
- Figure 6.3 shows the monthly breakup of posts, comments and responses and links analyzed for the blog.



- An interesting attempt has been made by the blogger in aggregating the discussions generated from a blog post, with interactions through twitter and preserving the comments on twitter as well as post, cited below:

The recent post on *Embedded Metadata in PDFs Hosted in Institutional Repositories: An Inside-Out & Outside-In View* generated a fair amount of discussion, with ~17 comments on the post itself but perhaps more significantly, a more interactive discussion on Twitter, with relevant contributions being made other Twitter users sharing links to the posts to their communities. Whilst some people may still feel that discussions should take place on one centralised system (e.g., a mailing list) in reality this is an unrealistic expectation. In the real world discussions based on ideas which may have originated online will be dispersed across office and common rooms in institutions around the world, to say nothing of other discussions which may take place in pubs and coffee rooms as well as whilst travelling. Conversations about interesting ideas will be distributed; we have to accept that. **However it can be helpful to aggregate valuable comments which may be fragmented across a variety of communication channels. Since I felt that the Twitter discussions about the post were particularly interesting I have created a Storify summary entitled The Quality of Embedded Metadata in PDFs (Jan 2013). Note that this complements the Topsy summary which gives the tweets which contains links to the blog post.** (Kelly, Brian, 2013)

- The blogger has archived the summary of the whole discussion from the blog and charted its progress henceforth on Storify (Storify is a service that curates the most important voices on social media and turns them into stories).

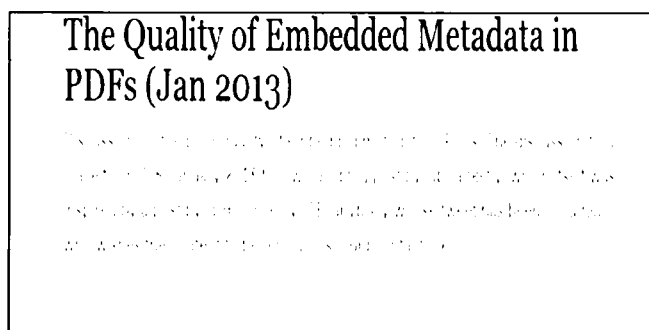


Image Source: <http://storify.com/briankelly/the-quality-of-embedded-metadata-in-pdfs-jan-2013>

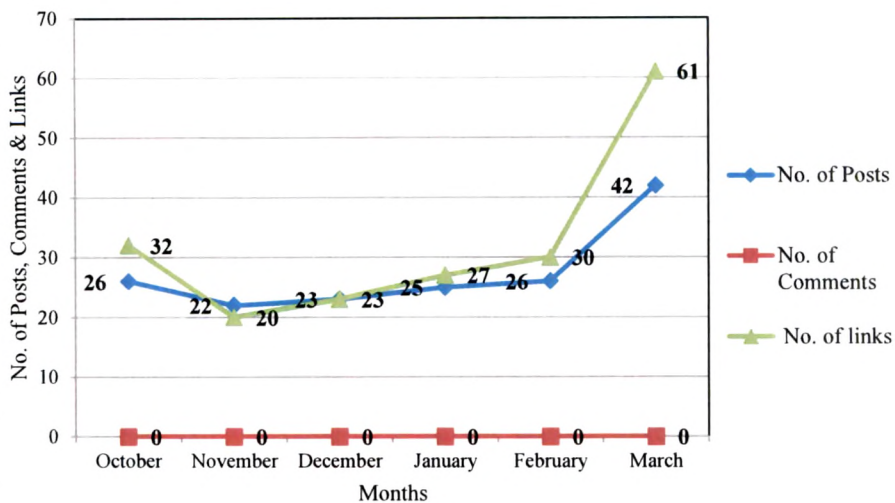
- The blogger provides links to 'Topsy' to view the twitter conversation for each post.
- Efforts to curate blog or social media content are also displayed on this blog through the above example.
- The blog has many examples of a continuing discussion on a recurring term including guest posts.

Services - Information Literacy Weblog

<http://information-literacy.blogspot.com>

- The blogger Sheila Webber is a faculty member in the Information School, University of Sheffield, UK and Director of the Centre for Information Literacy Research.
- The blog was started in 2005.
- A total of 357 entries comprising of 164 posts and 193 links were analyzed for this blog.
- The blog averages monthly 27.33 posts, and 32.17 links.
- The blog has no comments.
- Many posts are accompanied by a photo taken by the blogger personally.
- The blog has been viewed half a million times according to the following post: "The blogger page view counter on the home page has just clocked up 500,000 page views for this blog as on Wednesday, February 13, 2013".
- Information Literacy events and information from around the world (Africa, Europe, Czech Republic, Germany, UK, Canada, India, China, United States of America etc.) are shared.
- Figure 6.4 shows the monthly content of posts, comments and responses and links analyzed for the blog.

Fig. 6.4 Information Literacy Weblog: Posts, Comments & Responses and Links



LIS Study & Research - Nudging Serendipity: Michael Habib

<http://mchabib.com/>

- The blogger Michael Habib is a Product Manager at Elsevier and a member of the Scopus team.
- The blog was started in October 2005.
- A total of 320 entries comprising of 160 posts and 160 links were analyzed for this blog.
- The blog averages monthly 26.67 posts and 26.67 links.
- The blog has closed the comments for the study period and access to older comments was not available. The researcher found no comments on posts of March 2013.
- The blog content consists of primarily only links. Links are mostly to full text articles and relevant posts.

- The blogger has multiple entries under a single post. Entries are links to content written by others, or links to presentations made by the blogger.
- The blogger gives a review of and links to tweets in each post titled as ‘Weekly Twitter Activity’ as shown in the screenshot below.

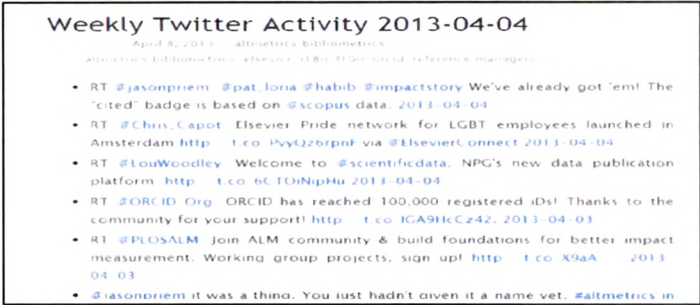
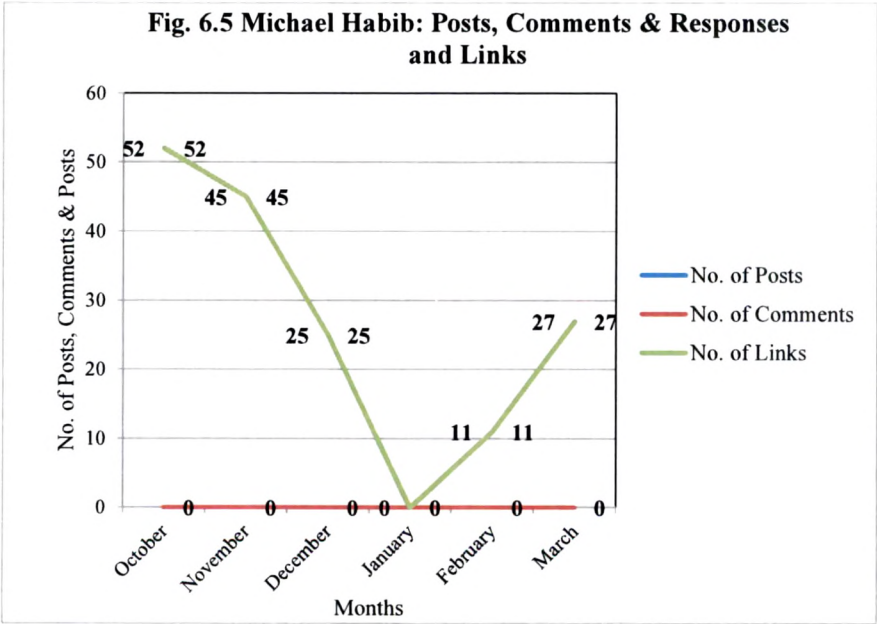


Image Source: <http://mchabib.com/page/2/>

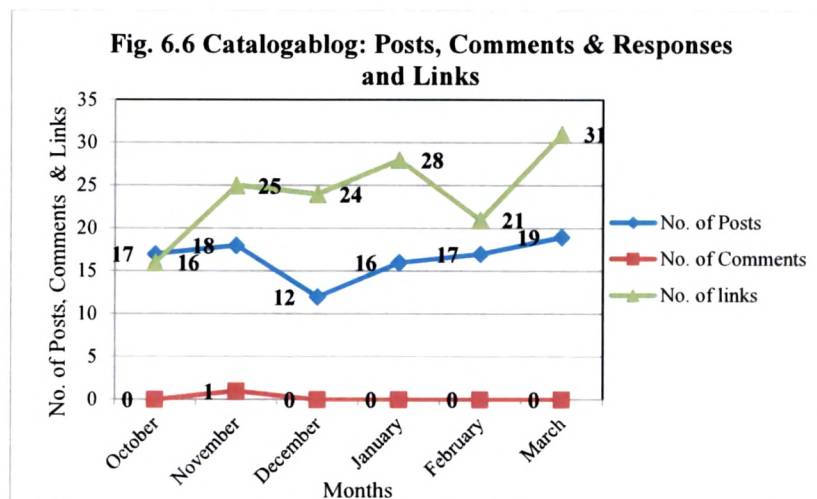
- Figure 6.5 shows the monthly content of posts, comments and responses and links analyzed for the blog. As the posts are full of links, the number of posts and links analyzed are the same.



Knowledge Organization & Processing - Catalogablog

<http://catalogablog.blogspot.in/>

- The blogger David Bigwood is a Librarian at the Lunar and Planetary Institute, USA.
- This blog has completed more than ten years.
- A total of 245 entries comprising of 99 posts, 1 comment and 145 links were analyzed.
- The blog averages monthly 16.5 posts, 0.16 comments and responses and 24.17 links.
- As stated on the blog, the blogger moderates the comments and that explains the reason for just one comment for a six month period. The blogger has assigned labels to post content.
- This blog has received only one comment in the month of December in response to a question asked by the blogger.
- Figure 6.6 shows the monthly content of posts, comments and responses and links analyzed for the blog.

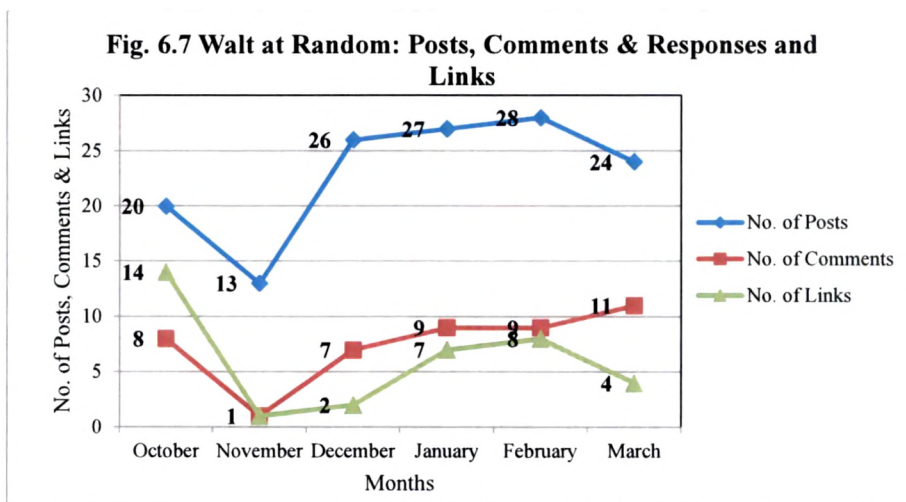


- The dominant theme of the posts is dissemination of new developments in the area of cataloging and related areas.

Multi-topical - Walt at Random

<http://walt.lishost.org/>

- The blogger Walt Crawford was a Senior Analyst for Research Libraries Group and author of 13 books and the ‘Cites and Insights’ e-zine.
- The blog began in April 2003.
- A total of 219 entries comprising of 138 posts, 45 comments and responses and 36 links were analyzed for this blog.
- The blog averages monthly 23 posts, 7.5 comments and responses and 6 links.
- Figure 6.7 shows the monthly content of posts and comments added to the blog.

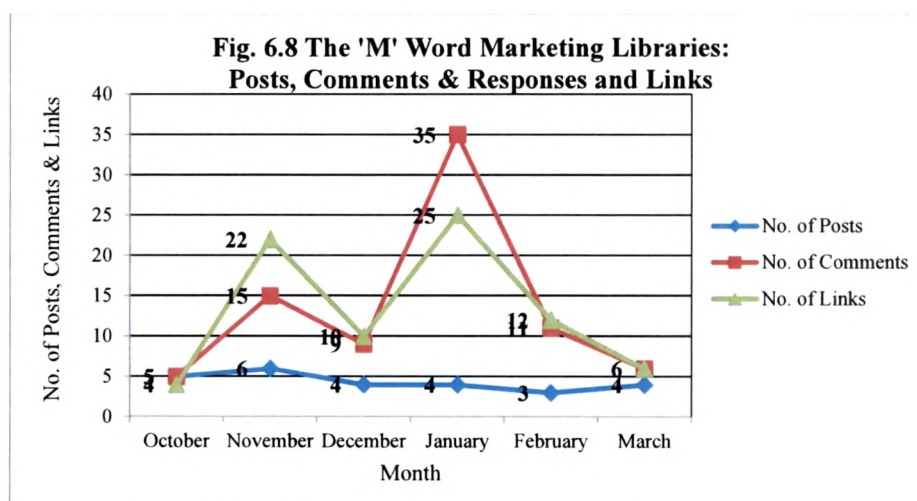


- The blogger has conducted detailed studies on the LIS Blogosphere, termed as ‘The Liblog Landscape’. The discussions and results are found on the blog.

