

INTERNATIONAL UNIVERSITY LIBRARY'S WEBLOGS: A CONTENT ANALYSIS

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ABSTRACT -

Web 2.0 technologies have significantly impacted the higher education sector and librarians all over the world are using Web 2.0, changing trends in www technology. Web 2.0 gives users a chance to interact freely and collaborate with others and becomes the creator of user-generated content in the virtual community Web 2.0 has developed in communication as it allows individuals to publish dynamic content with its various tools, like RSS Feeds and Blogs.

A Blog can be very effective tool for reaching online audiences. In this Study authors find out the library blogs from the Database of Times Higher Education. Data were collected during 2010 to 2022, specially contents of library weblogs. The Article focused on the International University Library Weblogs, their content analysis has been done by setting some parameters. The 30 university Libraries Weblogs have been studied by Selected Study Criteria: contents, ask librarian, share link, services etc. For link analysis authors used "Online Link Analyzer tool", library blogs given the ranking as per the contents available online, examined thoroughly.

INTRODUCTION

In Digital Space, we have all countersigned the starter of many new technologies for communication, starting from "hypertext" to chat rooms in association with wikis, News Groups, and all peer-to-peer File Sharing Networks. These New Technologies composed some new contests among Technocrats in the digital age to consolidate, collect and distribute the required information according to the suitability of the information society. To face the crucial challenges and cope with the new proliferation of knowledge, technocrats research this emerging phenomenon to find a solution.

So weblog is considered a practical solution and renewed challenge for the information publishing web-world, which seeks to address the social and broad implications and creates a medium of information pursuing habits among the next generation.

Blogs

The term 'weblog' was coined by Jorn Barger on December 17, 1997, 'blog' was invented by Peter Merholz; the joking broke the word 'weblog' into 'we blog' in the sidebar of his blog Peterme.com in April or May 1999. Shortly after that, Evan Williams at Pyra Labs used 'blog' as both a noun and verb (Coursehero, 2022). Weblog, originally a simple web Browser-based system for updating websites, has developed into a powerful web-based content management system capable of acting as a platform for learning and teaching. (Lihitkar, 2013)

"Weblogs are the online world's mavericks. Two of their greatest strengths are their ability to filter and disseminate information to a widely dispersed audience and their position outside the mainstream of mass media. Weblogs point to, comment on, and spread information according to their own, quickly criteria."(Andrew Kennedy, 2010).

Blogs and Libraries

In the Digital World Librarians rising to the occasion and spreading the word online with blogs /weblogs as another means to market libraries and their services. Blogs are natural for librarians. These extend what we already do: identify, organize, and make information

accessible in libraries. They allow us to be more responsive and reach out to the faculty and students via our library blogs to news, post book reviews, invite comments, announce events, and list new acquisitions. Blogs are a simple and effective way for library professionals to promptly communicate and inform and disseminate information. (Dhiman, A.K. ; Sharma, 2008). Library professionals and libraries must follow new technologies closely, and the advantages of the newest innovations, such as Blogs and RSS feeds.

These must be reflected in library services. Despite the increasing popularity of blogs, few libraries have taken advantage of what they offer. Adding a blog to libraries is free and easy. Librarians can collect and make information accessible to patrons and Researchers- and if they want, invite them in on the discussion. (Karami et al., 2006) Blogs can be uploaded easily, frequently, and continuously, making them an appealing alternative to static newsletters.

OBJECTIVES OF THE STUDY

This study aim to study the contents of universities that have library weblogs as per the TIMES HIGHER EDUCATION WORLD REPUTATION RANKING, categorize blogs' contents available on blog sites

1. To find out International University Library's weblogs on the internet.
2. To study the International University library's weblogs: Categories, Archives, Tags, webLinks, Share link, Ask librarian, navigation links, blog services, Comments, Social Media
3. To rank weblogs based on Content coverage.

SCOPE OF THE STUDY

The study is restricted to surfing the internet of University's weblog, the home pages, and web pages. The 30 university Libraries Weblogs have been studied by Selected Study Criteria.

