CHAPTER 7

PUBLICATION STATISTICS OF LIS BLOGGERS

Chapter 7

Publication Statistics of LIS Bloggers

"Blogging can be such a great tool for marketing yourself when done judiciously. I would never have written a book had I not been writing my blog".

(Farkas, 2007)

An in-depth analysis of the blog content of 343 blogs revealed that bloggers were discussing their publications in formal channels of publications on their blogs. An additional objective of the present study included identifying the percentage of bloggers who published in formal channels of communication and the bloggers' publication trends as deciphered through their blog content. This would also help in understanding the use of blogs as promotional tools for marketing the formally published works of the bloggers as well as the use of the blog by the blogger in developing content for the formally published works. The role of blogs as platforms used to promote scholarly works is well exemplified by the following statement:

> We've had occasional instances of the value of Weblogs in spreading news about papers in Information Research and we have another at the moment. Nahyun Kwon's paper on virtual reference service has been noted in a number of Weblogs and, as a direct result, the hits have soared to more than 2,400 in less than one month. By comparison, the other papers in the issue have an average hit rate of about 400. There's a lesson here for authors – if you want your paper to be noticed, make sure it's noticed in the 'blogosphere' – and you are the ones who will know which Weblog authors are likely to be interested, so get to it! (Wilson, 2006)

Dennen and Pahnyk (2008) in the work on *Content analysis study of librarian blogs: Professional development and other uses* state that blogs support a form of Web–based collaboration for academics and others.

Blogs enable people to interact and collaborate in four different ways: (1) publishing; (2) coauthoring/coediting; (3) social bookmarking; and (4) online discourse. In the most basic of senses, blogs provide a mechanism for an individual author to publish his thoughts or links to resources he has found in a forum where they can be accessed by others. Publishing may be considered one component of e–collaboration in that the blog author is submitting his work to a public audience for comment and use. In other words, it is an e–collaboration enabler (Jackson–Brown, 2013).

The blog post content reflected content from the author's own intellectual and research outputs either already published or yet to be published in a formal channel of publication. In context of this study a formal channel has been defined as a medium of communication published by an established publisher, an institution, an organization, an e-zine or blog (with ISSN) having review policies clearly stated.

The terms 'author' and 'blogger' are used with slight difference in their connotations. An 'author' is taken here as the creator of any intellectual or research output with publications published formally through a publisher or through self- published works having undergone a review process. In certain self-published works the review process was difficult to ascertain. A 'blogger' is used for the person who blogs.

The analysis of the data is divided into demographic statistics, publication statistics, blog publications illustrations, summation of the findings & interpretations.

7. 1 Blogger Demographics: Data Presentation, Analysis & Interpretations

The number of blogs from which the data was collected was revised to 340 as publication data for three blogs could not be collected. General parameters used to collect data from 340 blogs were: Number of contributing bloggers and their gender. This data was collected during the early half of 2012. The bloggers' gender and designation was collected

from a variety of sources such as the 'about page' of the blog, 'my web page' on the blog, institute page, and a general search on Google. The total number of contributing bloggers was further classified into single author, two authors, and more than two authors. The category with more than two bloggers was termed as 'multiple' for, e.g., *The LITA blog* has more than 100 contributing bloggers listed. The following tables give descriptive statistics of the number of bloggers contributing to blogs and gender of the respective bloggers.
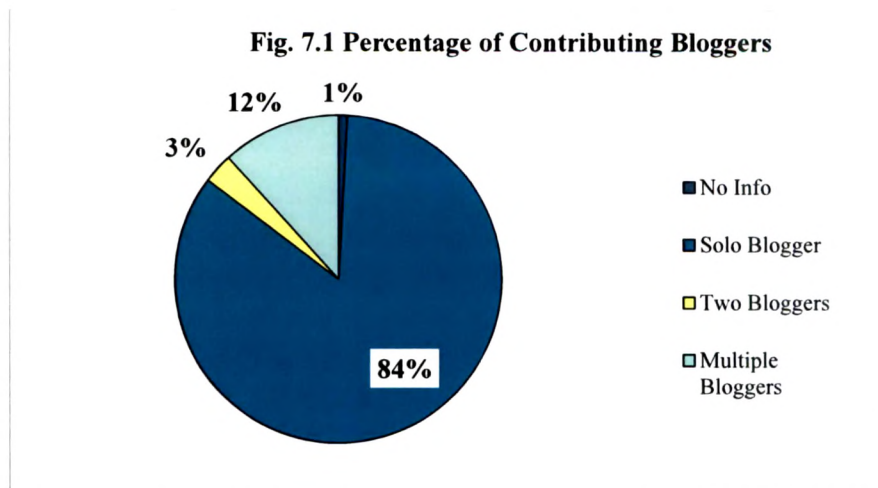
7.1.1 Contributing Bloggers

Table 7.1

Descriptive Statistics for Blog Authorship

Blogger	Number of Blogs	%
Solo	287	84
Two	10	03
Multiple	40	12
No Info	3	01
Total	340	100

As shown in Table 7.1, nearly 287 blogs out of 340 were authored by a solo blogger, which is 84 % of the total number of blogs. Authorship data for 1% blogs was unavailable.

As can be seen from Figure 7.1, forty blogs amounting to 12 % had contributions from multiple bloggers (a blog with more than two contributing bloggers was termed as multiple).

171

Fig. 7.1 Percentage of Contributing Bloggers

12%   1%

3%

84%

- No Info
- Solo Blogger
- Two Bloggers
- Multiple Bloggers

Ten blogs had two contributing bloggers whereas data for three blogs was not accessible. Blogging is pursued as a solitary activity. This is evident from the number of solo bloggers on the LIS blogosphere.

The broad subject category with maximum number of blogs - Emerging Technologies with 74 blogs had 91% of blogs written by a solo contributor, 7% of blogs had multiple bloggers and one blog had closed down. In the broad subject category Collection Development of the 63 blogs, 87% of blogs were written by a solo blogger, 8% of blogs had contributions from multiple bloggers and 5% blogs were written by two bloggers. The broad subject category Multi-topical with 60 blogs had 87% solo contributors and 13% multiple contributors to the blog. This category did not have any blog written by two bloggers. The broad subject category Libraries with 49 blogs (1 blog had closed down), had 86% blogs written by solo bloggers, 16% by multiple bloggers and 2% of blogs written by two contributors.
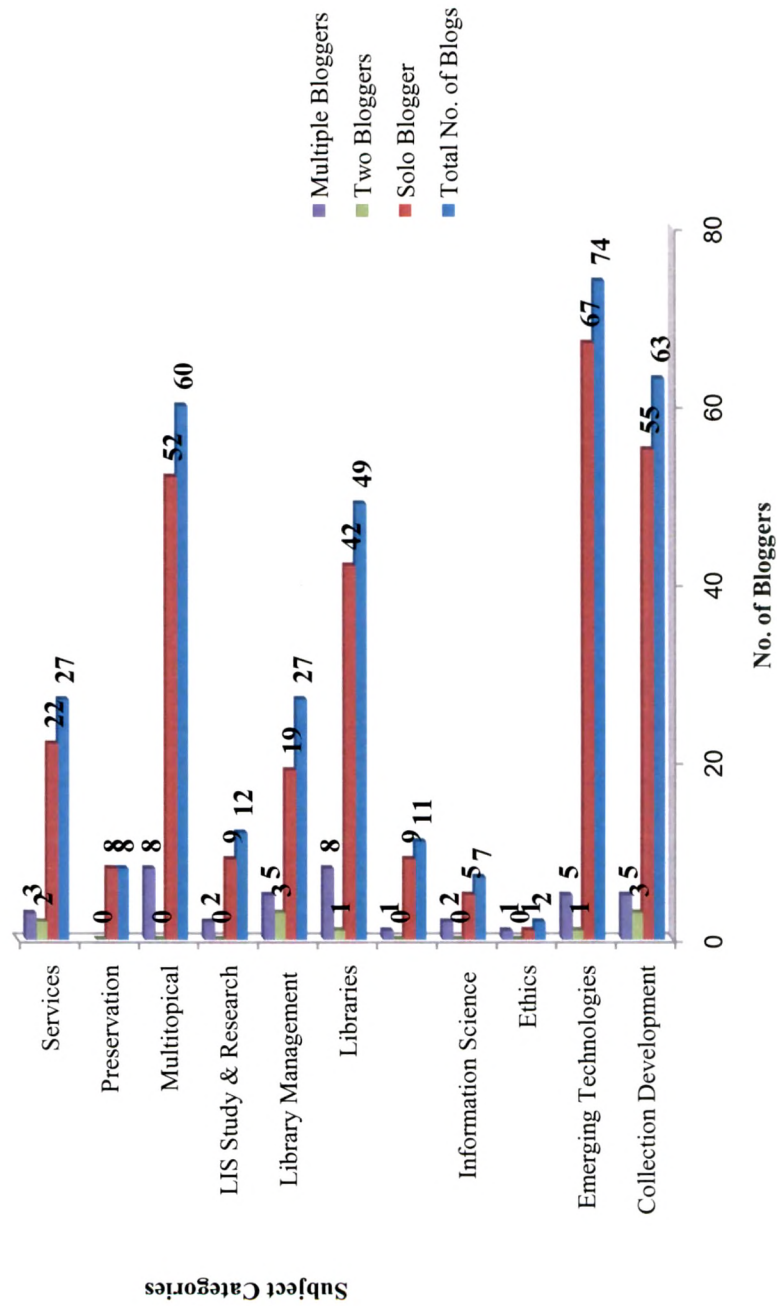
In the broad subject category Services, 81% blogs were written by solo bloggers, 11% blogs were authored by multiple contributors and 7.4% written by two bloggers. In the broad subject category Library Management, 63% blogs were written by solo bloggers, 16% by

172

multiple contributors and 11% written by two contributors. Two blogs were not accessible in this subject category.

The broad subject categories LIS Study & Research, Knowledge Organization & Processing, Preservation, Information Science and Ethics did not have any blogs written by two bloggers. The broad subject category Preservation had all the eight blogs written by solo bloggers. In the broad subject category Ethics which had only two blogs, contributor information of one blog was not available.

The number of bloggers contributing in each broad subject category has been presented below in Figure 7.2.

Fig. 7.2: Blogger Contributions Across Subject Categories

Subject Categories

No. of Bloggers

Legend:
- Multiple Bloggers
- Two Bloggers
- Solo Blogger
- Total No. of Blogs

Services: 2, 3, 22, 27
Preservation: 0, 0, 8, 8
Multitopical: 0, 8, 52, 60
LIS Study & Research: 0, 2, 9, 12
Library Management: 3, 5, 19, 27
Libraries: 1, 8, 42, 49
Information Science: 0, 1, 9, 11
Ethics: 0, 2, 5, 7
Emerging Technologies: 0, 1, 2, ...
Collection Development: 1, 5, 67, 74
: 3, 3, 55, 63

7.1.1.1 Solo Bloggers

As stated earlier, 84.41% of blogs are written by individual bloggers. Figure 7.3 shows the number of blogs in each broad subject category written by solo bloggers.