Library Management - The 'M' Word - Marketing Libraries

<http://themwordblog.blogspot.com/>

- This blog is authored by two bloggers - Nancy Dowd & Kathy Dempsey.
- The blog was launched in April 2006 and is 7 years old as of April 2013.
- A total of 186 entries consisting of 26 posts, 81 comments and responses and 79 links were analyzed for this post.
- The blog averages monthly 4.33 posts, 13.5 comments and responses and 13.16 links.
- Figure 6.8 shows the monthly content of posts, comments and responses and links analyzed for the blog.

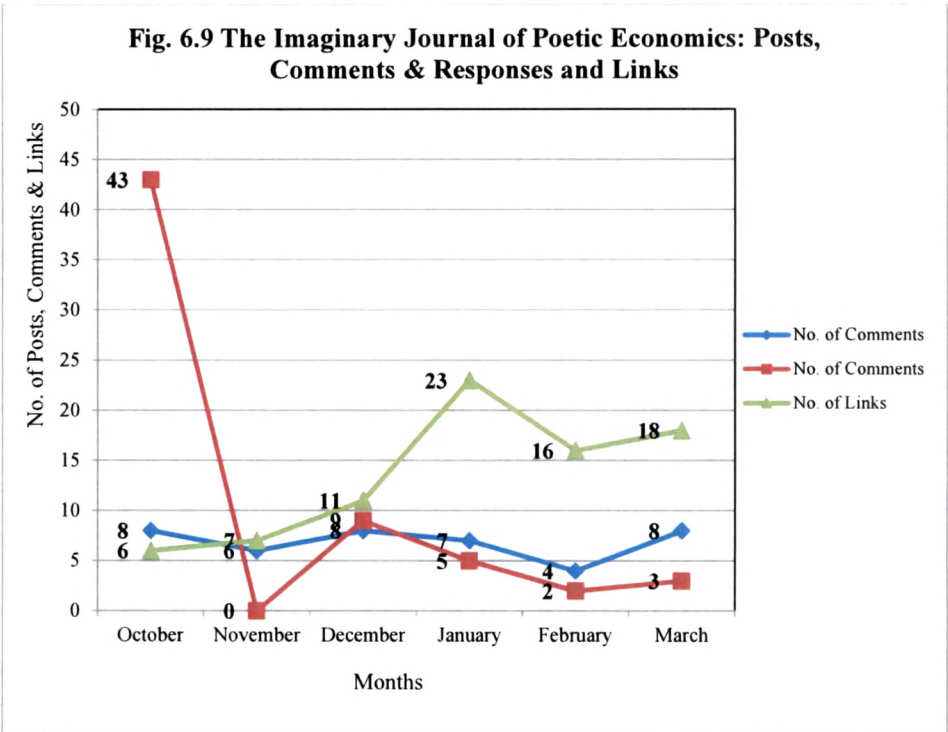


Collection Development - The Imaginary Journal of Poetic Economics

<http://poeticeconomics.blogspot.in/>

- The blogger Heather Morrison is Assistant Professor at the University of Ottawa's École des sciences de l'information / School of Information Studies.
- The blog began in the year 2005.

- Overall 184 entries were analyzed comprising of 41 posts, 62 comments and responses and 81 links.
- A monthly average of 6.83 posts, 10.3 comments and responses and 13.5 links are received by the blog.
- Figure 6.9 shows the monthly content of posts, comments and responses and links analyzed for this blog.



- The blogger has also stated that ‘...As of 2012 I find that I participate much less in listserv discussions, and am not convinced of the usefulness of discussions via blog commenting. For this reason, while commenting on IJPE is sometimes turned on, I do not encourage it’. Contrary to the blogger’s views on commenting, the blog in the last six months shows an active discussion thread in the October 2012 post carried forward on Google+. The following screenshot from the blog shows such an example:

“Why CC-BY will sometimes be a violation of research ethics: weight loss ad on bus example. This post is part of the Creative Commons and Open Access critique series. Discussion can be found on Google G+” (Morrison, October 26, 2012)

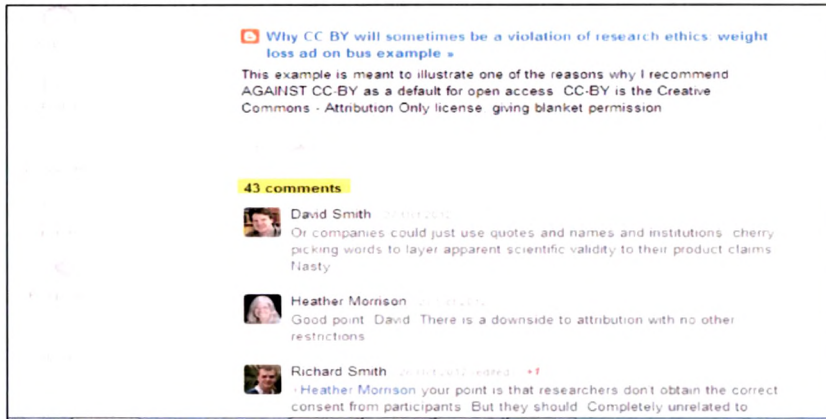
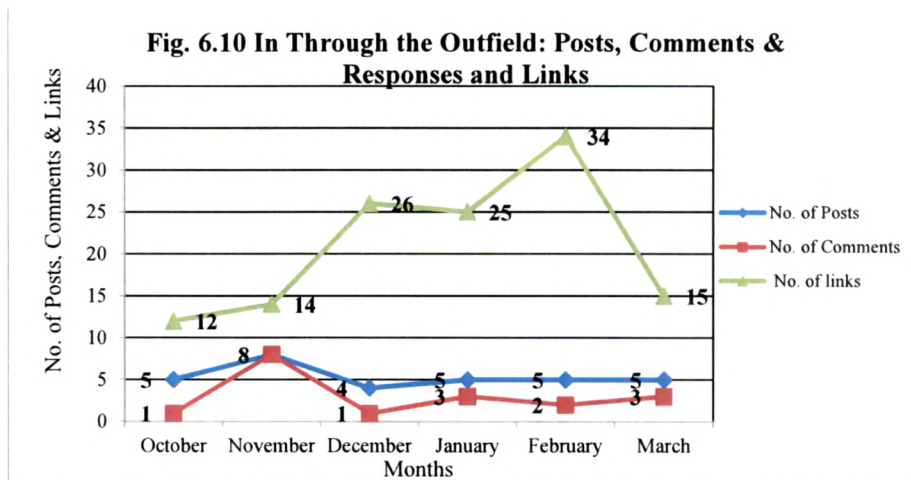


Image Source: <http://poeticeconomics.blogspot.in/>

Information Science- In through the Outfield

<http://www.inoutfield.com/>

- The blogger Neil Infield is a Manager in the British Library Business & IP Centre, UK.
- This blog was started in January 2007.
- A total of 176 entries consisting of 32 posts, 18 comments and responses and 126 links were analyzed.
- The blog averages monthly 5.33 posts, 3 comments and responses and 21 links.
- Figure 6.10 shows the monthly content of posts, comments and responses and links added to the blog.

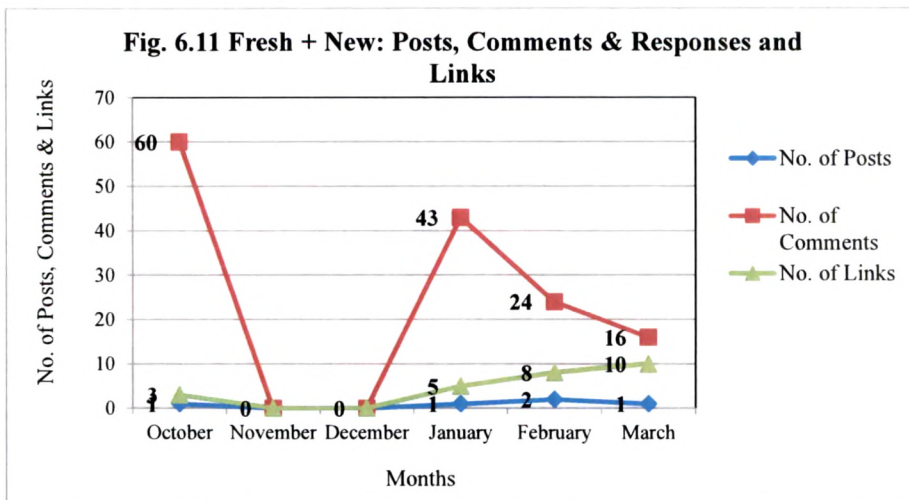


Preservation - Fresh + New

<http://www.freshandnew.org/>

- The blogger is Seb Chan, Director of Digital & Emerging Media, Smithsonian, Cooper-Hewitt, and National Design Museum in New York.
- The blogger started this blog in May 2005.
- A total of 176 entries comprising of 32 posts, 18 comments & responses and 126 links were analyzed for this blog.
- The blog averages monthly 0.83 posts, 23.83 comments and responses and 4.33 links. On twitter and facebook it was found that the discussions are shared extensively.
- The comments are lengthy and show good discussions on the topic.
- This blog has the highest number of comments for the lowest number of posts written.
- A total of five posts over a period of four months have generated the maximum number of comments, i.e., 23.83 which indicates high readership of the blog.

- Figure 6.11 shows the monthly content of posts, comments and responses and links analyzed for the blog. There were no posts in November and December 2012.

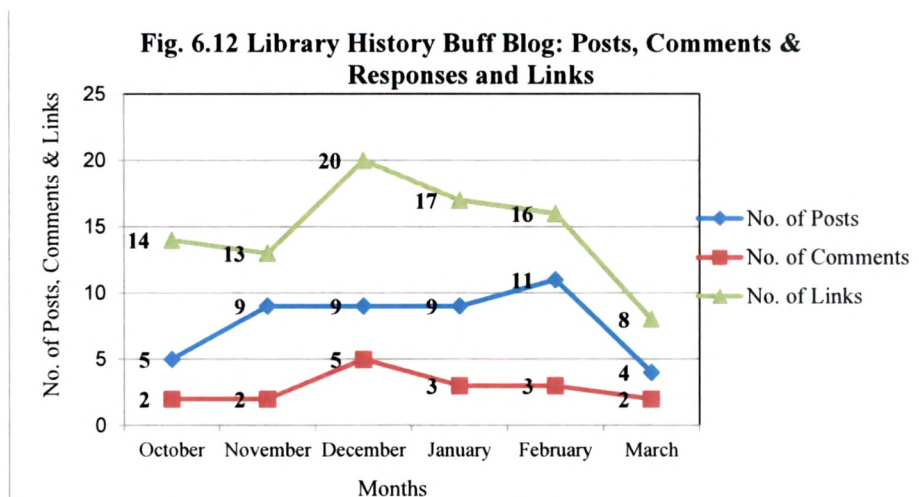


- As stated on the blog the blogger is also blogging elsewhere at Cooper-Hewitt Labs where the blogger participates in the digital projects.

Libraries- Library History Buff Blog

<http://libraryhistorybuff.blogspot.in/>

- The blogger is Larry T. Nix a retired librarian.
- This blog was started in November 2008.
- Blog content comprising of 152 entries including 47 posts, 17 comments and responses and 88 links were analyzed for this blog.
- The blog averages monthly 7.83 posts, 2.83 comments and responses and 14.67 links.
- Figure 6.12 shows the monthly content of posts, comments and responses and links analyzed for the blog.



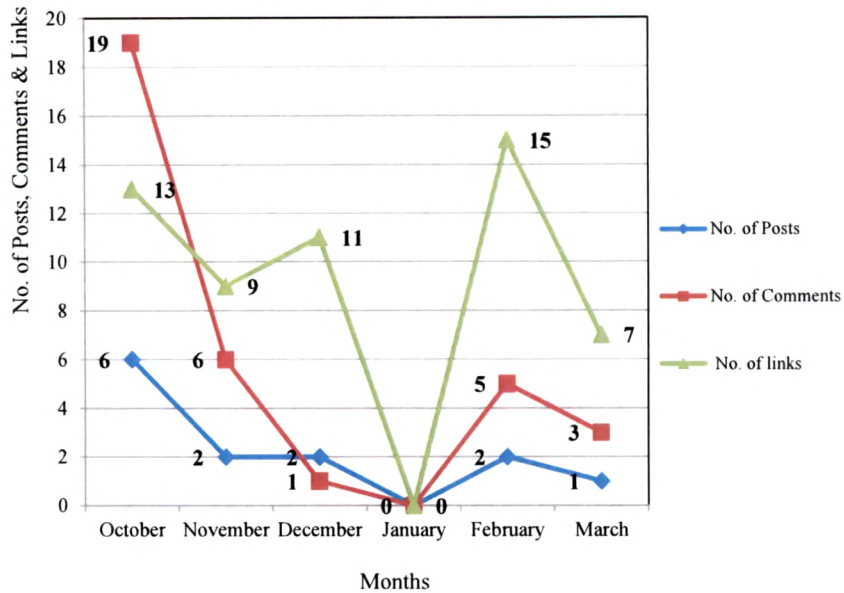
- This blog posts photographs of old library memorabilia such as postcards, stamps featuring libraries, old library buildings, catalogues, although limited to USA which the blogger has collected.

Ethics- Michael Zimmer

<http://michaelzimmer.org/>

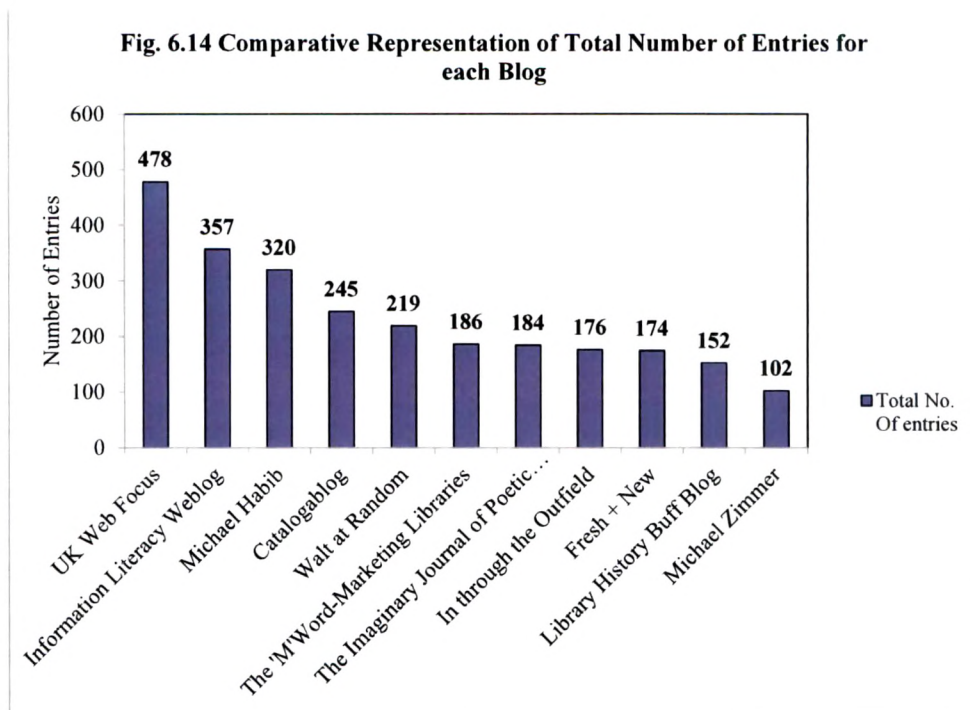
- The blogger Michael Zimmer is Assistant Professor in the School of Information Studies at the University of Wisconsin-Milwaukee, and director of the Center for Information Policy Research.
- The blog was started in January 2005.
- A total of 102 entries comprising of 13 posts, 34 comments & responses, and 55 links were analyzed.
- The blog averages monthly 2.17 posts, 5.67 comments and responses and 9.17 links.
- The blog shows a good response ratio for 13 posts spread over five months as shown in Figure 6.13. The blog has no posts for the month of January.

Fig. 6.13 Michael Zimmer: Posts, Comments & Responses and Links

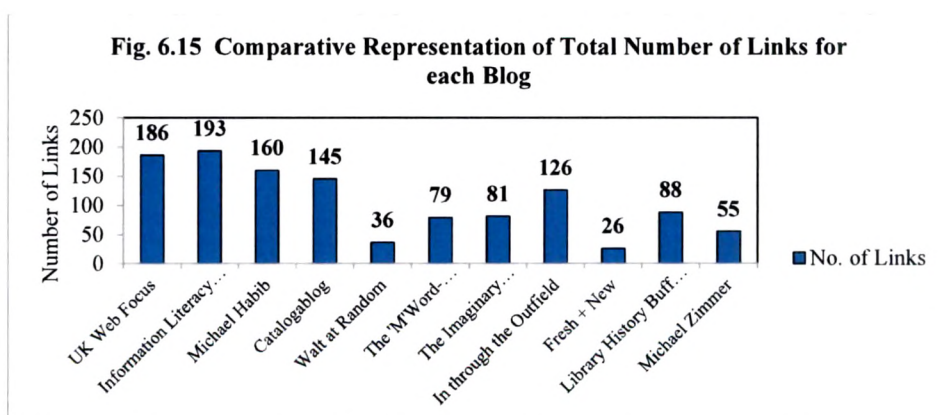


- The blogger has filed the posts with categories under ‘Posted in’ at the beginning of the post under the title and further given ‘tags’ at the end of the post. The same post is talking about more than one subject.

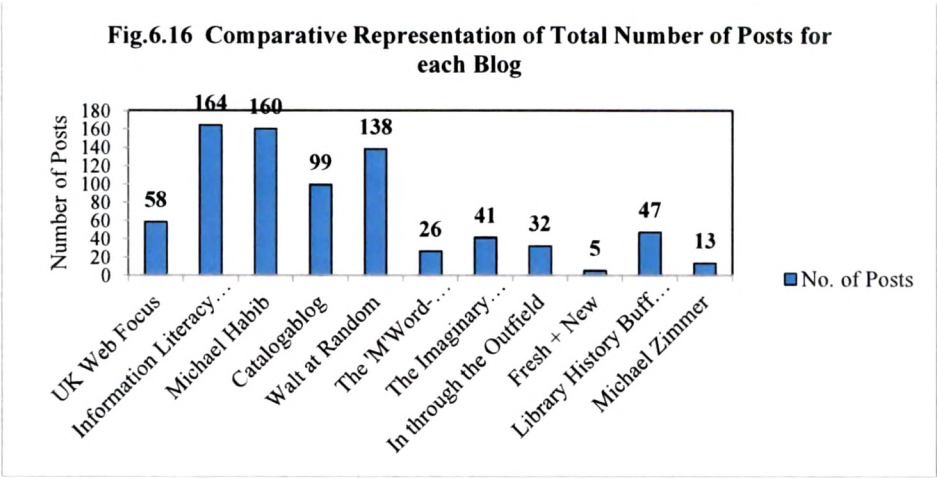
A presentation is made in Figures 6.14 through 6.18 for all the eleven blogs in terms of total number of entries studied, total number of blog posts, comments & responses and links.



As can be seen from the above figure, three blogs have more than three hundred entries over a period of six months. These are *UK Web Focus* (478) followed by the *Information Literacy Weblog* (357) and *Michael Habib* (320). As stated earlier Entries are a total of posts + comments & responses + links analyzed.



Figures 6.16 and 6.17 shows the comparative representation of numbers of links and posts analyzed for each blog.



Two of the three blogs with the highest number of entries had no comments during the study period. These blogs are *Information Literacy Weblog* and *Michael Habib*. *UK Web Focus Blog* has the highest number (234) of comments & responses. Another notable blog in this category is *Fresh + New* with 143 comments & responses generated for only five (5) posts indicating a high readership.

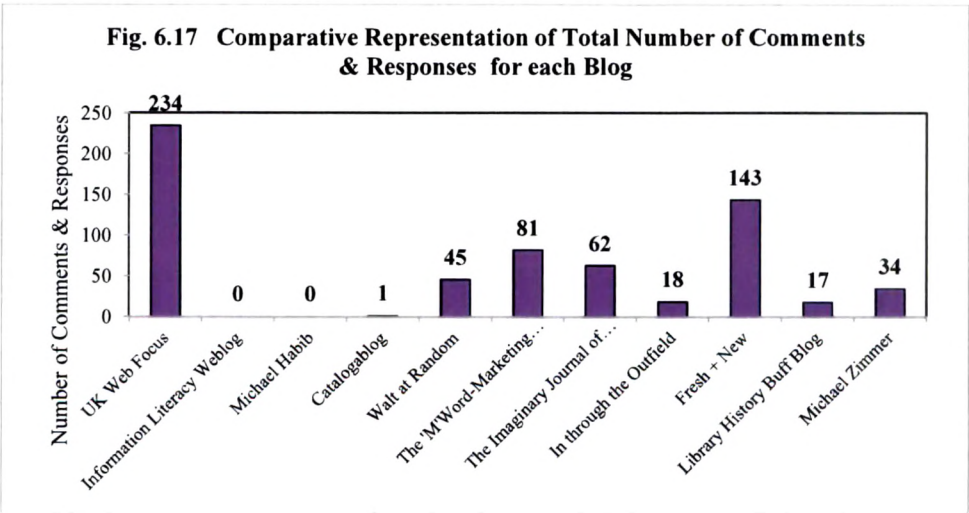
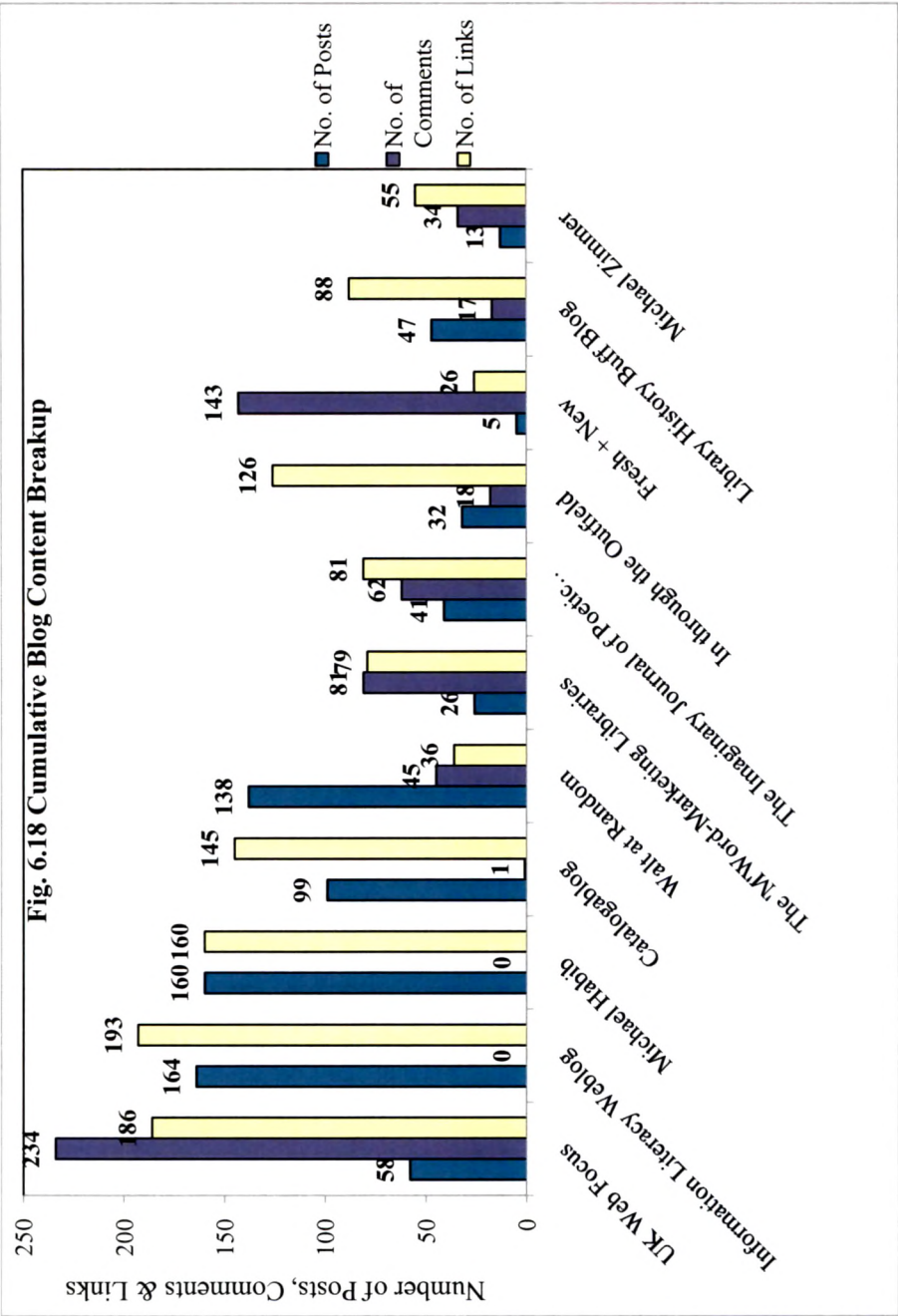


Table 6.3 shows the breakup of the number of entries in terms of the number of posts, number of comments and bloggers responses and links analyzed for each blog. The blogs are arranged in the descending order of total number of entries.

Table 6.3 Breakup of Number of Posts, Comments & Responses and Links for each Blog

Table 6.3				
BLOG	Total No. of Posts	Total No. of Comments & Responses	Total No. of Links Visited	Total No. of entries
UK Web Focus	58	234	186	478
Information Literacy Weblog	164	0	193	357
Michael Habib	160	0	160	320
Catalogablog	99	1	145	245
Walt at Random	138	45	36	219
The 'M' Word-Marketing Libraries	26	81	79	186
The Imaginary Journal of Poetic Economics	41	62	81	184
In through the Outfield	32	18	126	176
Fresh + New	5	143	26	174
Library History Buff Blog	47	17	88	152
Michael Zimmer	13	34	55	102
Total	783	635	1175	2593

Figure 6.18 presents the cumulative blog content breakup graphically for comparison and better comprehension.



6.3 Subject Trends: Findings and Interpretations

For the eleven broad subject categories that were formed to categorize the LIS blogs as discussed in Chapter 5 of this study, an attempt was made to analyze their subject trends by studying the entries for a period of six months, i.e., October 2012 to March 2013. As mentioned in the earlier sections of this chapter, the highest ranking blog from each of the eleven subject categories formed the sample to realize this objective. In section 6.4 a quantitative analysis of the profiles of these eleven blogs have been presented. The current section focuses on unraveling the subject trends. These subject trends were derived by analyzing the blog posts, comments & responses and links of these eleven blogs listed in Table 6.1. Further, as stated in Figure 6.2, a total of 783 posts, 635 comments & responses and 1175 links were analyzed. Thus, a total of 2593 entries were analyzed. A detailed examination of the blog content in the above mentioned selected blogs representing each broad subject category has resulted in the derivation of the following subject trends. It was also found that events such as conferences influenced the blog content greatly, as during the conference months the content as well as the succeeding discussions were more on the themes of the conference.