Fig. 7.3 Solo Bloggers Across Broad Subject Categories
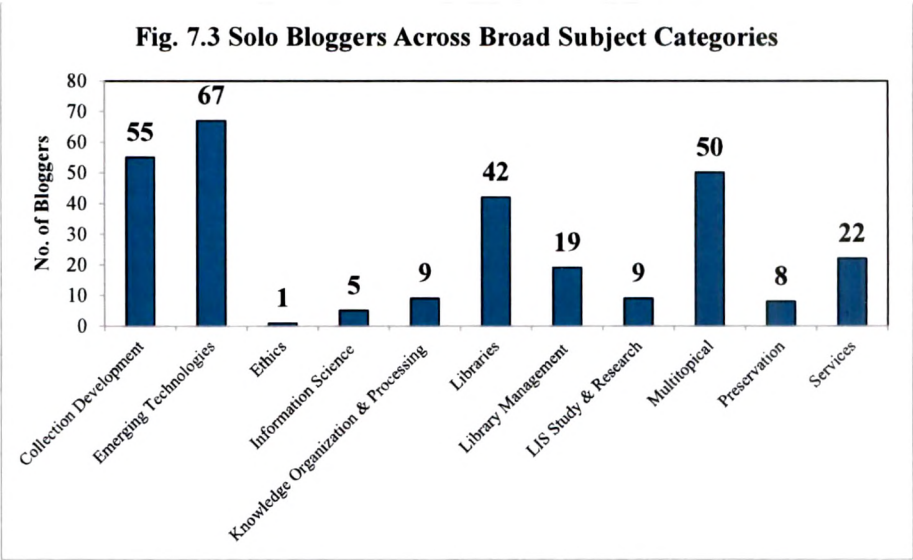
As per Table 7.2, fifty-four percent (54%) of solo bloggers are women and 46% are men. Looking at specific subjects it was revealed (Table 5.3 in Chapter 5) that in the subject category of Collection Development a majority of the blogs were book review blogs (75%), and in gender demographic analysis it was found that book review blogs were predominantly being written by women bloggers.

Table 7.2

Gender Statistics for the Solo Blogger

| Gender	No. of Blogs	%
Men	131	46
Women	156	54
Total	287	100

In the broad subject category Emerging Technologies there is an almost equal division of women and men bloggers contributing to the subject as seen in Figure 7.4. The subject Multi- topical had 28 bloggers who were men and 22 women bloggers.

Fig. 7.4 Gender Statistics Across Broad Subject Categories
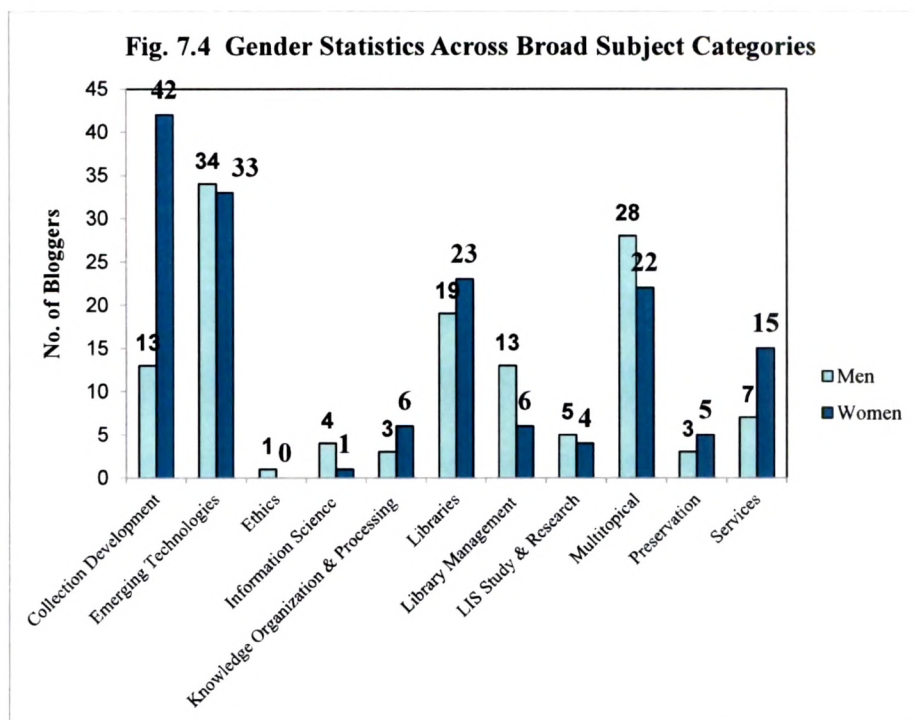
Of the eleven broad subject categories, six broad subject categories Library Management, Information Science, Emerging Technologies, Ethics, LIS Study & Research and Multi-topical were dominated by men bloggers, whereas five broad subject categories - Collection Development, Services, Libraries, Preservation, and Knowledge Organization & Processing were found to be dominated by women bloggers.

7.1.1.2 Two Bloggers

Ten blogs as seen in Figure 7.5 represent five subject categories written by two bloggers together.

Fig. 7.5 Two Bloggers Across Broad Subject Categories
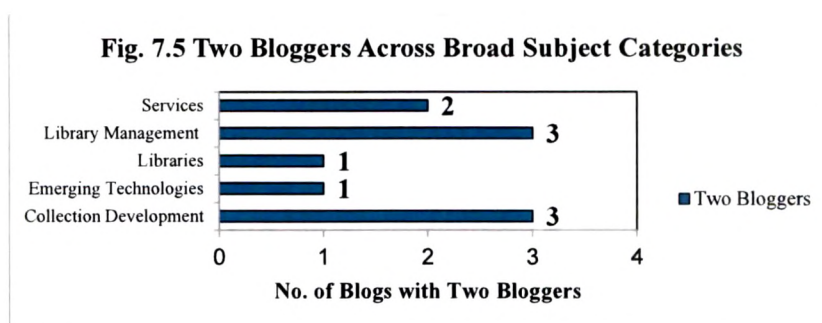
The broad subject categories of Information Science, Ethics, LIS Study & Research, Multi-topical, Preservation and Knowledge Organization & Processing did not have any blogs written by two bloggers.

Table 7.3 shows that there are ten blogs written by two bloggers, thus twenty bloggers are contributing to these ten blogs. Women form 60% of the bloggers and 40% are men. When these partnerships were analyzed further it was found that five blogs were written by partnerships formed amongst women, three blogs are written by men who were collaboratively blogging together and two blogs were written by collaboration between men and women.

Table 7.3
Gender Statistics for Blogs with Two Bloggers

Subject Category	Number of Blogs	Men	Women
Collection Development	3	1	5
Emerging Technologies	1	2	0
Libraries	1	1	1
Library Management	3	2	4
Services	2	2	2
Total No. of blogs	10	8	12

7.1.1.3 Multiple Bloggers

The analysis of blogs with multiple bloggers as contributors is presented in Figure 7.6. It is observed that the broad subject categories of Libraries & Multi-topical had eight blogs each with multiple contributors.

Fig. 7.6 Multiple Bloggers Across Broad Subject Categories
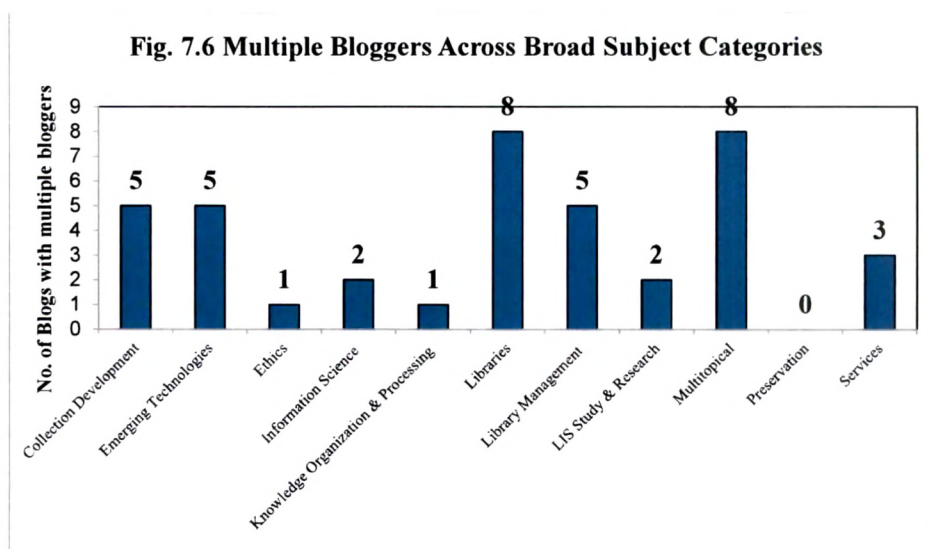
Two blogs, *Library Juice* and *In the Library with the Lead Pipe* were found to have ISSN numbers with an editorial board and list of contributing members.

Many blogs with multiple contributors were found to be organizational and association blogs such as *025.431: The Dewey Blog* from the editorial team of the Dewey Decimal Classification Scheme, *ALA Learning* (11 bloggers) & *ALSC Blog* (20 bloggers), from American Library Association, *ACRLog* (8 bloggers), *Slaw* (22 bloggers), *Code4lib,* and the *LITA blog.* Nine blogs with multiple bloggers did not give the exact number and details of the bloggers associated with the blog. These blogs also displayed contributions from guest bloggers.

178

7.1.2 Blogger Designations

The bloggers demographic data collected also included the designation of the blogger as mentioned on the blog by the blogger. The various designations were further broadly classified into Groups A, B, C, and D.

Group A	President, Director, Chief Librarian, Librarian (Metadata, Cataloguing, Serials, Acquisitions, School, Systems, Academic, Public, Virtual, Undergraduate, Access Services, etc.), Manager, Curator
Group B	Dean, Professor, Associate Professor, Asst. Professor, Adjunct Professor, Lecturer, PhD Student/ Research Scholar
Group C	Assistant Librarian, Senior Officers, Sessional Instructor, Coordinators, Archivists
Group D	Editors, Entrepreneur, Web Designer, Webmaster, Consultant, Library/ Media Specialist, Library Activists/campaigners, Book store owners, Library watchdogs, Publishers, etc.

The maximum numbers of bloggers belong to Group A, followed by Group C , Group D and finally Group B as shown in Figure 7.7.

Fig. 7.7 Blogger Designations
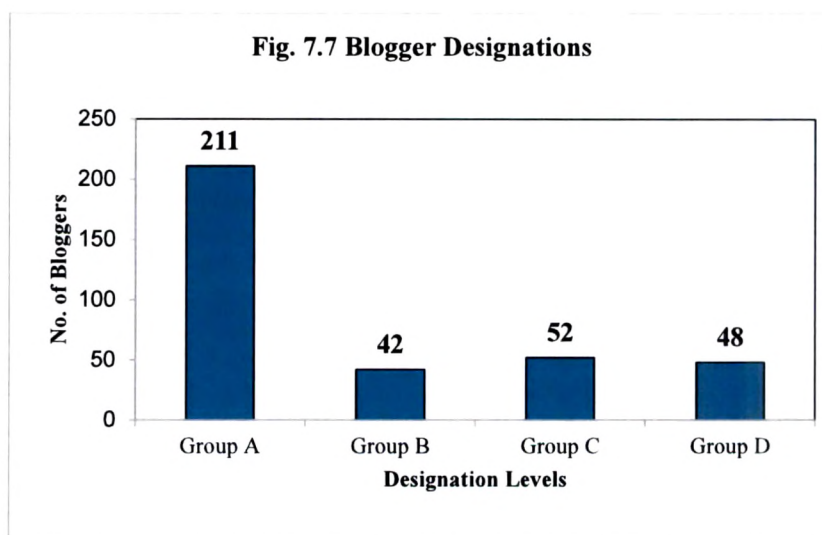
## 7.2 Publication Statistics: Data Presentation, Analysis & Interpretations

The data for the blogger's publications in formal channels of communication was collected from the blog wherever stated. If not stated on the blog it was collected from Google Scholar, Amazon, and Worldcat as explained in Chapter 4. Data regarding the publications of the blogger was collected from 333 blogs. The data collected shows a wide range in bloggers' publications. The publications statistics was analyzed by looking at publications which were placed under the following types:

- Articles published in journals (print as well as online).

- Books (one or more) such as novels, co-authored, monograph, series, and e-books

- Chapters in books and encyclopedias.

- Editor, Guest editor of books (one or more), e-books, chapter, journal, newsletters, magazine, and series.

- Columns and reviews published in journals, and newspapers.

- Conference Proceedings (CP) includes papers presented in conferences and published in conference proceedings.

- Miscellaneous publications such as essays, patent, wikis, white papers, bibliographies, project reports, single issue magazine, presentations other than conferences, webinars, seminars, workshops, podcasts, research reports, and research guides.

7.2.1 Data Analysis Sample

There were a total of 340 blogs taken for this analysis in the second half of 2012. Out of a total of 340 blogs analyzed, three blogs had closed down, and for four blogs the publication information was not available. Thus data for 333 blogs was studied. Figure 7.8

shows the subject categories where the total number of blogs studied were revised. In the broad subject category of Library Management out of 27 blogs, one blog had closed down and for one blog, publication information was not available; thus publication information for 25 blogs was collected. In the broad subject category of Ethics publication information was not available through all possible efforts. In the broad subject category of Information Science publication information was not available for one blog, resulting in a study of six out of seven blogs. In the broad subject category of Knowledge Organization & Processing, out of a total of eleven blogs, publication data for ten blogs was collected, as one blog had closed down. Publication data for ten blogs was collected for the broad subject category of LIS Study & Research out of twelve blogs, as one blog had closed down and for one blog publication information was not available.

Fig. 7.8 Publication Statistics: Blog Sample Studied
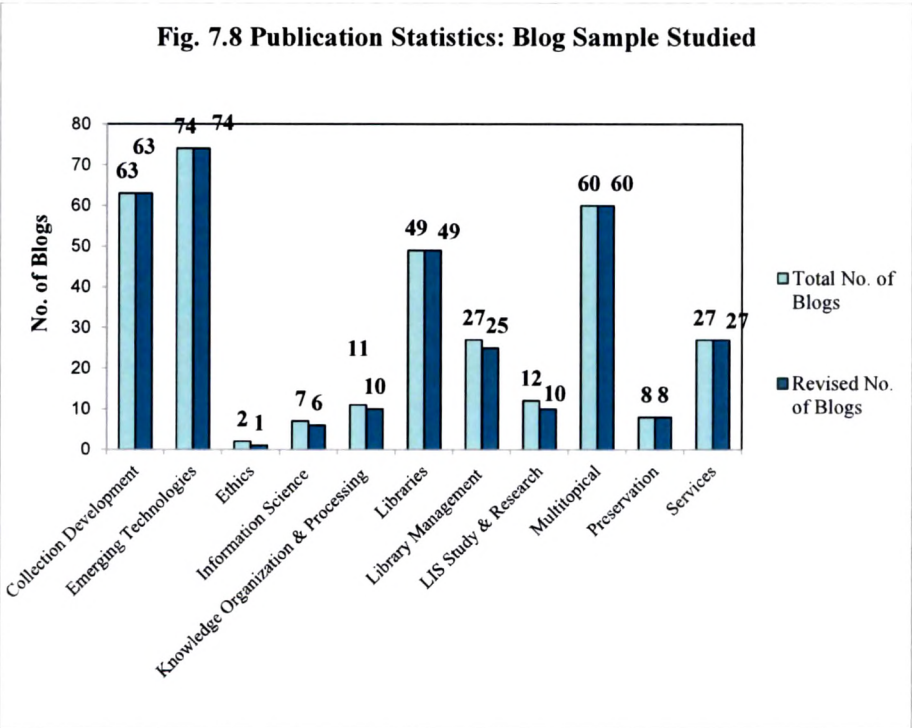
7.2.2 Blogger Publications: Articles

Of the 333 blogs analyzed, 234 (70%) bloggers had published articles. Figure 7.9 shows the number of bloggers publishing articles in journals. Many bloggers had given the list of articles published by them on the blog, with hyperlinks wherever feasible.
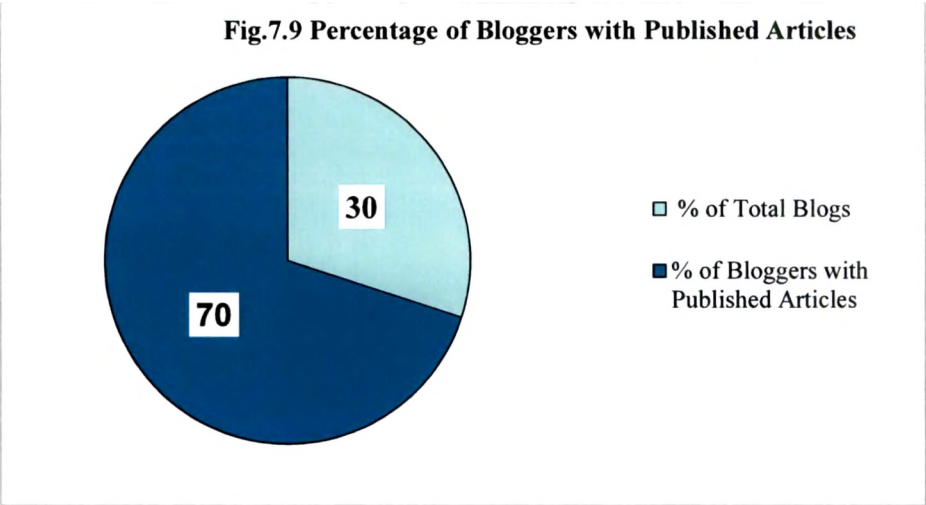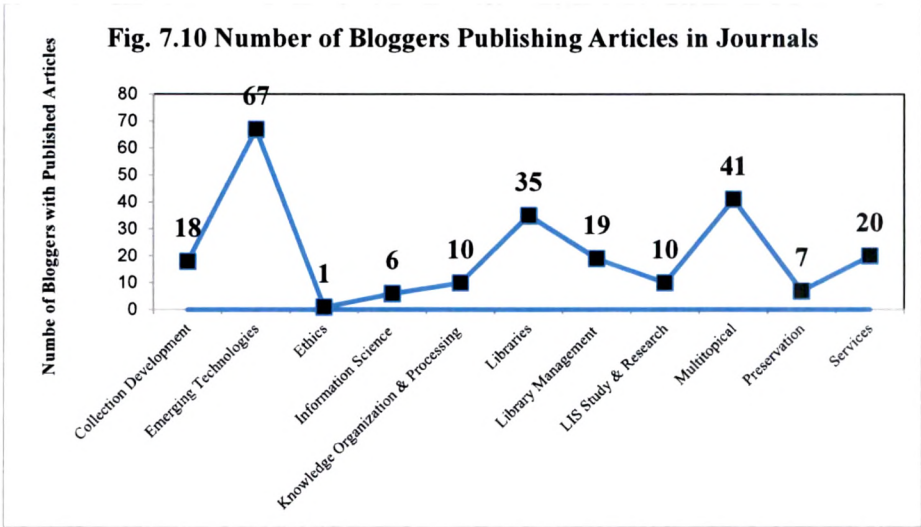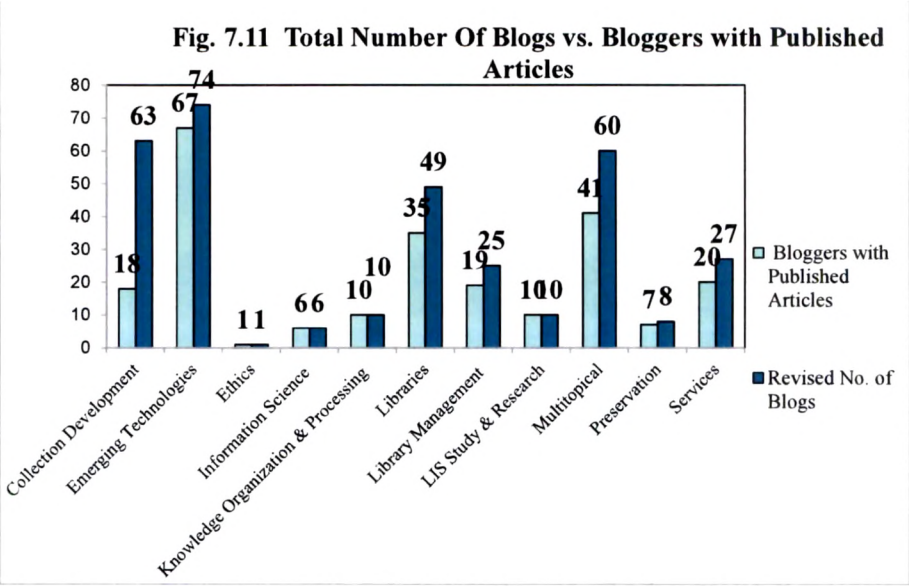
Fig.7.9 Percentage of Bloggers with Published Articles

- □ % of Total Blogs
- ■ % of Bloggers with Published Articles

Figure 7.10 demonstrates the bloggers publishing articles from each broad subject category.

Fig. 7.10 Number of Bloggers Publishing Articles in Journals

The broad subject category Emerging Technologies with the highest number of blogs had 67 (91%) bloggers with published articles as shown in Figure 7.11. The broad subject category of Collection Development had 18 (29%) bloggers with published articles. In the subject category Multi-topical 41 bloggers (68%) have published articles. The broad subject categories of Knowledge Organization & Processing, LIS Study & Research, Ethics and Information Science had all bloggers with published articles.

Fig. 7.11 Total Number Of Blogs vs. Bloggers with Published Articles

Further, 71%, 74% and 76% of bloggers in the broad subject category Libraries, Services and Library Management have published articles respectively. In Preservation, 88% of bloggers have articles published. Nine subject categories have 70% or more bloggers publishing articles.

7.2.3 Bloggers Publications: Books

Out of the 333 blogs analyzed, the bloggers of 121 blogs had published one or more books as shown in Figure 7.12. Thus, 36% of bloggers had published at least one book.