For the subject trend analysis each post was studied and the core theme for the individual post was noted down. Recurring posts on the same theme was taken as an indicator of a trend. This was further validated with the comments & responses generated for the concerned core theme. The researcher decided to use Wordle's for showing the subject trends. Wordle's are word clouds that are created from the text provided. As the format shows the more frequently appearing word larger in the text, it is an indication of the frequency of mentions of that term within the larger subject framework. Data has been

presented in the order of the most popular subject trends in each broad subject category arranged in the alphabetic order.

A detailed analysis of the trend terms derived from each blog representing the broad subject category has been presented below.

6.3.1 Collection Development

The subject category Collection Development had the following specific subjects included within the broad subject category.

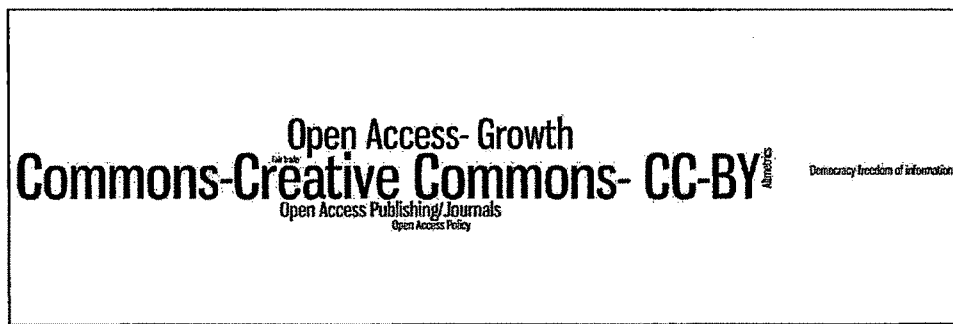
Broad Subject Category	Specific Subject Category	No. of Blogs
Collection Development	Collections	9
	Digital Libraries	2
	E-Books	1
	Open Access	3
	Reviews	49

The blog *The Imaginary Journal of Poetic Economics* had posts for all the six months. The core subject area of the blog is Open Access as stated by the blogger on the blog.

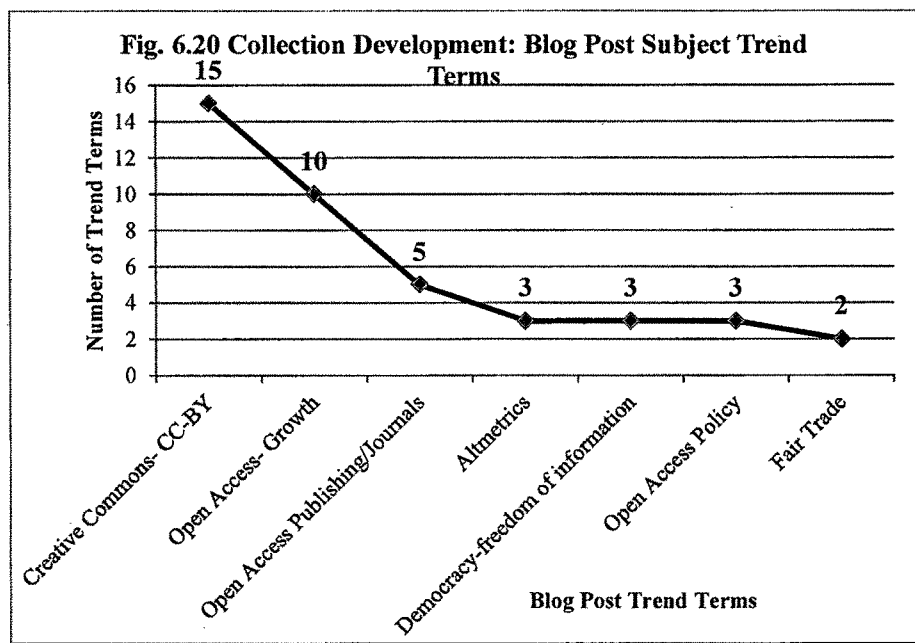
There are two recurring series on the blog, viz., are Creative Commons and Open Access Critique and The Dramatic Growth of Open Access as seen in Figure 6.19. The recurring subject trends derived by the researcher for this blog are creative commons, open access, altmetrics, freedom of information and fair trade.

As open access is the main focus of the blog, posts related to the Open Access Movement which are open access growth, open access publishing and open access policy are found predominantly being discussed during the study period.

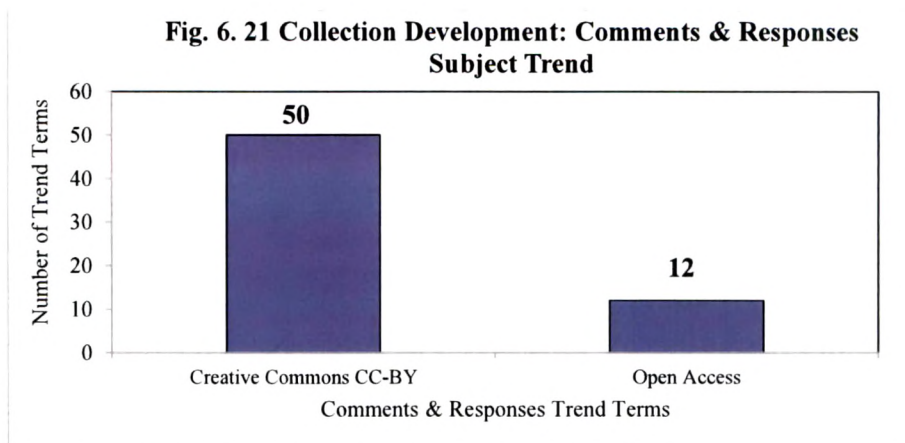
Fig. 6.19 Word Cloud Representation of Trend Terms for Collection Development



Creative commons focusing on CC-BY (Creative Commons Attribution) is being widely deliberated by the blogger indicating the current trend in open access scholarship as shown in Figure 6.20.



As can be seen in Figure 6.21 the comments and responses received on the blog reflect a strong discussion on the same topics – creative commons and open access in the ascending order.



The free access to information is complemented by variations in the access scenario where creative commons is playing a key role. The trend terms collectively from the blog posts and the comments & responses are Open Access and Creative Commons.

6.3.2 Ethics

The subject category Ethics had the following specific subjects included within the broad subject category.

Broad Subject Category	Specific Subject Category	No. of Blogs
Ethics	Information Ethics	1
	Online ethical hacking	1

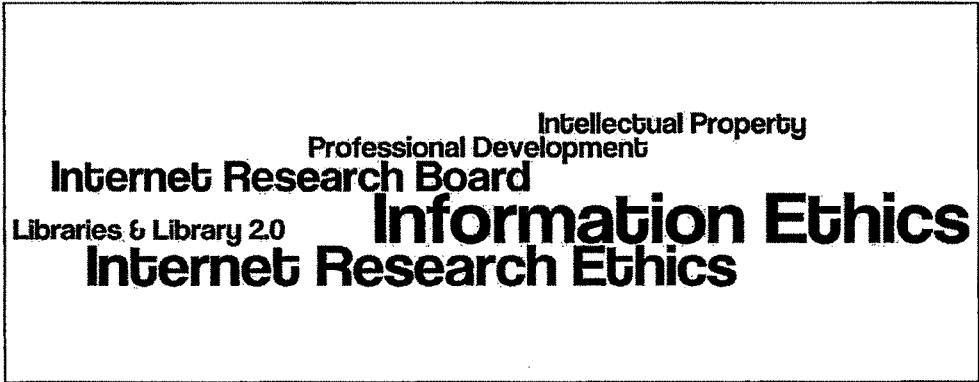
The blog *Michael Zimmer* as highlighted in the screenshot shown below has a core focus on Information ethics and is the selected blog in this broad subject category of 'Ethics'.



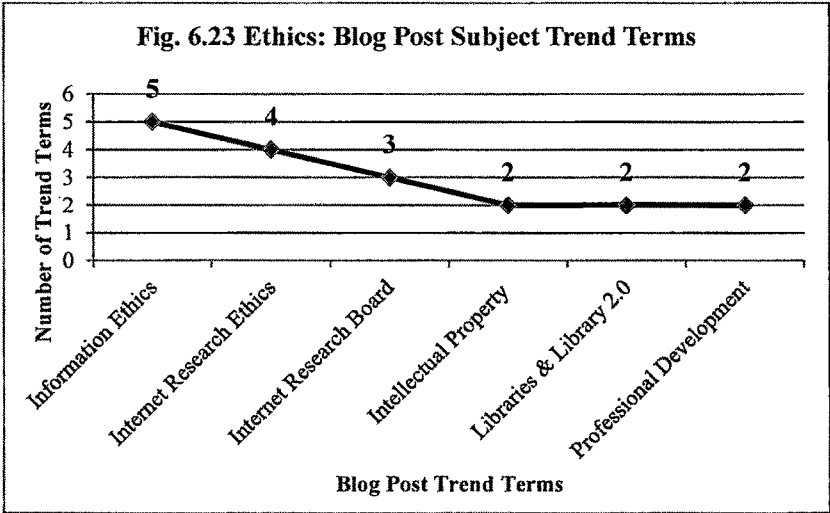
Image Source: <http://www.michaelzimmer.org/> (Retrieved June 10, 2013)

The blog discusses information ethics and Internet research ethics predominantly. Within information ethics issues such as privacy, intellectual privacy, intellectual freedom, surveillance, and open access are discussed. There are many issues being deliberated on within Internet research ethics such as social media (Facebook, Twitter), Web 2.0, cloud computing, and research ethics (Fig.6.22).

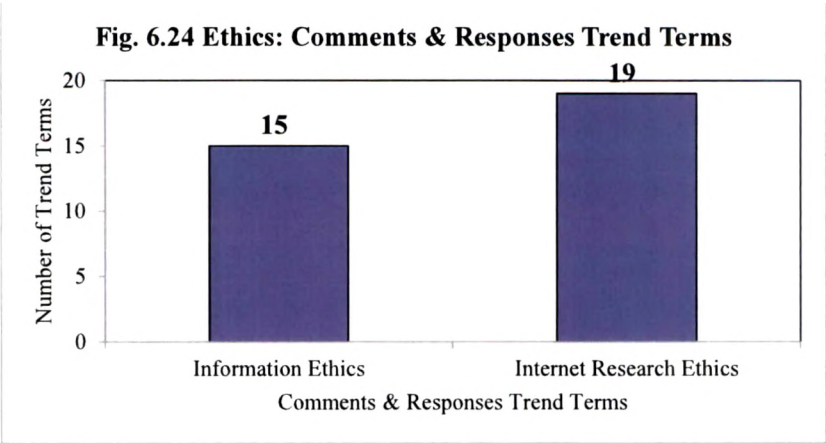
Fig. 6.22 Word Cloud Representation of Trend Terms for Ethics



Blog posts on intellectual property discussing copyright and DRM (Digital Rights Management) issues along with the activities and role played by the Internet research board were also seen. Figure 6.23 shows the individual contribution of each subject trend.



The corresponding comments & responses were fifteen (15) for information ethics and nineteen (19) for Internet research ethics as shown in Figure 6.24.



The subject trends for the broad subject category Ethics are derived as Internet research ethics and information ethics respectively. This also indicates that Internet based research is fast gaining popularity given the usage of the medium for various activities. The importance of ethical issues with respect to the Internet as a research medium is proved by the fact that the term ‘Internet Research Ethics’ now has a place in the Stanford Encyclopedia of Philosophy.

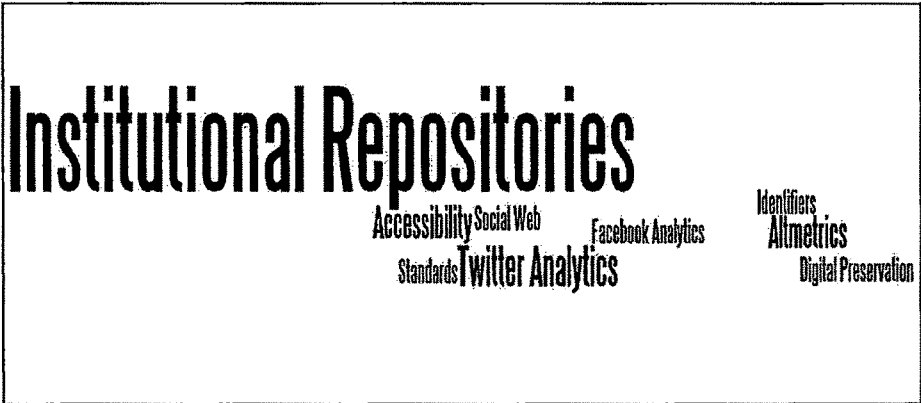
6.3.3 Emerging Technologies

The broad subject category of Emerging Technologies has various specific subjects such as technologies, green libraries, technology education and open source- Linux.

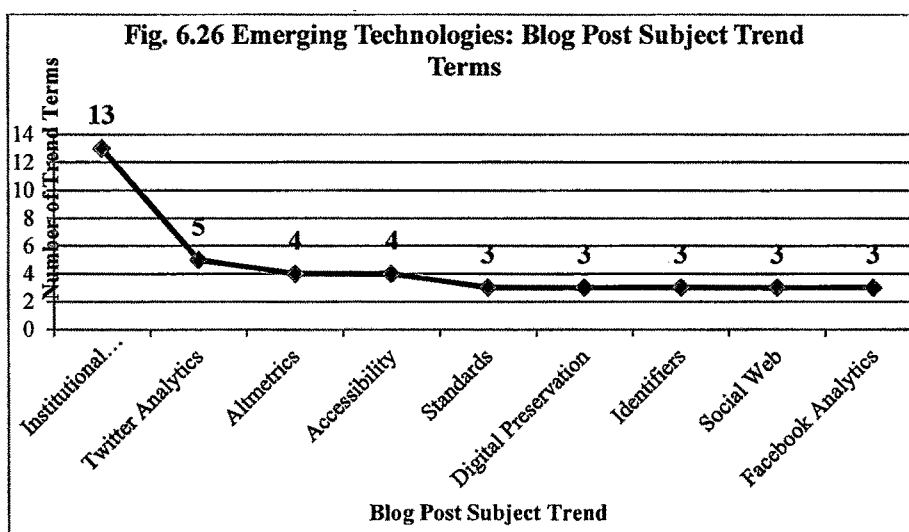
Broad Subject Category	Specific Subject Category	No. of Blogs
Emerging Technologies	Green Libraries	1
	Open Source-Linux	1
	Technologies	59
	Technology Education	14

The blog *UK Web Focus* from the broad subject category Emerging Technologies represents Technologies and reflects the evolving trends in the subject. Figure 6.25 is a representation of the trend terms in the form of a word cloud.