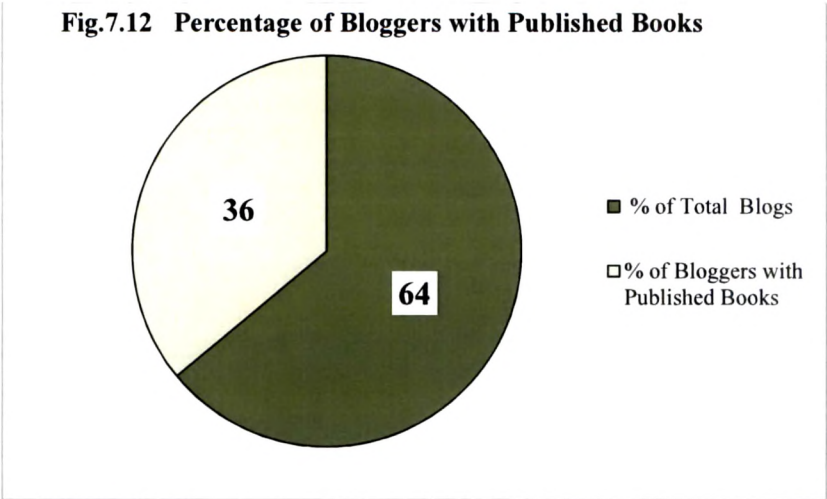**Fig.7.12 Percentage of Bloggers with Published Books**

Figure 7.13 shows a comparative ratio of the total number of blogs with the respective number of bloggers with published books in each broad subject category derived by the researcher.
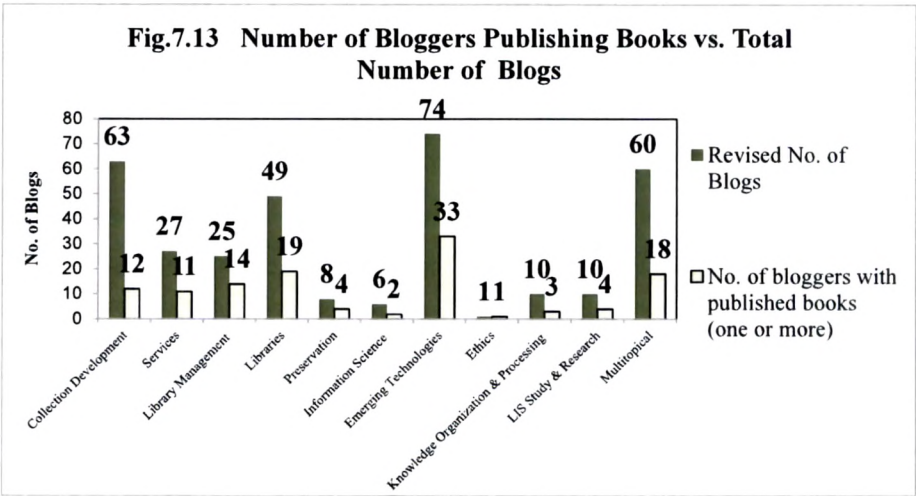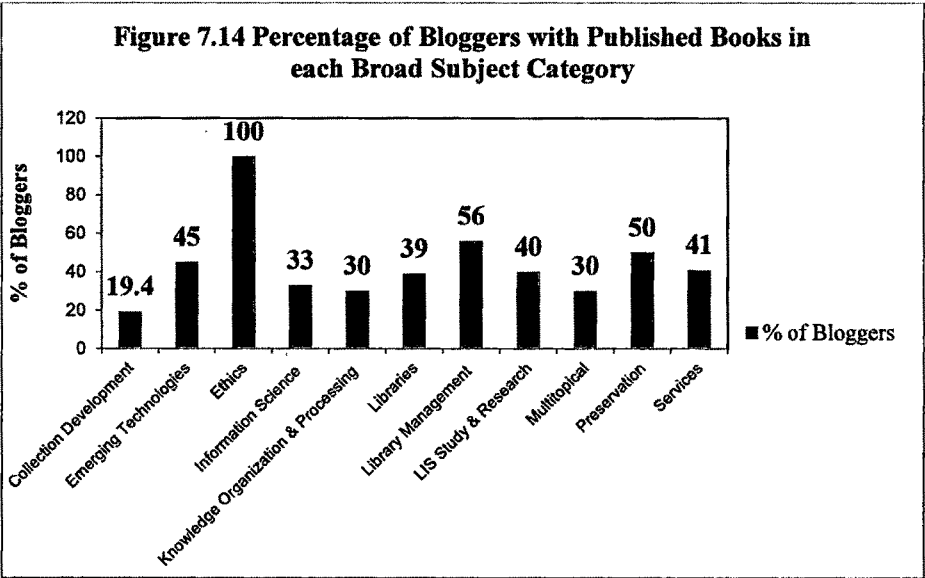
Fig.7.13 Number of Bloggers Publishing Books vs. Total Number of Blogs

Figure 7.14 shows the percentage of bloggers with published books in each broad subject category.

Figure 7.14 Percentage of Bloggers with Published Books in each Broad Subject Category

The broad subject category of Ethics with one blog, showed 100% of publication of books by the blogger. The broad subject categories with highest number of blogs- Emerging Technologies, Collection Development, Multi-Topical and Libraries showed comparatively less percentage of bloggers with published books- 45%, 19%, 30% and 39% respectively.

The blog content analysis displays that bloggers who publish books also discuss and promote their books on their own blogs. There are blogs which show updates and extensions of books published by bloggers; blogs which are supplementing books authored by the blogger; and links to reports published. A few examples of blogs showing the above have been shown through screenshots of the blog pages. The relevant text from the blog has been highlighted to bringing it to notice.
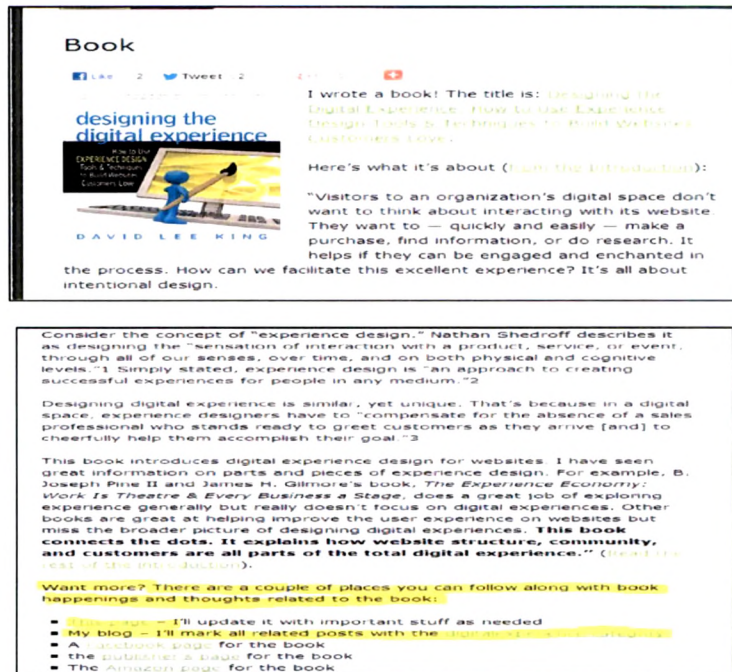
Fig. 7.15 Example 1 - Blog Supplementing Published Book

Fig. 7.16 Example 2 - Blog Supplementing Published Book

Fig. 7.17 Example 3 - Blog Promoting Published Book

Image Source: http://www.ucl.ac.uk/dis/people/annewelsh (March 5th, 2013)

The bibliographical details of the co-authored text mentioned by the blogger in the screenshot above, has been shown below.

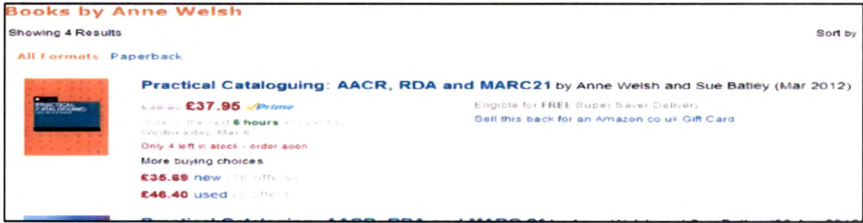**Fig. 7.18 Bloggers' Published Book Details**

Image Source: http://www.amazon.co.uk/Anne-Welsh/ (March 5th, 2013)

Fig. 7.19 Example 4 - Blog Updating Published Book

Image Source: http://information-literacy.blogspot.in/2013/01/

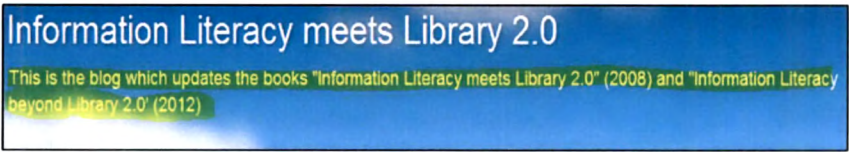### 7.2.4 Bloggers Publications: Chapters

Bloggers have published chapters in books and encyclopedias. Of a total of 333 blogs 85 bloggers (26 %) have published chapters in books and encyclopedias as shown in Figure 7.20.
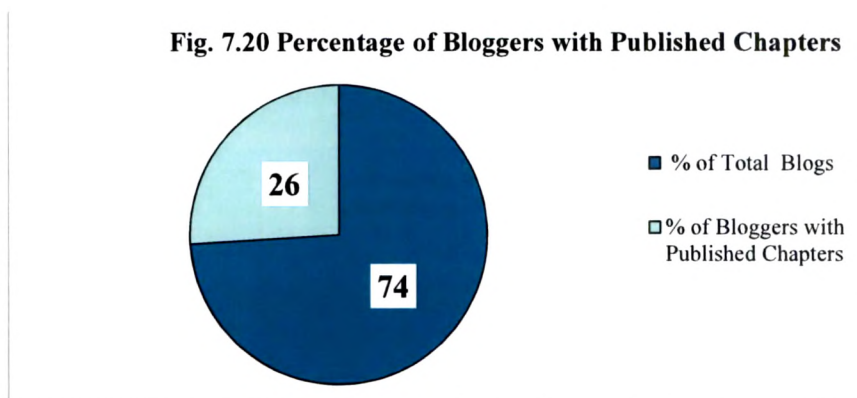
Fig. 7.20 Percentage of Bloggers with Published Chapters

- ■ % of Total Blogs
- □ % of Bloggers with Published Chapters

Figure 7.21 demonstrates the total number of bloggers with published chapters in different broad subject categories. Thirty four (34) bloggers out of 74, i.e., 46% have published chapters in the largest broad subject category of Emerging Technologies followed by 26% in the broad subject category of Multi-topical blogs. The second largest broad subject category of Collection Development has only 5% of bloggers with published chapters.