Fig 6.25 Word Cloud Representation of Trend Terms for Emerging Technologies



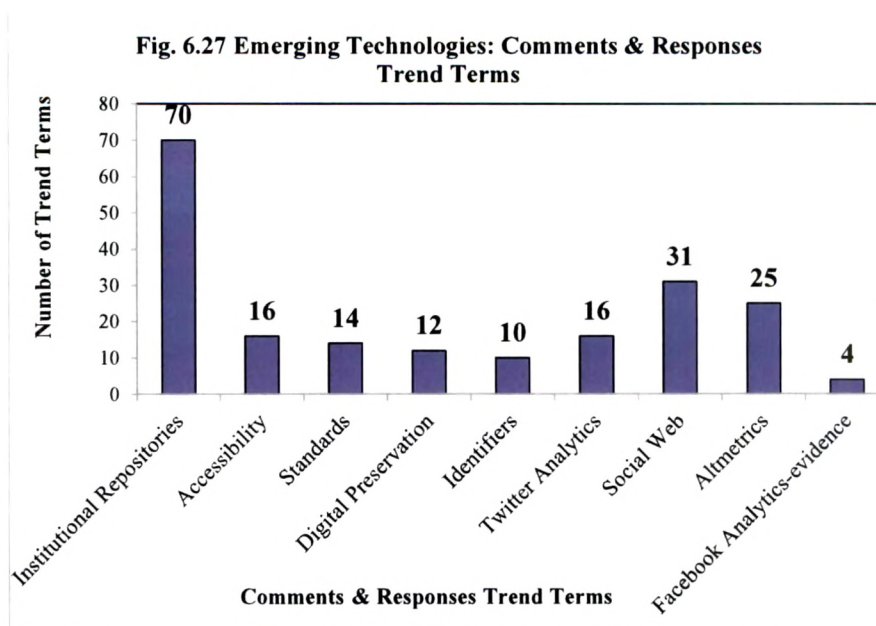
The trend term ‘Institutional Repositories’ discuss matters related to openness, evidences and metadata. Altmetrics is another topic for which posts are found dedicated to specific subjects such as facebook analytics, twitter analytics and altmetrics in general. Accessibility issues in the future libraries also finds a presence. Digital preservation, standards and identifiers are also found to be present on the blog. The trend term identifiers discuss ORCID (Open Researcher and Contributor ID) in detail. The legal language and usage of the social web is another area of discussion. Figure 6.26 shows the detailed breakup of the subject trend terms in Emerging Technologies.



Non recurring thoughts on Dropbox, Mashups, higher education and blogs have been placed under the term ‘Miscellaneous’. As the blog is a very effective tool for alerting readers to conferences and events many posts are also dedicated to conference alerts. Seven posts were devoted to such alerts and have not been included in the blog post subject trend analysis.

The comments & responses also reflect a similar trend with institutional repositories generating close to seventy (70) comments & responses. Thirteen posts on institutional repositories have received seventy comments which is a very high response rate. Almetrics (25 comments) along with twitter analytics (16 comments) and facebook analytics (4 comments) form a very active discussion thread as the latter two are part of altmetrics- social web analytics.

As seen in Figure 6.27 social web had received 31 comments followed by accessibility, standards, digital preservation and identifiers.



As the blog has a focus on the application of the web to higher education, institutional repositories is a key aspect of discussions on the blog. Thereafter, altmetrics - social media analytics with a focus on Facebook and Twitter find dominance.

6.3.4 Information Science

The broad subject category of Information Science has blogs discussing the topics information types, information overload and information science.

Broad Subject Category	Specific Subject Category	No. of Blogs
Information Science	Information Overload	1
	Information Science	1
	Information Types	5

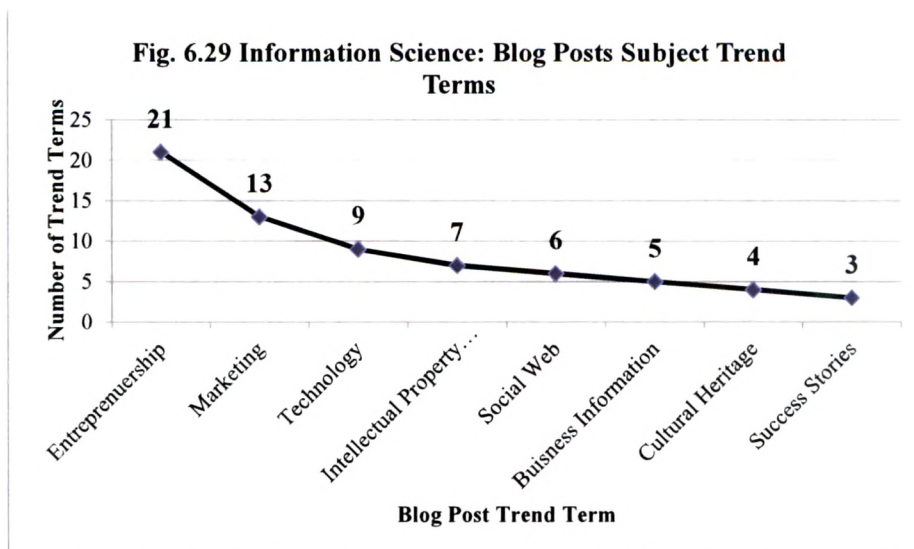
The blog selected in this category of Information Science *In through the outfield* falls under Information Types with a core subject focus of business information & entrepreneurship. The blogger Neil Infield as stated earlier is a Manager in the British Library Business & IP Centre, UK.

As shown in the Wordle below posts discussing the use of information for entrepreneurship & marketing were the highlights of the blog during the six month study. These were followed by technology, intellectual property rights, World Wide Web, business information and cultural heritage as seen in Figure 6.28.

Fig. 6.28 Word Cloud Representation of Trend Terms for Information Science

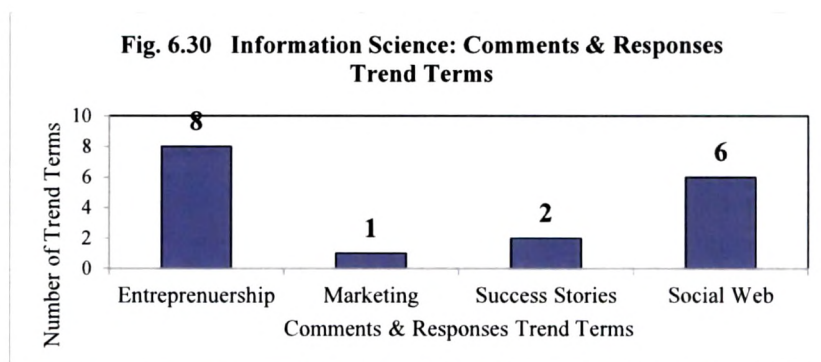


The trend term entrepreneurship discussed issues on business startups, creative industries, innovations, and inventions. Marketing showed posts dedicated to market research, market design, retail, advertising, branding, and customer service. Technology had posts on new gadgets and networking of information, Intellectual Property Rights had deliberations on patents, trademarks, copyright, and plagiarism whereas World Wide Web had posts on Web 2.0, social media, blogging, and social enterprise as seen in Figure 6.29. The posts on success stories gave in detail the contribution of the Business & IP Centre in the success of the venture. Cultural heritage had discussions related to the cultural exhibitions within British Library.



There were six posts on personal life and work related matters, event alerts, book reviews and announcement of new books published in the area of the blog's subject focus.

The comments & responses reflect a slight change in the trend terms. Although the trend term entrepreneurship still ranks high, but the trend term social web has received more attention as shown in Figure 6.30.



Thus according to the blog posts analysis, entrepreneurship & the role of information in successful marketing are the key trend terms from this blog. Whereas according to the comments analysis entrepreneurship and social web are the trends for discussions.

6.3.5 Knowledge Organization & Processing

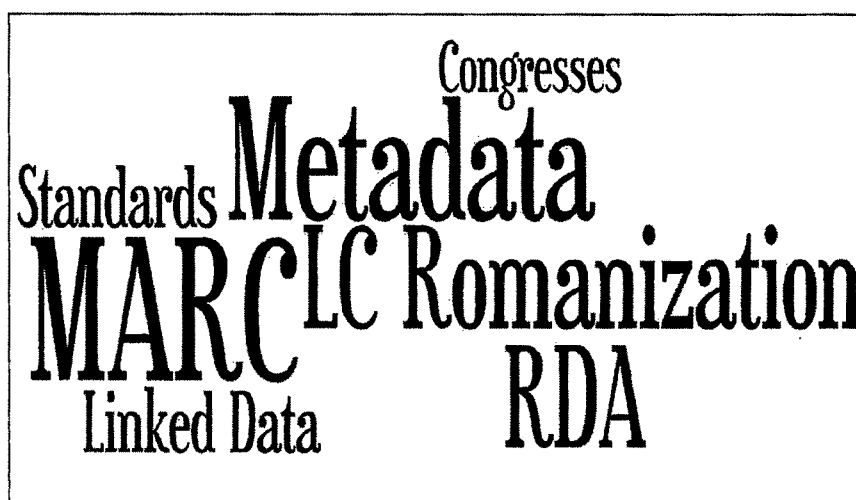
The subject category Knowledge Organization and Processing had two specific subjects, viz., classification & cataloguing as shown below.

Broad Subject Category	Specific Subject Category	No. of Blogs
Knowledge Organization & Processing	Cataloguing	10
	Classification	1

Cataloguing has ten blogs in this subject category and classification has one blog. The selected blog *Catalogablog* has spanned a decade in the area of cataloguing and has posts in all the six months.

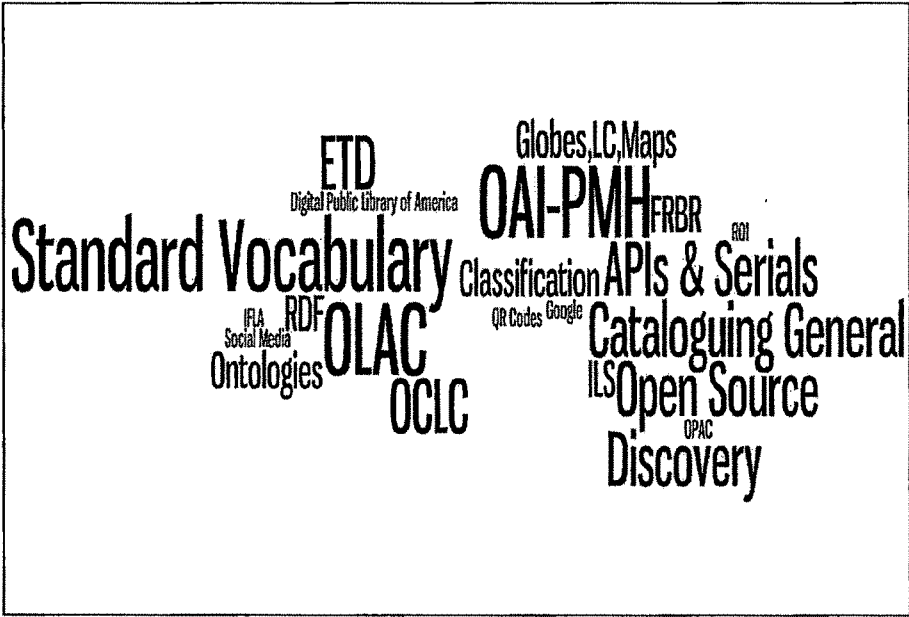
As more than 30 terms were derived from this blog over a period of six months, two Wordle's were created. All the terms having five or more than five posts on that term were grouped together and less than five were grouped together. Figure 6.31 shows MARC as the key trend term. Discussions on MARC (Machine Readable Catalogue) included concepts like MARBI (Machine-Readable Bibliographic Information), MarcEdit and MARCXML.

Fig. 6.31 Word Cloud Representation 1 of Trend Terms for Knowledge Organization & Processing



The posts on Metadata had thoughts on MODS (Metadata Object Description Schema), MADS (Metadata Authority Description Schema), Dublin Core and COinS (Context Objects in Spans, commonly abbreviated to COinS, is a method to embed bibliographic metadata in the HTML code of web pages). Resource Description and Access (RDA) posts further elaborated on training, genre, and relationship designators. LC (Library of Congress) Romanization was a series of posts giving news from LC and links to the LC webpage on Romanization tables of newly added foreign languages. Standards such as NISO (National Information Standards Organization) and SRU (Search and Retrieve from URL) were being discussed on the blog. Linked data was another concept being deliberated on the blog. Congresses were alerts related to upcoming conferences. Figure 6.32 shows terms which also had their presence on the blog although with less frequency.

Fig. 6.32 Word Cloud Representation 2 of Trend Terms for Knowledge Organization & Processing



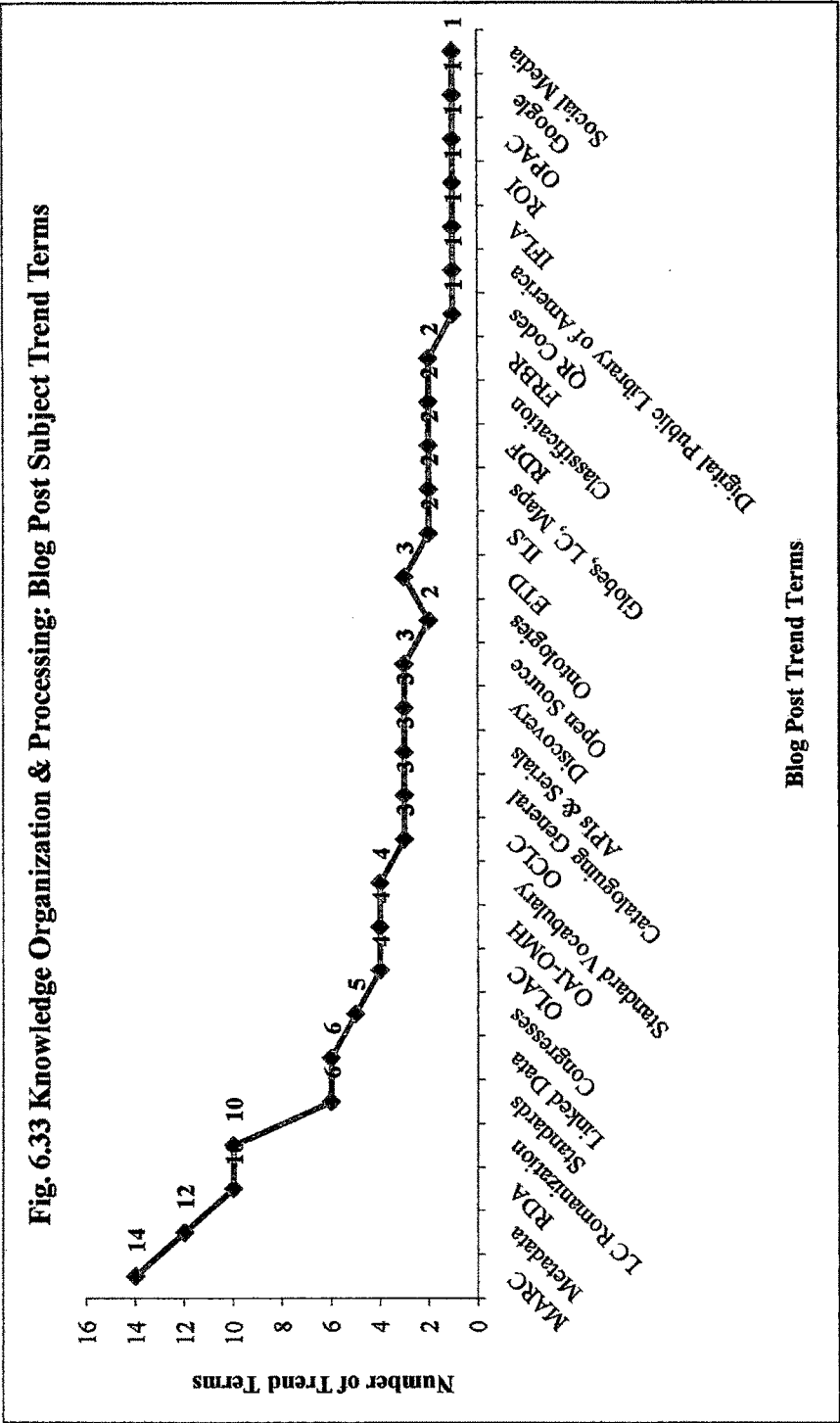
Standard Vocabulary with posts on CONA (Cultural Objects Name Authority), MARC, Form and Genre had many posts. OLAC (Online Audio visual Catalogers) and OAI-

PMH (Open Archives Initiative-Protocol for Metadata Harvesting) were found to have equal dominance on the blog. API (Application Programming Interface), Open Source with CODE4LIB, Drupal, OPALS (Open-source Automated Library System), eXtensible Catalog (XC)), ETD (Electronic Dissertation & Theses) and Discovery of new programs and innovations were in the second order of the popular trend terms within the second group of terms. The least discussed terms within this group were RDF (Resource Description Framework), FRBR (Functional Requirements for Bibliographic Records), Social Media, ROI (Return on Investment), QR Codes, IFLA, OPAC and Classification which had entries on BISAC (Book Industry Standards and Communications) and Dewey Decimal Classification having one post each dedicated to them.

Only one comment in response to a question asked by the blogger on the BASE (Bielefeld Academic Search Engine) search engine had been received on the blog during the study period. So, a comments analysis for the same could not be conducted. Thus the key trend terms derived for this broad subject category are MARC, Metadata and RDA in the respective order.

A combined analysis of the subject trend terms derived from the blog posts for this category has been presented in Fig. 6.33.

Figure 6.33 shows the detailed breakup of the trend terms derived from the blog posts.



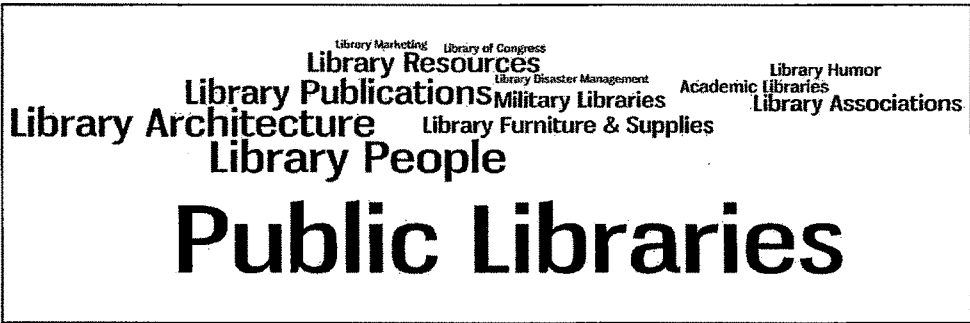
6.3.6 Libraries

The broad subject category Libraries with a total of fifty (50) blogs had ten specific subject categories as described in Chapter 5 and shown below.

Broad Subject Category	Specific Subject Category	No. of Blogs
Libraries	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

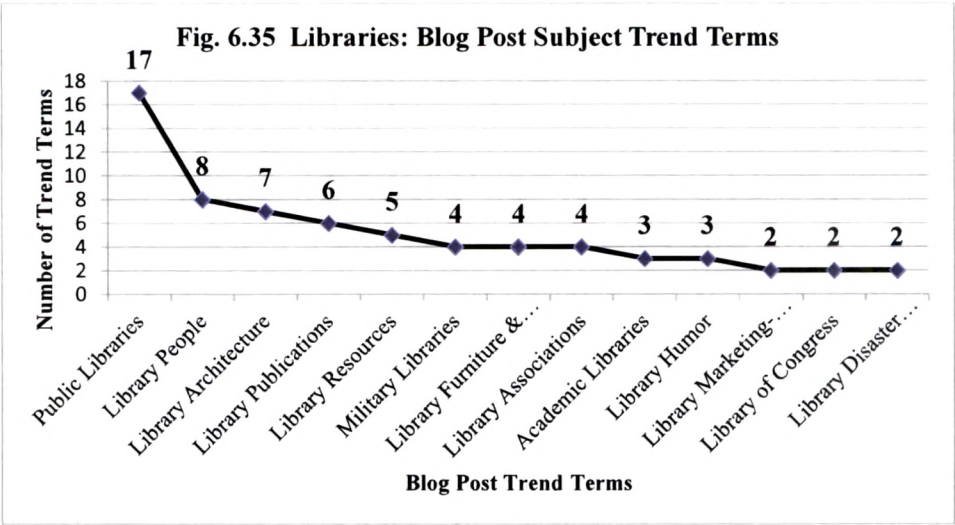
The selected blog for this study as stated earlier is *The Library History Buff Blog*. A blog dedicated to the preservation of library heritage as stated by the blogger has a focus on history of libraries within the United States of America. The blogger discusses and shares his collection of library postcards and other memorabilia.

Fig. 6.34 Word Cloud Representation of Trend Terms for Libraries

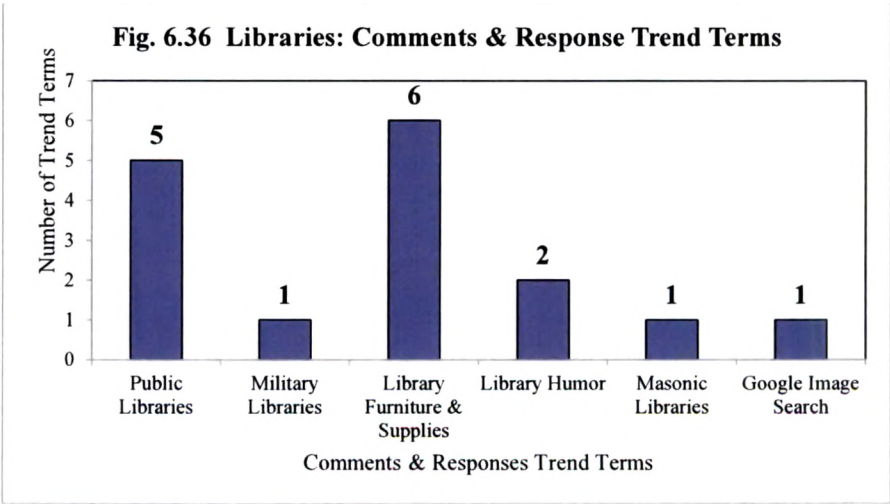


The key trend terms as seen in Figure 6.34 were public libraries, library people which had posts on women in libraries and other staff traced through postcards in history, library architecture renovations, history of library publications, library resources dealing with

library cards, library memorabilia, book plates; military libraries through World War 1 & 2 and the American Library Association War Service, etc. Figure 6.35 is a presentation of all the trend terms in the order of the number of posts on each term.



Thus the key trend terms from the blog posts were public libraries and library people. The comments & responses as displayed in Figure 6.36 showed that the term library furniture & supplies had various posts ranging from discussions on bookcases, catalogues, chained books, and book plates. Public Libraries were generating more interest amongst the readers.



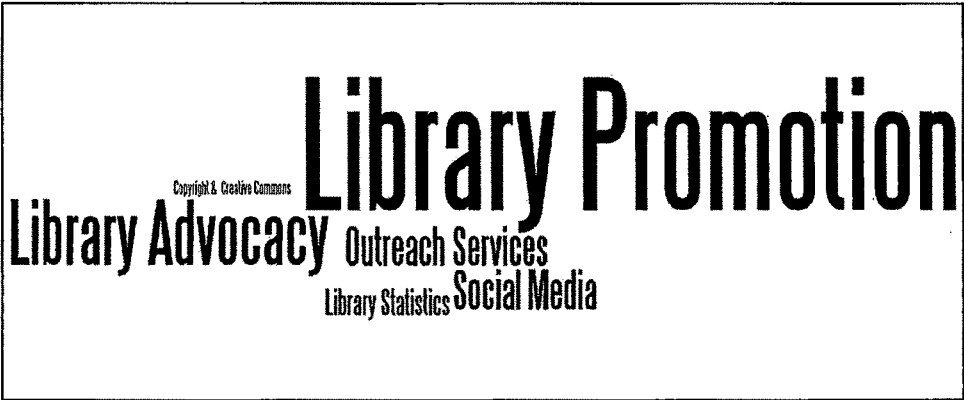
6.3.7 Library Management

The broad subject category Library Management has a total of twenty seven (27) blogs with fifteen (15) specific subject categories.

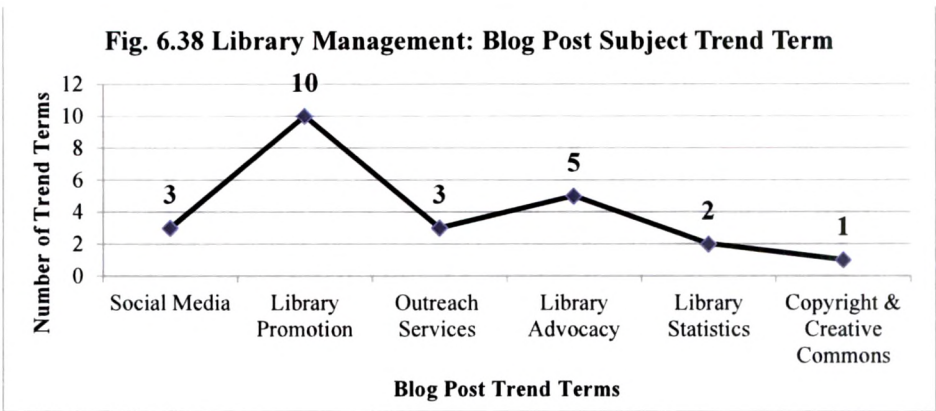
Broad Subject Category	Specific Subject Category	No. of Blogs
Library Management	Intellectual Property	7
	Knowledge Management	1
	Librarian Health	1
	Library Assessment	1
	Library Design	2
	Library Etiquette	1
	Library Grants	1
	Library Management	1
	Library Marketing	2
	Library Networks	1
	Library Safety	1
	Library Setting up experience	1
	Professional Development	5
	Social Responsibility	1
	User Behaviour	1

The selected blog *The 'M' Word - Marketing Libraries* with posts in all the six months has a tagline of ‘marketing ideas for non-profits and libraries’. The blog which is authored by two women bloggers, showed a focus on library promotion and library advocacy as seen in the Figure 6.37 shown below.