Fig. 7.21 Number of Bloggers with Published Chapters vs. Total Number of Blogs

- □ No. of Bloggers with Published Chapters
- ■ Revised No. of Blogs
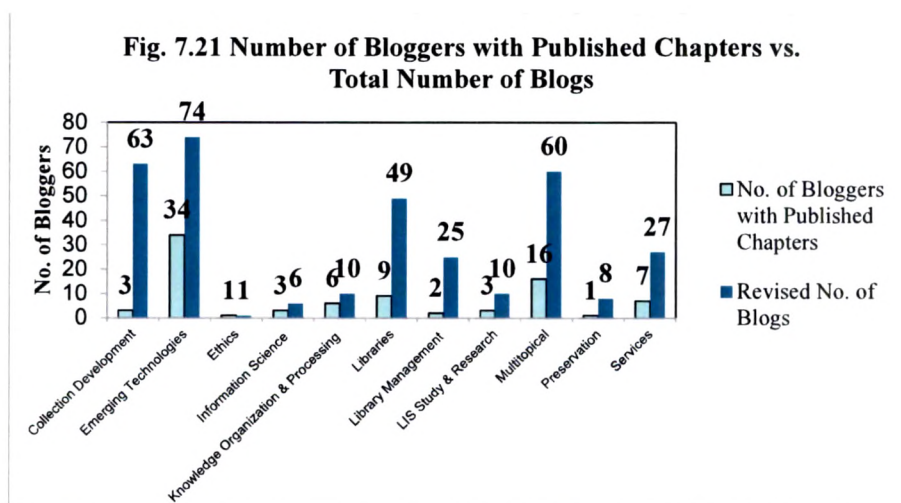
7.2.5 Bloggers Publications: Edited Works

Bloggers are contributing to editorial works either as editor or as guest editor. They are editing books, e-books, chapters, journals, newsletters, magazine, and series. Sixty Eight (20%) bloggers out of 333 blogs studied have editorial publications as shown in Figure 7.22.
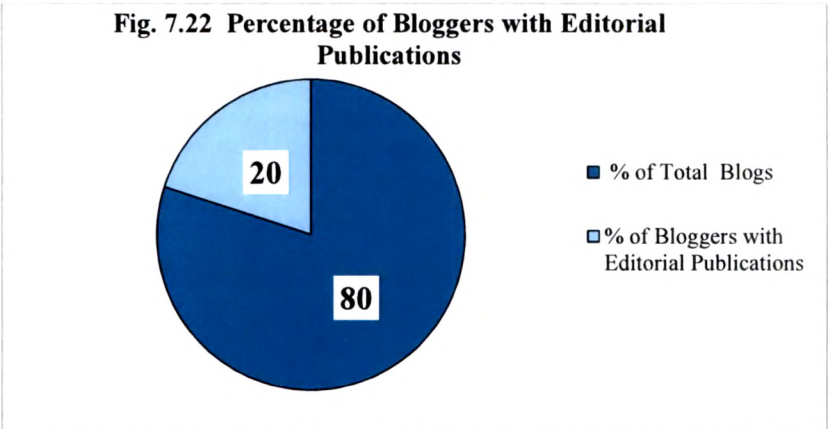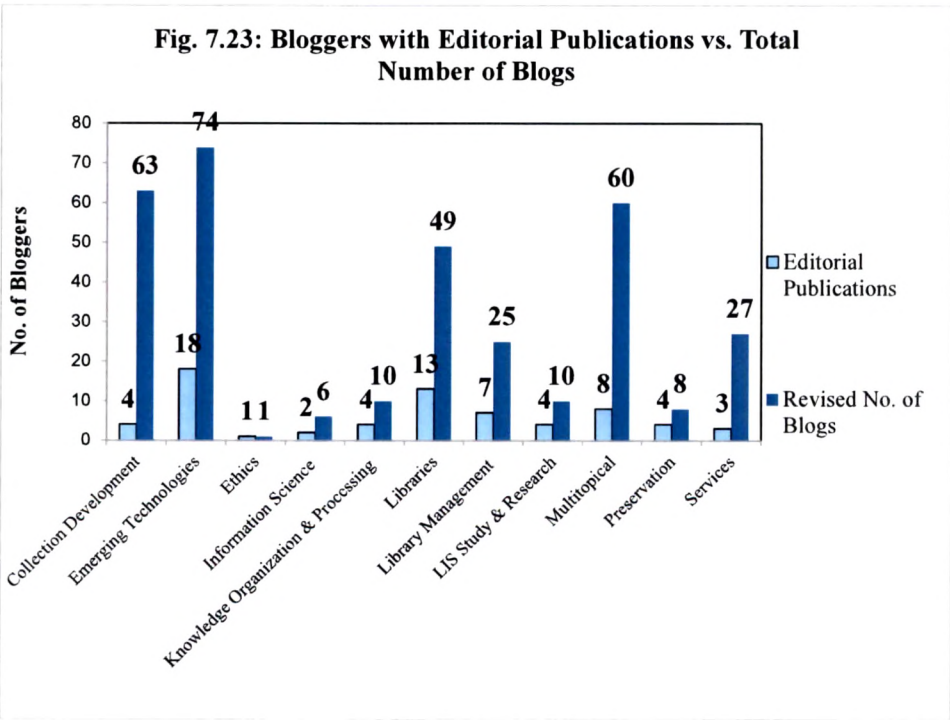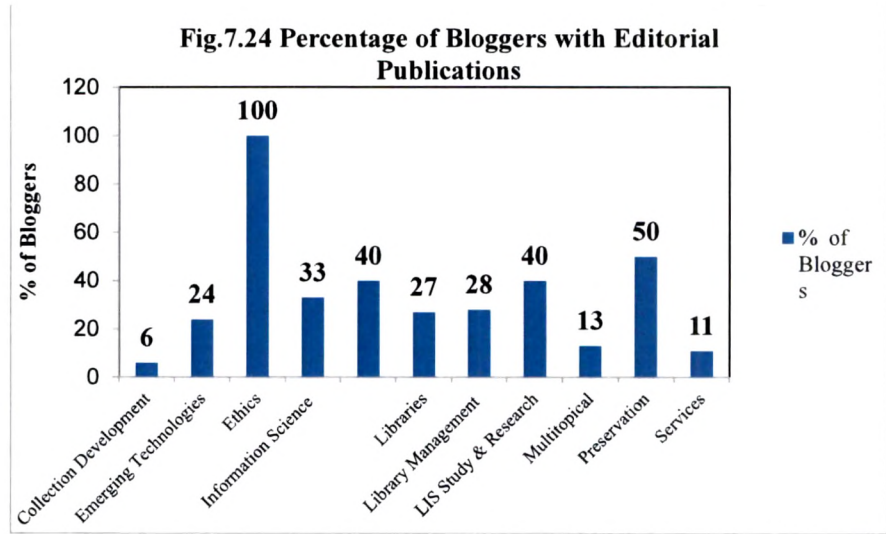
Fig. 7.22 Percentage of Bloggers with Editorial Publications

- % of Total Blogs
- % of Bloggers with Editorial Publications

20

80

Figure 7.23 shows the number of bloggers with editorial publications in the eleven broad subject categories.

Fig. 7.23: Bloggers with Editorial Publications vs. Total Number of Blogs

- Editorial Publications
- Revised No. of Blogs

The percentage of bloggers with editorial publications in the eleven broad subject categories in Figure 7.24 shows that the broad subject category of Ethics with one blog has the blogger with editorial publications, followed by 50% of bloggers in Preservation, 40% of bloggers in Knowledge Organization & Processing and LIS Study & Research, 28% of bloggers


Fig.7.24 Percentage of Bloggers with Editorial Publications

in Library Management, 27% in Libraries, 13% in Multi-topical and only 6% in Collection Development having editorial publications.

7.2.6 Blogger Publications: Conference Proceedings

Bloggers are actively participating in conferences resulting in their publications in conference proceedings (CP) which includes papers presented in conferences and published in conference proceedings.

As can be seen in Figure 7.25, out of a total of 333 blogs, 161 bloggers (48%) have presented papers in conferences.

Fig. 7.25 Percentage of Bloggers with Publishing in Conference Proceedings

- ■ % of Total Blogs
- □ % of Bloggers Publishing in Conference Proceedings

48   52
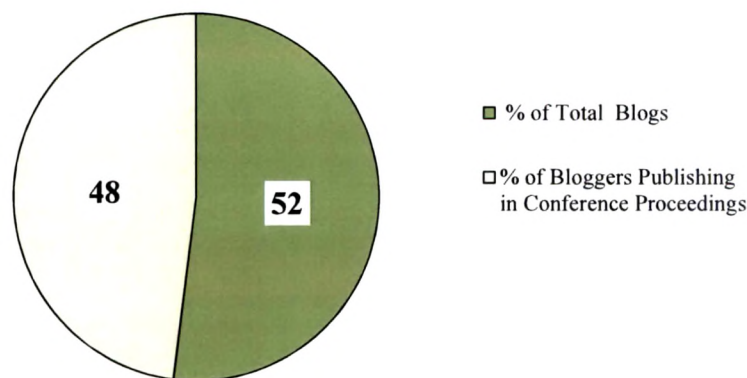
The number of bloggers publishing in conference proceedings reveals the following: 51 bloggers from 74 blogs in Emerging Technologies, 15 bloggers from 63 blogs in Collection Development, 26 bloggers from 60 blogs in Multi-topical are presenting papers at conferences from the broad subject categories with more than 50 blogs in their subject category as seen in Figure 7.26.

Fig. 7.26 Number of Bloggers Publishing in Conference Proceedings vs. Total Number of Blogs

- □ CP(Conference Proceedings)
- ■ Revised No. of Blogs
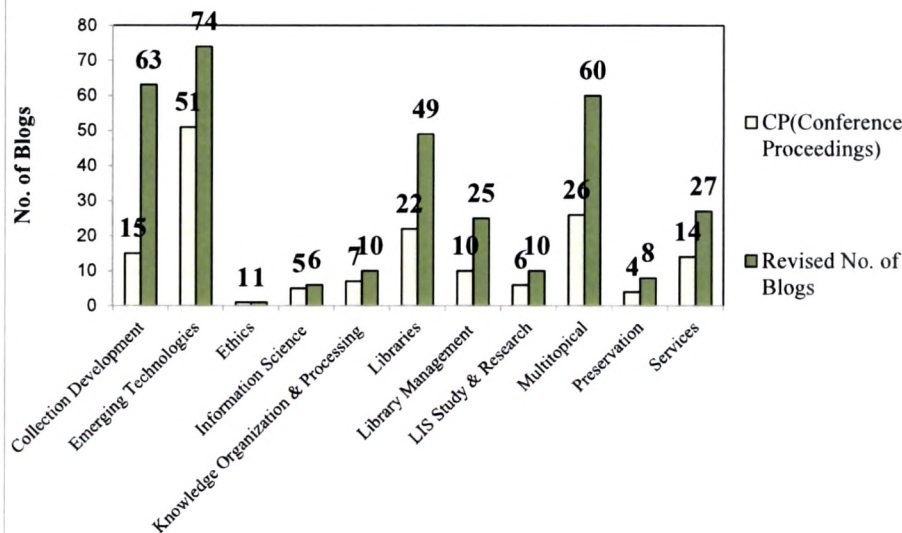
There is a notable increase in the percentage of bloggers presenting in conferences with representation from subject categories with less number of blogs. Five broad subject categories, viz., Ethics, Information Science, LIS Study & Research, Knowledge Organization & Processing and Emerging Technologies have blogs with 50 % and above number of bloggers presenting actively in conferences. The first four broad subject categories listed above out of these five have equal to ten and less than ten blogs in their respective subject categories. The broad subject category of Ethics with one blog has cent percent and Information Science with six blogs has (83%) of bloggers publishing in conference proceedings. The broad subject categories like Knowledge Organization & Processing and LIS Study & Research with ten blogs each have 70 % and 60% of bloggers publishing in conference proceedings respectively. The broad subject category of Emerging Technologies with the highest number of blogs, i.e., 74 has 83% of bloggers contributing to conference proceedings.

Five broad subject categories fall into the range of 40-55 % of bloggers presenting in conferences, viz., Services, Library Management, Libraries, Preservation and Multi-topical. Collection Development, the second largest subject category, has the least percentage of bloggers presenting in conferences as seen in Figure 7.27.