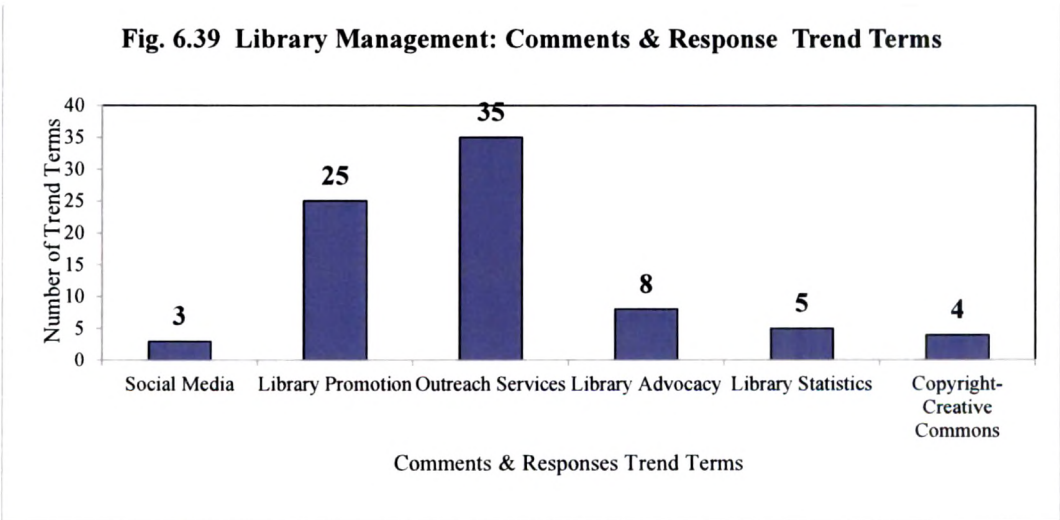
Fig. 6.37 Word Cloud Representation of Trend Terms for Library Management



The trend term library promotion with ten (10) posts had concepts such as public relations, library marketing, gift ideas, and marketing communication. It was followed by library advocacy with five (5) posts as shown in Figure 6.38. Outreach services had posts on community services, free libraries, and disaster management and the term social media was discussing the use of Internet memes. Thus as per the blog posts analysis, the trend terms for Library Management are library promotion and library advocacy.



The comments & response analysis displayed in Figure 6.39 show outreach services as a more popular trend generating extensive discussions followed by library promotions as the second favored term.



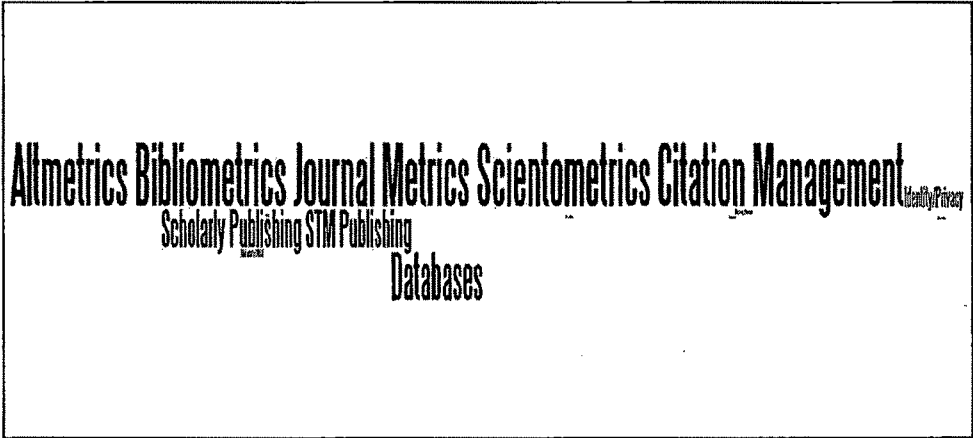
6.3.8 LIS Study & Research

LIS Study & Research comprises of three blogs with a subject focus of LIS Research, five blogs related to library trends & innovation and four blogs on LIS writing & publishing.

Broad Subject Category	Specific Subject Category	No. of Blogs
LIS Study & Research	Library Trends & Innovation	5
	LIS Research	3
	LIS Writing & Publishing	4

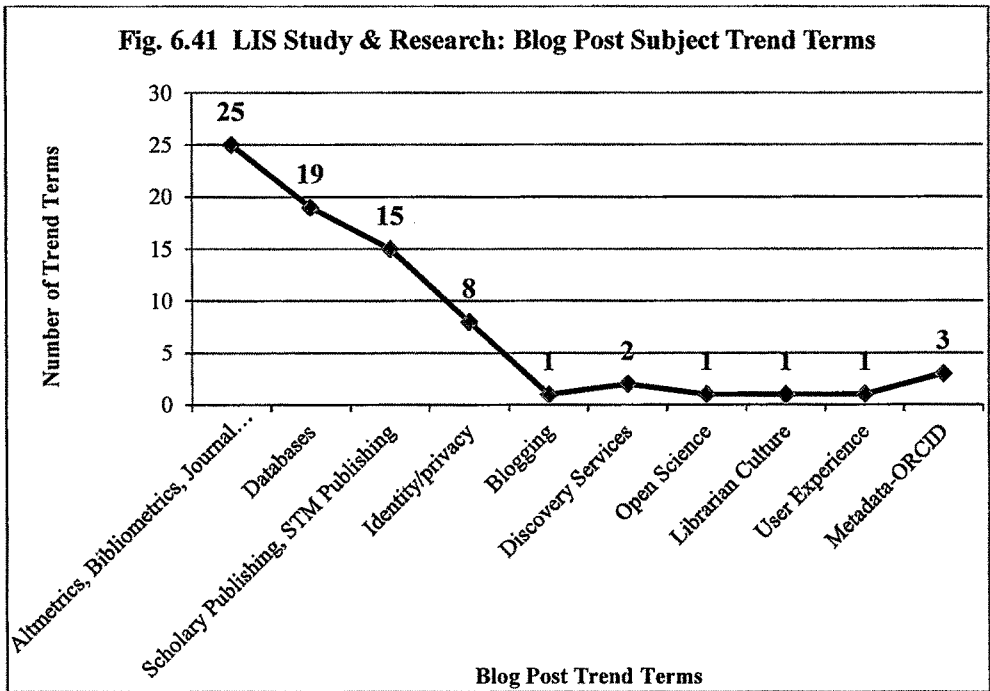
The blog *Nudging Serendipity-Michael Habib* has been categorized under LIS Writing & Publishing. The blogger has posts in the form of ‘Weekly Twitter Activity’ which is a collection of related tweets (RT) and links. As stated on this blog, its core focus is online identity and scholarly publishing. Recent themes being discussed are also altmetrics, DataCite and ORCID. Figure 6.40 shows the trend terms derived from the blog posts with the help of the word cloud format as discussed earlier.

Fig. 6.40 Word Cloud Representation of Trend Terms for LIS Study & Research



As can be seen in Figure 6.41, the blogs’ focus is on altmetrics along with Bibliometrics, Scientometrics, citation management and databases such as Scopus, Odin,

Exlibris, EBSCO, Primo and Elsevier. This is closely followed by posts on terms scholarly & STM (Scientific, Technical & Medical) publishing and links to articles on identity & privacy.



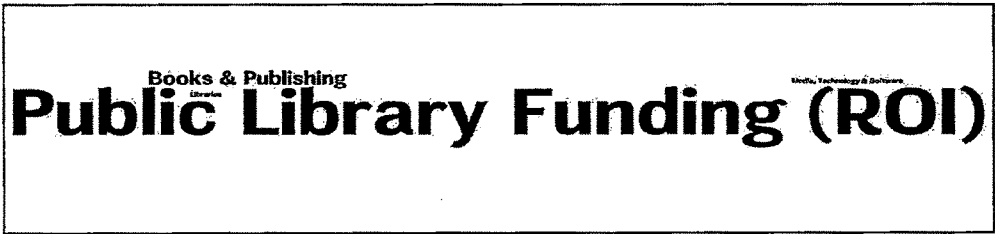
There were no comments on this blog, thus a comment analysis could not be conducted. Thus the key subject trends derived from this blog are altmetrics, news about databases and trends in scholarly & STM publishing.

6.3.9 Multi-topical

This broad subject category had the third largest number of blogs in it which amounted to sixty. Blogs which had discussions on many topics were categorized in this subject. No further specific categories are present here as these blogs have posts on multiple subjects. The selected blog *Walt at Random* launched in April 2005 is authored by Walt

Crawford. Crawford has done extensive work on library blogs in the past. The blog in the specified period of the study reflected posts on the issue of public library finance.

Fig. 6.42 Word Cloud Representation 1 of Trend Terms for Multi-topical



The posts on public library finance (78) indicate current scenario where library budgets are being slashed or libraries are also being closed down amidst the economic downturn. Libraries need to justify their spending in terms of their Return of Investment. Due to the difference in the number of posts from the highest number of posts on the term public library funding (78 posts) to books & publishing (23 posts), the subject trend terms were divided into two groups. The first group shown in Figure 6.42 had the above subject trend terms along with the terms media & technology (8 posts) and libraries (8 posts). The second group shown in Figure 6.43 above had trend terms open access, library blogs, copyright, micro publishing and Web 2.0.

Fig. 6.43 Word Cloud Representation 2 of Trend Terms for Multi-topical

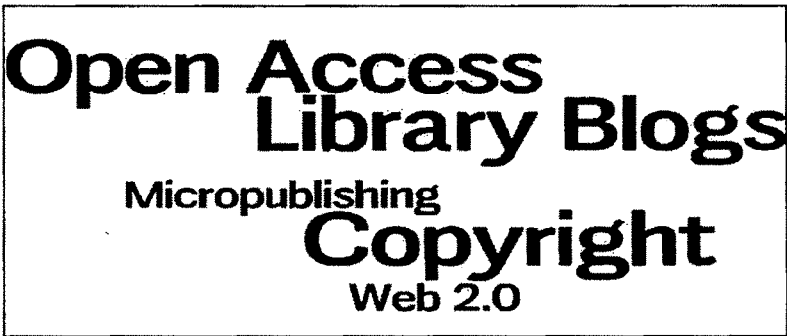
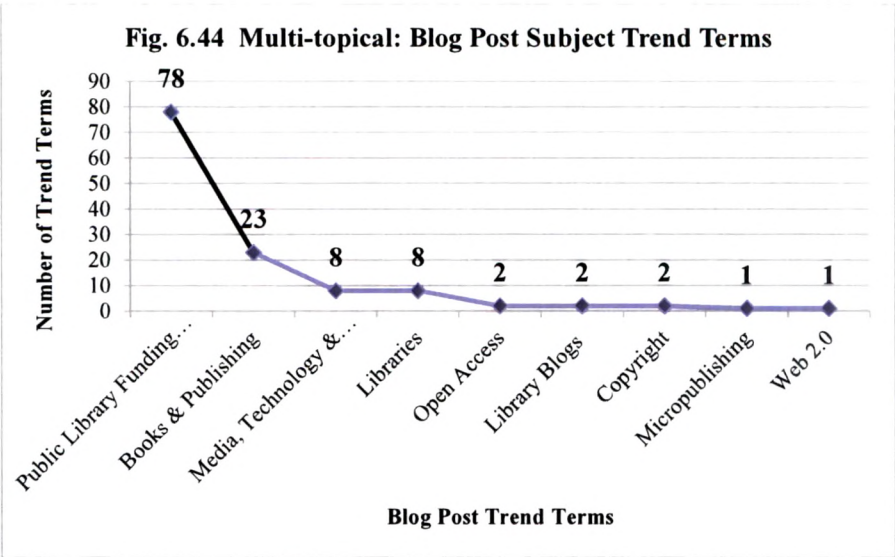
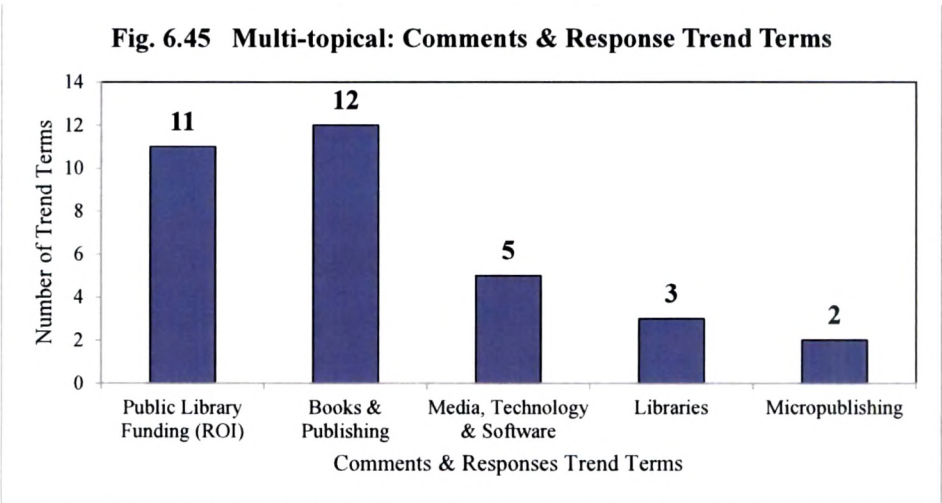


Figure 6.44 depicts the combined trend terms within this subject category.



The comments & responses, as presented in Figure 6.45 reflect that posts on the term books & publishing and public library funding are generating the maximum feedback.

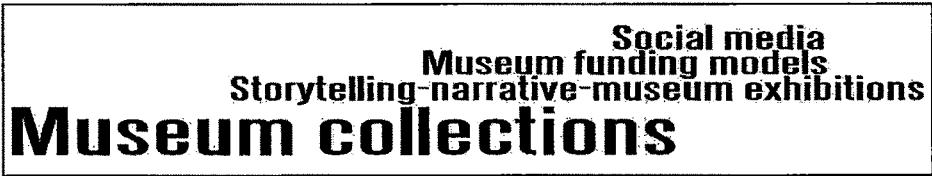


Thus from the above analysis it is evident that the term public library finance is the core trend term in this subject category. This trend also reflects a growing concern for the future of public libraries.