Fig. 7.27 Percentage of Bloggers Publishing in Conference Proceedings across Broad Subject Categories
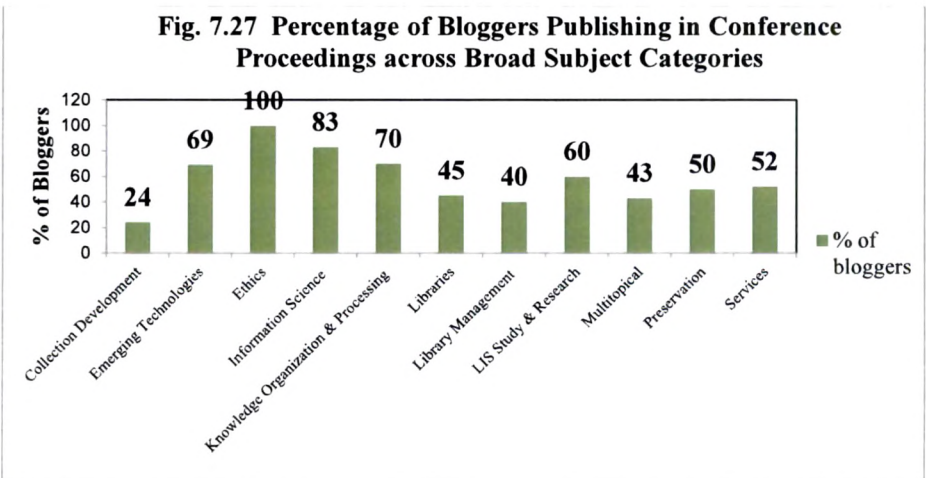
The reason could be partly due to the fact that this category had a high number of blogs which were 'book review' (48 out of 66) blogs, i.e., blogs which review books of different genres.

7.2.7 Blogger Publications: Reviews & Columns

Blog content analysis reveals that bloggers are publishing columns and reviews. Columns are being published in newspapers and journals whereas Reviews are being published in books and journals. As can be seen from Figure 7.28, seventy five bloggers (23 %) out of a total of 333 are publishing in reviews and columns.

Fig. 7.28 Percenatge of Bloggers Publishing in Reviews & Columns

23

77

■ % of Total Blogs
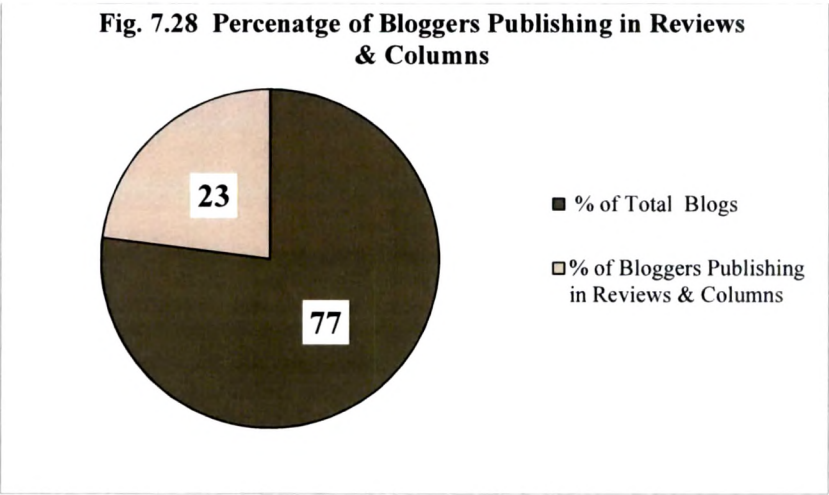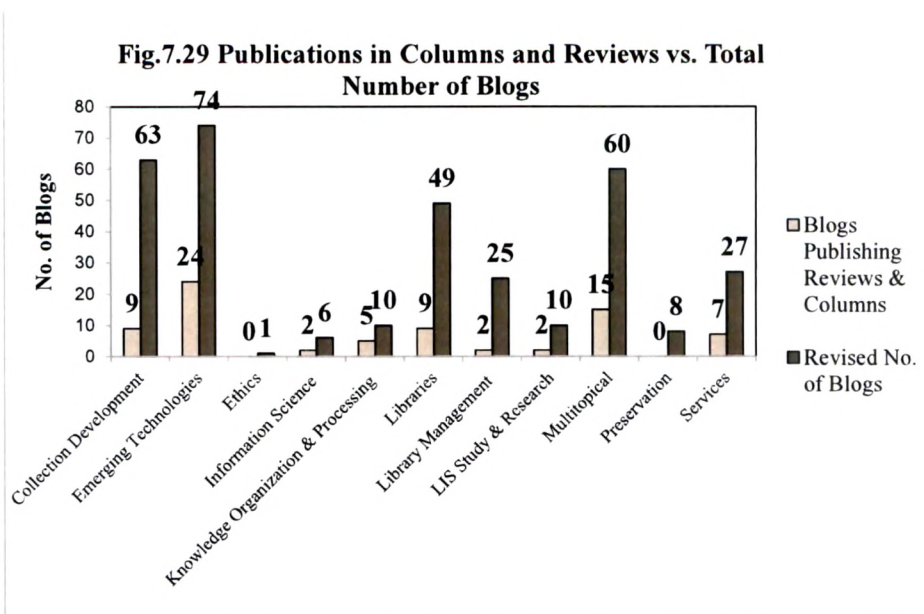
□ % of Bloggers Publishing in Reviews & Columns

Figure 7.29, shows a breakup of the bloggers publications in columns & reviews across broad subject categories. It shows that the bloggers of the broad subject categories Preservation and Ethics do not have publications in Reviews & Columns.

**Fig.7.29 Publications in Columns and Reviews vs. Total Number of Blogs**

A large number of blogs (49 blogs) in the broad subject category Collection Development are Book Review blogs. Although these blogs are reviewing books they were not included in this publication type as reviews were predominantly of content outside the realm of LIS Literature. The current study as stated earlier was looking at those publications which were the result of the author's own intellectual and research outputs.

## 7.2.8 Bloggers Publications: Miscellaneous Publications & Presentations

Over and above the above mentioned categories, bloggers are also publishing several other forms of publications such as essays, patents, wikis, white papers, bibliographies, project reports, single issue magazine, research reports, research guides, manuals, and reviews published in books and journals. Blog content data analysis shows that bloggers are also presenting webinars, seminars, workshops, podcasts, preparing web guides, and tutorials for information literacy. As the blog content comprised of discussions on the above, the researcher decided to place all the above in a separate category titled as 'Miscellaneous'. As

can be seen in the Figure 7.30, thirty-five (11%) bloggers out of 333 blogs had miscellaneous publications and presentations falling into any of the above mentioned categories.

Fig. 7.30 Percentage of Bloggers with Miscellaneous Publications & Presentations
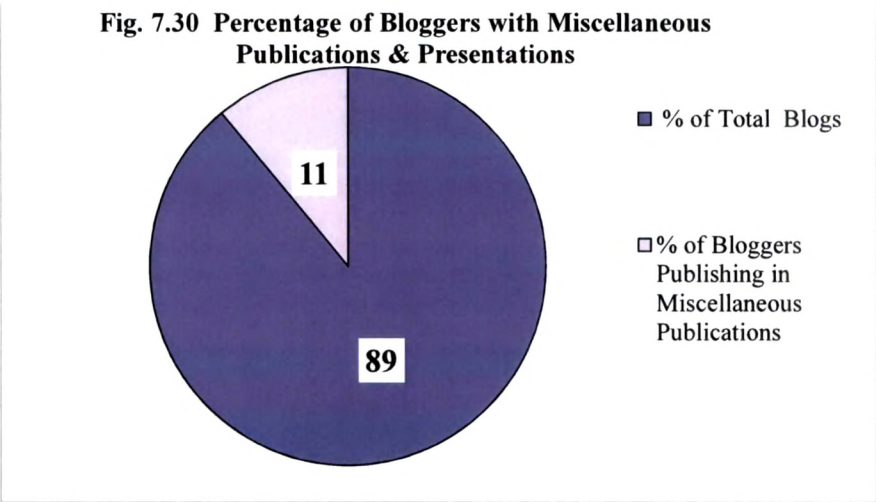
All broad subject categories show bloggers with miscellaneous contributions and presentations.

Figure 7.31 shows a breakup of each subject category with their respective publications and presentations.

Fig. 7.31 Miscellaneous Publications & Presentations vs. Total Number of Blogs
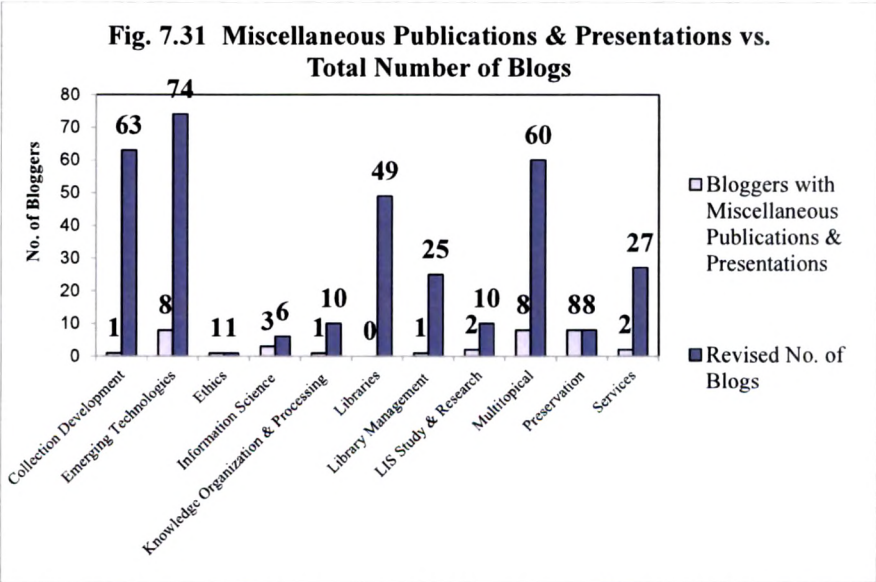
7.2.9 Publishing Trends: Oldest Blogs

The publishing trends of the oldest blogs discussed in Chapter 5 were further investigated. Twenty blogs fall into the oldest category having sustained themselves for 10 years and more. These 20 blogs are listed in Table 5.4 in Chapter 5.

Table 7.4

Publishing Trends for the Oldest Blogs

Publications	% Of Bloggers Publishing
Articles	80
Books	55

As seen in Table 7.4, Eleven (55%) of the oldest twenty blogs have published books and sixteen blogs (80%) have published articles.

7.3 Interesting Illustrations

The analysis of the bloggers publications showed some interesting evidences which are presented below in the form of screenshots. These screenshots have been shown to highlight some specific illustrations of blog content visible on the Web aiding the blogger in achieving other aims through the blog.

Fig. 7.32 Example of Blogger Displaying Blog Post Citations on Google Scholar

Image Source: http://scholar.google.com/citations?user=F9_kHm0AAAAJ&hl=en
(Retrieved August 19, 2013)

- Bloggers are using blogs not only to promote their books, but also give links to full text articles on the blog.

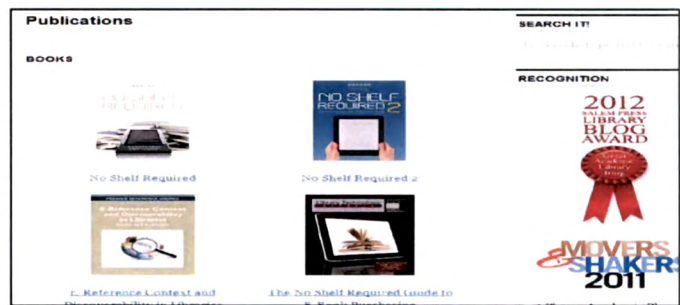**Fig. 7.33 Example of Blog Promoting Published Books on Blog**

Image Source: http://www.libraries.wright.edu/noshelfrequired/

Fig. 7.34 Example of Blog Giving Links to Articles and Columns

Image Source: http://www.libraries.wright.edu/noshelfrequired/

- Blog content analyzed displays that bloggers are discussing their publications both before and after the content is published. They are using the blog as a platform to discuss, invite opinions, or as a sounding board for ideas and feedback of their published as well as unpublished work. The example below from the blog *Loose Canon Librarian* demonstrates the blogger's interactions with the readers of the blog on the topics of his interest before the actual book is published.

197

Screenshot 1 (Fig.35) is taken from October 2011 and the Amazon page (Screenshot 2 & 3) shows that the book has been published in January 2013.

Fig. 35 (1, 2, 3) Example of blogger discussing book topic on Blog before publication
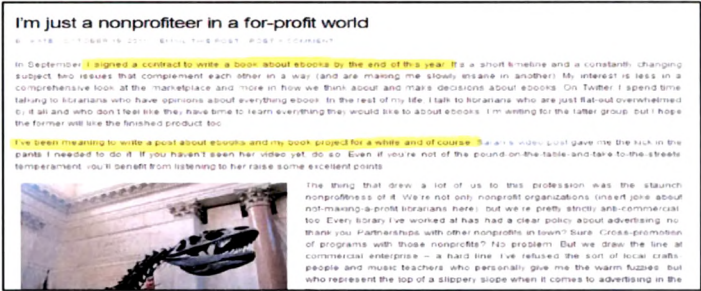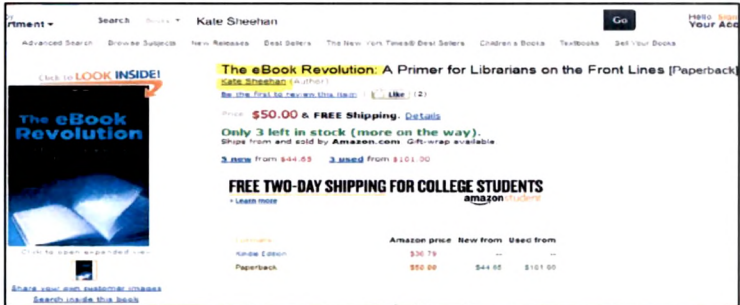Screenshot 1

Image Source: http://loosecannonlibrarian.net

Screenshot 2

Screenshot 3

- Bloggers are also opting for the International Standard Serial Number (ISSN) given for Weblogs. It helps in giving the blog legitimacy and the ability to be indexed in an international database of publications treated at par with a serial or periodical publication.
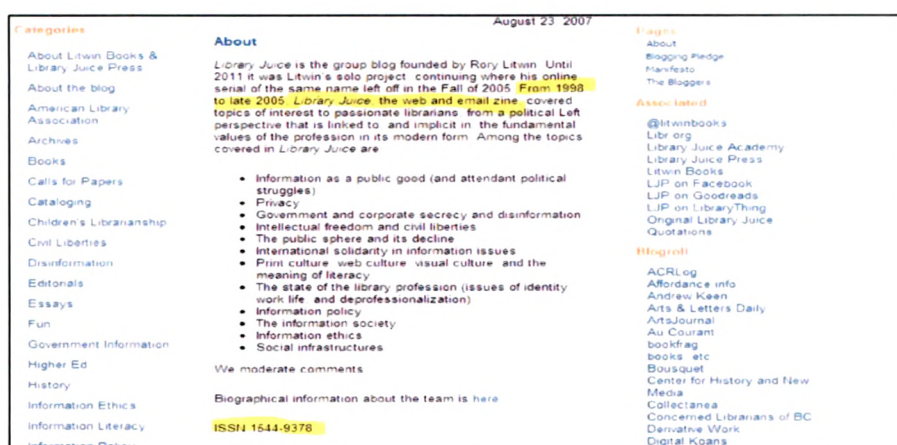
Fig. 7.36 Example 1 of Blog with ISSN Number

Image Source: http://libraryjuicepress.com/blog/?page_id (Retrieved August 4, 2013)

Fig. 7.37 Example 2 of Blog with ISSN Number

Image Source: http://www.inthelibrarywiththeleadpipe.org/about/ (Retrieved August 4, 2013)

## Fig. 7.38 Example of Blog with Blog Post Index

Image Source: http://pliny.wordpress.com/

- The blog *UK Web Focus* was also found to have distinctly stated policies of the blog. These were just a few examples to demonstrate the various approaches being adopted by the bloggers to promote their scholarly publications through blog content.

7.4 Summation of Findings

The percentage of bloggers' various publications with respect to the total 333 blogs studied has been shown in Figure 7.39. Seventy percent (70%) of bloggers are publishing
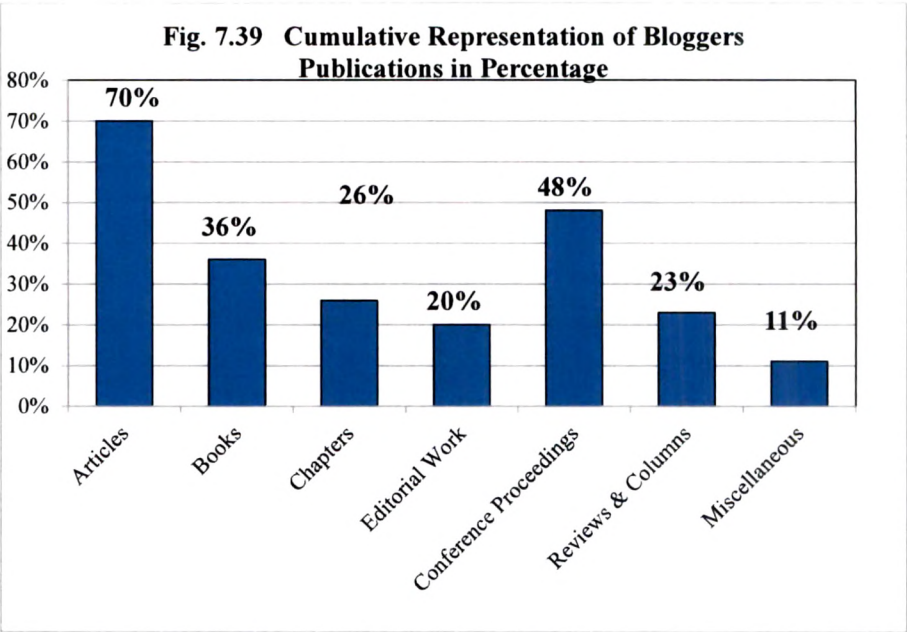
Fig. 7.39 Cumulative Representation of Bloggers Publications in Percentage

articles; followed by 48% with presentations in conferences resulting in publications in conference proceedings, 36% have published one or more books, 26% bloggers having published chapters in books and encyclopedias, 23% bloggers having published Reviews and Columns, 20% with editorial publications and 11% bloggers with miscellaneous publications.

Figure 7.40 shows the numerical values of the various types of publications, viz., articles, books, chapters in books and encyclopedias, editorial work, conference proceedings, reviews & columns and miscellaneous publications as listed earlier.

**Fig. 7.40 Summation of Bloggers Publications**
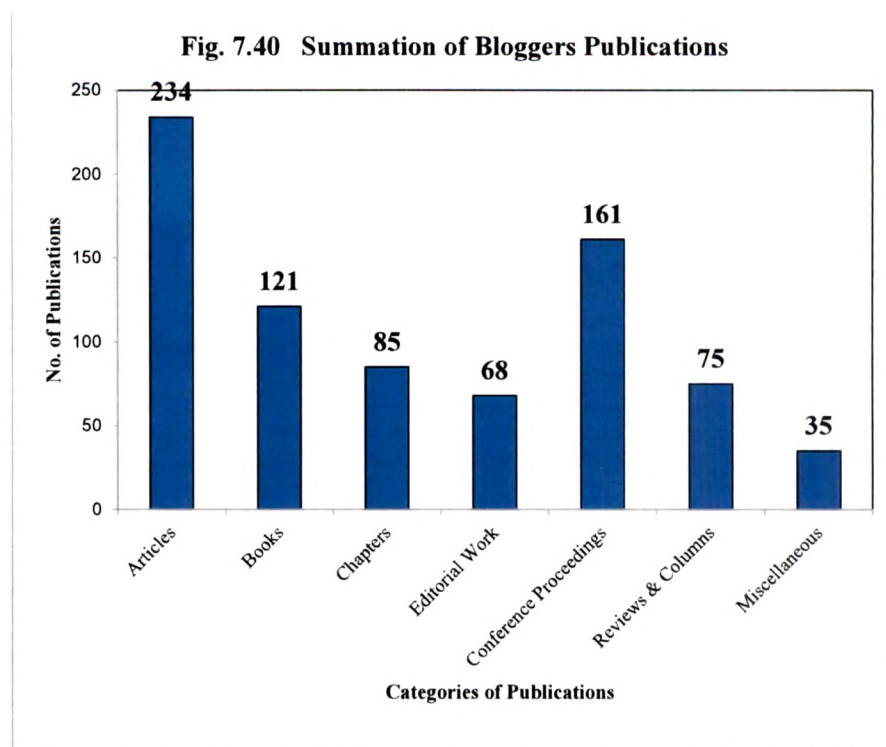
Thus bloggers are publishing articles and papers in conference proceedings the most followed closely by books. Thereafter chapters, reviews and columns, editorial works are the respective publication types where the bloggers are publishing..

7.4.1 Blogger Publications in Broad Subject Categories

Figure 7.41 indicates the various publications of bloggers published according to each broad subject category.