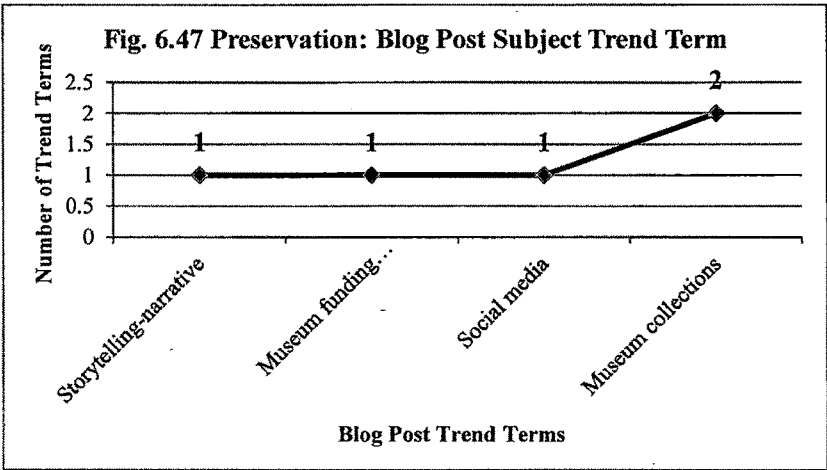
6.3.10 Preservation

The subject category Preservation has a total of eight blogs discussing archives, museums and digital media preservation. The selected blog *Fresh + New* focusses on the use of digital media in museums. The trend terms from this blog are shown in Figure 6.46 below.

Fig. 6.46 Word Cloud Presentation of Trend Terms for Preservation



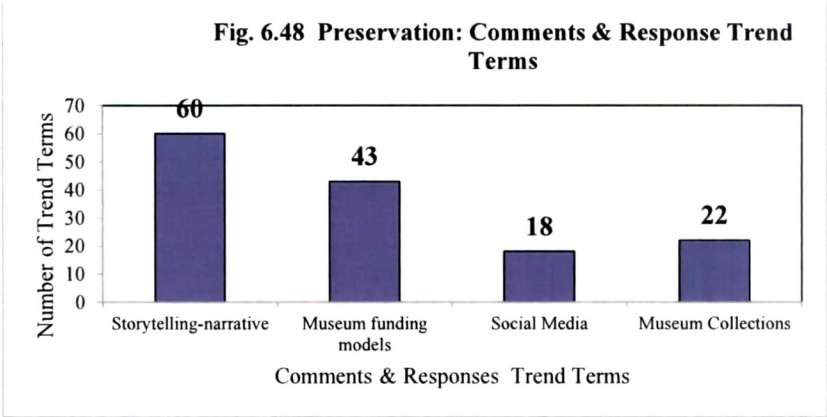
This blog had a total of five posts over four months. Figure 6.47 shows the trend terms in the posts of this blog.



This blog had received the second highest number of comments & responses, i.e., 143 comments & responses reflecting a high response rate generated for the five posts.

The potential use of and benefits of narrative-storytelling is the trend term derived from this blog which has produced sixty comments. It is followed by the discussion on

various funding models used by the museums in different countries. The posts on museum collections and the use of social media were also found to be actively discussed.



Looking at the comments & response analysis in Figure 6.48 the trend term for this subject category of Preservation in the study period was found to be a different approach to marketing exhibitions which are integral for showcasing museum collections.

6.3.11 Services

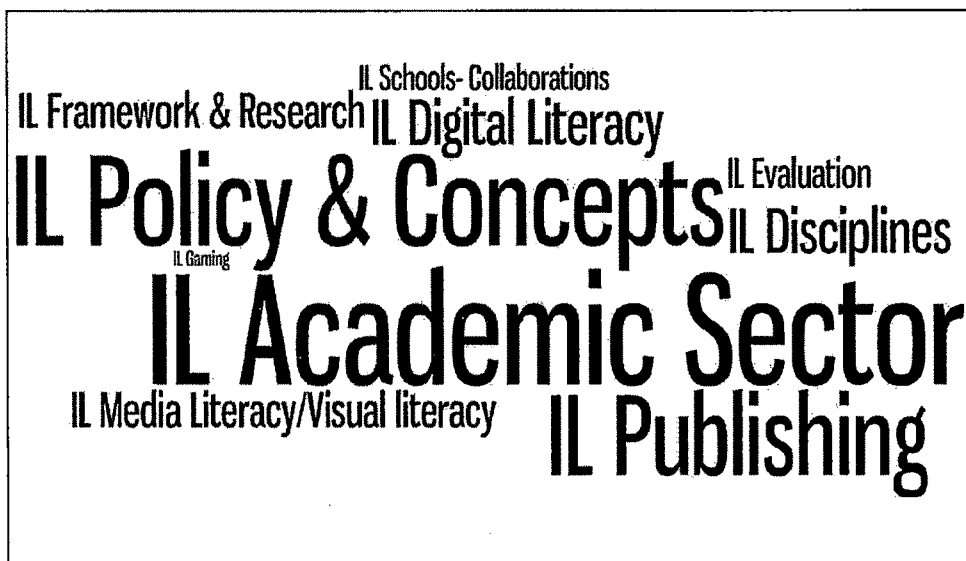
The broad subject category of Services had twenty seven (27) blogs with seven (7) specific subject categories included as shown below.

Broad Subject Category	Specific Subject Category	No. of Blogs
Services	Access Services- Circulation	1
	Information Literacy	9
	Outreach Librarianship	2
	Reading	3
	Reference Interview	6
	User Education	2
	User Service	4

The selected blog *Information Literacy Weblog*, a blog operational since 2005 has posts in all the six months of study. The blogger, Sheila Webber a faculty member in the Information School, University of Sheffield, UK and Director of the Centre for Information Literacy

Research is an authoritative voice on Information Literacy (IL) issues. The blog discussed issues core to IL and related areas. Thus two word clouds were used to represent both – issues on IL and related areas. Figure 6.49 shows the first word cloud with trend terms predominantly identified within IL. IL policy & concepts had posts on tutorials, public libraries, skills, resources (OER-Online educational resources) and research. The term IL Academic Sector which included teaching, tutorials, strategy, libraries & librarians, resources, technology, marketing, and research had the second highest number of posts.

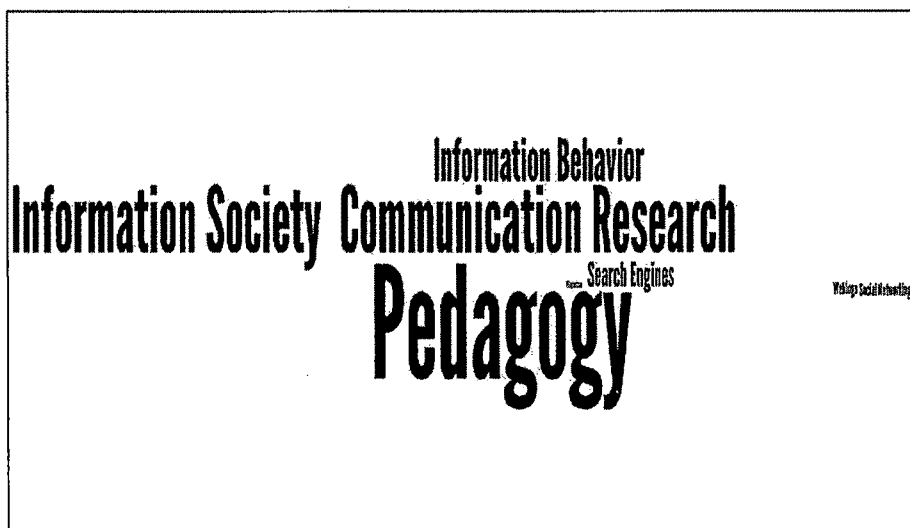
Fig. 6.49 Word Cloud Representation 1 of Trend Terms for Services



Posts on IL publishing discussed new issues, books, open access resources and reports published. Posts on IL disciplines covered a range of information literacy issues and products in various disciplines such as engineering, health, education, science, drama, languages, architecture, business, etc. Posts on IL evaluation included evidence based practice and assessment.

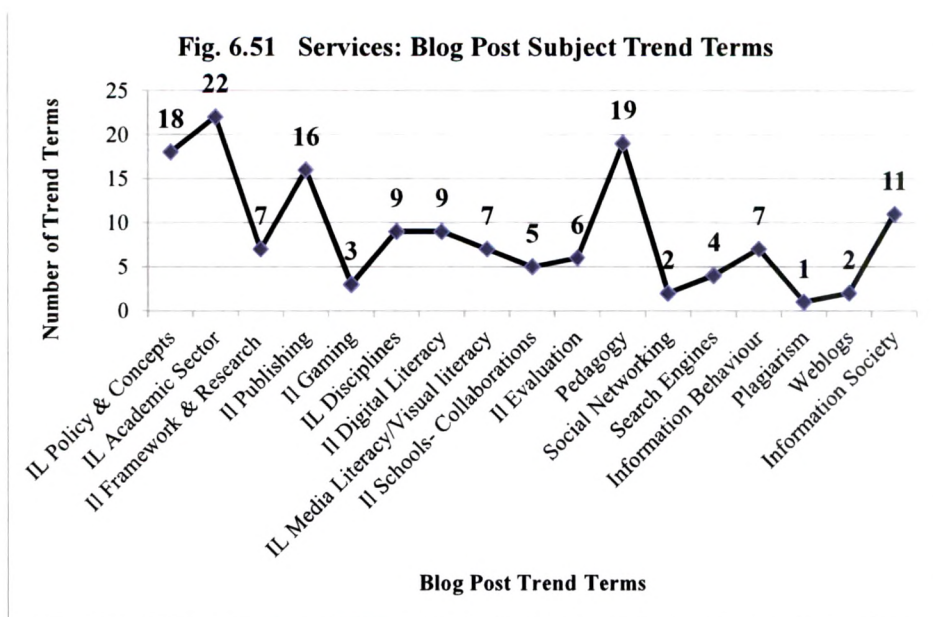
The blog also conversed on related issues shown in Figure 6.50 such as information society, communication research and information behavior of users. Posts on pedagogy discussed Web 2.0, VLE (Virtual Learning Environment), LMS (Learning Management Systems), E-learning, MOOCs (Massive Open Online courses), and lifelong learning. Moreover concepts like search engines, social networking, weblogs and plagiarism also had a presence.

Fig. 6.50 Word Cloud Representation 2 of Trend Terms for Services



There was a large majority of posts alerting the readers about upcoming events and conferences related to Information Literacy issues (55 posts). The blogger covers events from all over the world.

A detailed breakup of the number of posts on each trend terms has been presented in Figure 6.51.



The blog had also been used to launch an online discussion club as shown in the screen shot below from the blog.

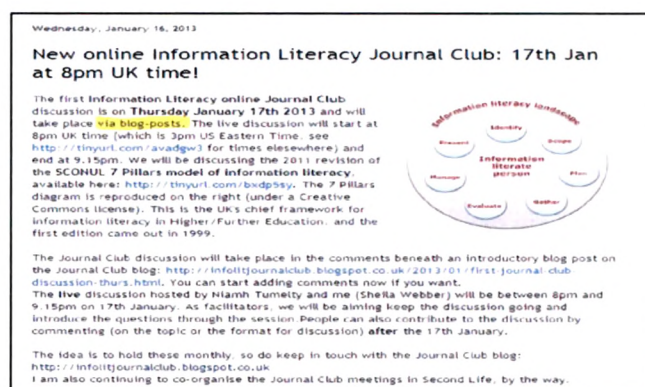


Image Source: <http://information-literacy.blogspot.in/2013/01/first-online-infolit-journal-club.html>

This blog did not have any comments and thus an analysis of comments & responses for the trend terms could not be undertaken. Thus for the broad subject category of ‘Services’ the term and the specific subject category of ‘Information Literacy’ were found to be the trend term.

6.4 Major Subject Trends in LIS blogs

The major subject trends derived from the blog posts, across the broad subject categories studied over a period of six months from October 2012 to December 2013 are as under:

- Creative commons and open access in Collection Development
- Information Ethics and Internet Research Ethics in Ethics
- Institutional Repositories and Twitter Analytics (Altmetrics) in Emerging Technologies
- Entrepreneurship in librarianship and marketing in Information Science
- MARC, Metadata & RDA in Knowledge Organization & Processing
- Public libraries in Libraries
- Library promotion and library advocacy in Library Management
- Altmetrics in LIS Study & Research
- Public Library Funding (ROI-Return on Investment) and publishing in Multi-topical
- Information Literacy in Academic Sector and Pedagogy in Services and
- Marketing collections in Preservation.

There are certain trend terms which are being discussed across multiple broad subject categories. The trend terms altmetrics is being discussed across the broad subject categories of Emerging Technologies and LIS Study & Research. The trend term Open Access is being discussed across multiple broad subject categories such as Collection Development, Multi-topical, and LIS Study and Research. Marketing is another trend term being deliberated on, in the broad subject categories of Library Management and Preservation. The term public libraries is being discussed in the broad subject categories of Libraries and Multi-topical.

On the other hand the analysis of the comments & responses reveal those terms which are generating interest among the readers resulting in a stream of discussions. The subject categories Knowledge Organization & Processing had only one comment and Services and LIS Study & Research do not have any comments. The trend terms derived from the comments & response analysis are given as follows:

- Creative commons and open access in Collection Development;
- Internet research ethics and Information ethics in Ethics;
- Institutional Repositories and the Social web in Emerging Technologies;
- entrepreneurship and the social web in Information Science;
- Library supplies and Public Libraries in Libraries;
- Outreach services and library promotion in Library Management;
- Publishing and Public Library Funding in Multi-topical and
- Marketing collections and museum funding models in Preservation.

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Stephens, M. (2007). *Modelling the role of blogging in librarianship*. (Doctoral dissertation, University of North Texas, 2007). Retrieved from <http://tametheweb.com/wp-content/uploads/2008/10/stephens-mfinal.pdf>