Fig. 7.41 Cumulative Representation of Publication Types Across Broad Subject Categories
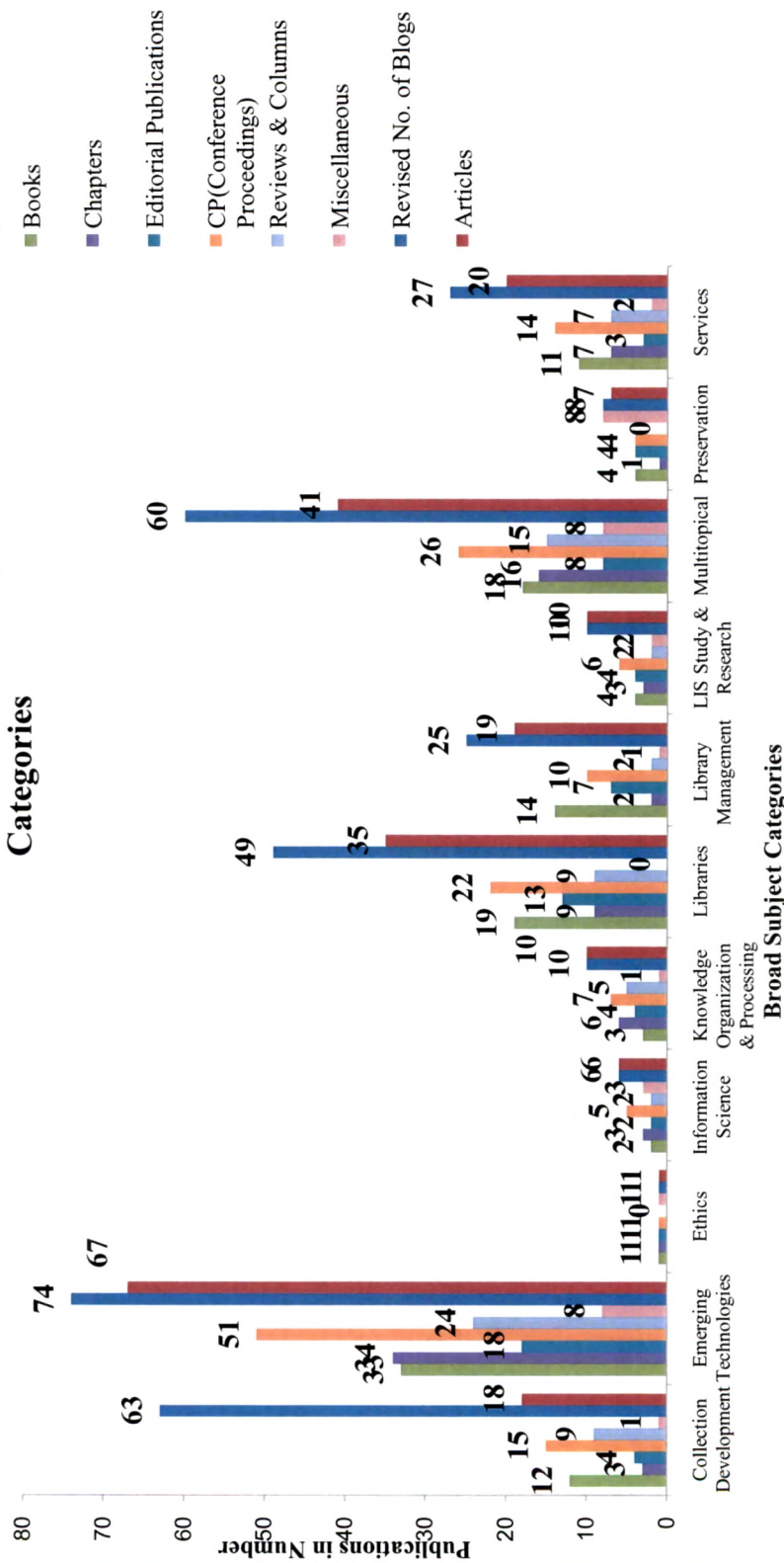
The broad subject category of Ethics with only one (1) blog, displays 100% publication output by the blogger in all publication groups except one, i.e., Reviews & Columns. The broad subject category of Preservation with eight (8) blogs has bloggers showing 100% publication output in articles and miscellaneous publications followed by 50% of bloggers publishing in books, chapters and editorial works. The broad subject category Information Science with six (6) blogs has the bloggers showing 100% publication output in articles, 83% bloggers publishing in conference proceedings, 50 % bloggers publishing in chapters and miscellaneous publications followed by 33% bloggers publishing in books, editorial works and reviews & columns.

In the broad subject category Knowledge Organization & Processing which has ten (10) blogs, the percentage of bloggers publications fall into the following: 100% bloggers publishing articles, 70% bloggers publishing through conference proceedings, 60% bloggers publishing in chapters, 50% bloggers contributing to reviews & columns, 40% bloggers publishing editorial works, 30% bloggers publishing books and 10% bloggers have miscellaneous publications.

An analysis of the broad subject category LIS Study & Research with ten (10) blogs displays 100% bloggers publishing articles, 60% bloggers presenting papers in conferences, 40% bloggers publishing books and editorial works, 30% bloggers publishing chapters, 20% bloggers contributing to reviews & columns and miscellaneous publications. The broad subject category of Emerging Technologies with the highest number of blogs (74 blogs) has 91% bloggers publishing articles, 69% publishing in conference proceedings, 46% and 45% bloggers publishing in chapters and books respectively, 32% and 24% bloggers publishing in reviews & columns and editorial works correspondingly. Fig. 7.42 shows the percentage distribution of various publication categories across broad subject categories.

Fig. 7.42 Percentage of Publication Types Across Broad Subject Categories
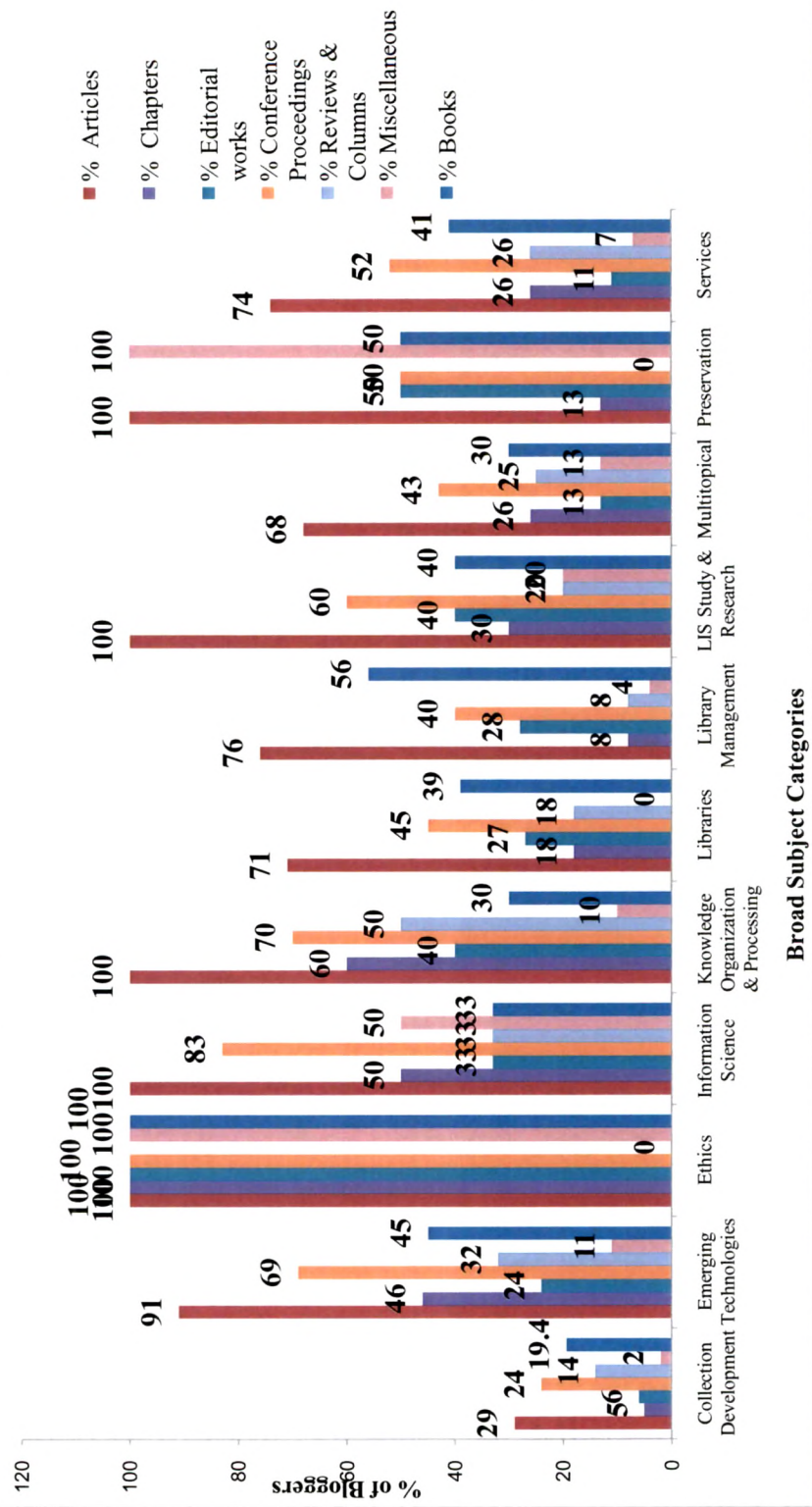
The subject Library Management with 25 blogs shows 76% bloggers publishing articles, 56% bloggers publishing books, 40% bloggers publishing in conference proceedings, 28% bloggers publishing editorial works, 8% bloggers publishing chapters and reviews & columns and 4% bloggers have miscellaneous publications.

The subject category of Services with 27 blogs, displays 74% bloggers publishing articles, 52 % presenting papers in conferences, 41% bloggers publishing books, 26% bloggers publishing chapters and reviews & columns respectively and 7% bloggers have miscellaneous publications and presentations.

A statistical analysis of the subject category Libraries with 49 blogs displays the following results: 71% bloggers are publishing articles, 45% bloggers are publishing in conference proceedings, 39% bloggers are publishing books, 27% bloggers have editorial publications, and 18% bloggers are publishing in chapters and reviews & columns each.

The subject category of Collection Development with the second highest number of blogs (63 blogs) shows very few bloggers publishing in the formal channels. This category has 48 blogs which are 'book review' blogs. Twenty-Nine percent (29%) bloggers are publishing articles, 24% publishing in conference proceedings, 19% publishing books, 14% in reviews & columns, 6% with editorial publications, 5 % publishing in chapters and 2% with miscellaneous publications.

The third largest subject category of Multi-topical blogs with 60 blogs has 68% bloggers publishing articles, 43% bloggers presenting papers in conferences, 30% bloggers publishing books, 26% and 25% bloggers publishing chapters and reviews & columns respectively and 13% bloggers with editorial and miscellaneous publications respectively.

7.5 Interpretations

Blogging is a solitary pursuit. Of the total number of 340 blogs, 84 % are authored by a solo blogger, followed by 12 % blogs written by multiple bloggers and 3 % blogs written by two bloggers. All the blogs in the broad subject categories of Preservation and Ethics have been authored by solo bloggers. Ninety percent (90%) of the blogs written in Emerging Technologies are written by solo bloggers. The broad subject categories of Collection Development, Knowledge Organization & Processing, Multi-topical and Services have more than 80% solo contributors. Fifty-four percent (54%) of solo bloggers are women and 46% are men. Thus women are blogging more than men.

Six broad subject categories - Library Management, Information Science, Emerging Technologies, Ethics, LIS Study & Research and Multi-topical were dominated by men bloggers, whereas five broad subject categories - Collection Development, Services, Libraries, Preservation, and Knowledge Organization & Processing were found to be dominated by women bloggers.

The designation information collected of the bloggers reveals more blogs from directors, chief librarians, librarians, managers and curators.

Seventy percent (70%) of bloggers are publishing articles; followed by 48% with presentations in conferences resulting in publications in conference proceedings, 36% have published one or more books, 26% bloggers having published chapters in books and encyclopedias, 23% bloggers having published Reviews and Columns, 20% with editorial publications and 11% bloggers with miscellaneous publications.

In terms of the publication types, out of the seven publication types stated earlier, bloggers are publishing articles the most, followed by papers in conference proceedings,

books, chapters, reviews & columns, editorial works and miscellaneous publications in the descending order.

The broad subject categories with less number of blogs like Information Science, LIS Study & Research, and Knowledge Organization & Processing have publications in every publication group. The broad subject categories of Ethics and Preservation do not have reviews & columns as publications. Although the broad subject category Ethics has only one blog, the blogger has contributed extensively to every publication group. The broad subject category of Collection Development being one of the categories with highest number of blogs reflects a very less percentage of publications, partly due to the presence of large number of book review blogs in this category.

References

Wilson, T. (2006, February 14). *Open Access and Weblogs – working together.* [Web log post] Retrieved from http://creativelibrarian.com/category/blogging/

Green, K. (2008, December 5). *Influential blog posts.* [Web log post]. Retrieved from http://kathryngreenhill.com/publications/

Jackson- Brown, G.M. (2013, February 4). Content analysis of librarian blogs: Professional development and other uses. *First Monday, 18*(2). Retrieved from http://firstmonday.org/ojs/index.php/fm/article/view/4343/3415