METHODOLOGY

The Research Methodology adopted for the study is web content analysis and investigative, which further includes surfing the internet to trace the websites of 30 international university libraries' weblogs. Home pages of universities one by one are examined thoroughly, and a pilot study was taken to find out which universities are providing library blogs. Each of the 30 websites was analyzed by set parameters to calculate contents available in the period 2010 onwards, collected data. The statistical Analyses of the data for the present study were done by applying

- 1) Simple percentage,
- 2) Arithmetic Mean, and
- 3) Chi-square Test

The formula is used for calculating the arithmetic mean.

$$a = \frac{\sum mf}{n}$$

Where,

a= Arithmetic mean, m = Size of item

f = Frequency, n = Total number of user

Finally conclusion and suggestions were drawn. Link structure analysis has been done based on the number of total links, i.e. internal and external links, using the Online Link Analyser tool,' Link Checker.'*(Website Link Analyzer - Link Checker for Websites by SmallSEOTools, n.d.)*.

LIMITATIONS OF THE STUDY

The Details included regarding the website/weblog under the study are effective as in the date of accessing university library weblogs' websites until the year 2022. The study is limited to 30 International university library's weblogs

Table No. 1: Ranking of Universities: The Times Higher Education World Reputation Years 2011 & 2021

Sr. No.	University URL	Country	Rank in 2011	Rank in 2021
1	https://www.cam.ac.uk/	United Kingdom	3	5
2	https://www.berkeley.edu/	United States	5	6
3	https://www.stanford.edu/	United States	6	4
4	https://www.princeton.edu/	United States	7	7
5	http://www.ucla.edu/	United States	8	9
6	https://www.yale.edu/	United States	10	8
7	https://www.jhu.edu/	United States	19	20
8	https://www.ucl.ac.uk/	United Kingdom	20	17
9	https://illinois.edu/	United States	22	37
10	http://www.nus.edu.sg/	Singapore	24	24
11	https://www.washington.edu/	United States	27	31

12	https://www.washington.edu/	United States	27	28
13	https://www.duke.edu/	United States	31	28
14	https://www.mcgill.ca/	Canada	31	41
15	https://ucsd.edu/	United States	34	34
16	https://www.unimelb.edu.au/	Australia	39	46
17	https://www.umass.edu/	United States	47	151-175
18	https://www.ucdavis.edu/	United States	48	47
19	https://twin-cities.umn.edu/	United States	51-60	61-70
20	https://www.unc.edu/	United States	51-60	44
21	https://www.osu.edu/	United States	51-60	71-80
22	https://www.ucsb.edu/	United States	51-60	81-90
23	https://www.ntu.edu.tw/english/	Taiwan	51-60	61-70
24	https://www.universiteitleiden.nl/en	Netherland	61-70	71-80
25	https://msu.edu/	United States	71-80	51-60
26	https://www.kuleuven.be/english/	Belgium	71-80	51-60
27	https://www.uq.edu.au/	Australia	71-80	81-90
28	https://wustl.edu/	United States	81-90	81-90
29	https://www.unsw.edu.au/	Australia	81-90	101-125
30	https://www.monash.edu/	Australia	91-100	91-100

Table No. 1: Analysis of Country-wise Universities

Sr. No	Country	No. of University	Percentage
1	United Kingdom	2	6.67
2	United States	19	63.33
3	Singapore	1	3.33
4	Canada	1	3.33
5	Australia	4	13.33
6	Taiwan	1	3.33
7	Netherland	1	3.33
8	Belgium	1	3.33
	Total	30	100.00

Table No.1 displayed the List of Universities selected for the present study .No university stayed on the same rank in 2021 as in 2011. However, only Princeton University in the United States has the same seventh rank. **Table No. 1a** analyzed the universities as per their country.

Total 63.33 % (19) universities from the United States. The above table observed that the highest 63.33% of universities in the United States were included. It is also come to know that the ranking has differed in 10 years.

Table No. 2: International University Libraries Blog

Sr. No	Library Weblog Abbreviation	Blog Web Links	Name of University Library Weblogs
1	UC EC Blog	https://ejournalcambridge.wordpress.com/	EJOURNALS@CAMBRIDGE BLOG
2	UCB ILC blog	https://update.lib.berkeley.edu/Collection.s.php	Introducing Library Collection Blog
3	SU SL blog	https://library.stanford.edu/blogs/stanford-libraries-blog	Stanford Libraries Blog
4	PU RBCP	https://blogs.princeton.edu/mudd/	Mudd Manuscript Library Blog
5	UCLA LSC blog	https://www.library.ucla.edu/blog/special	UCLA Library Special Collections Blog
6	YU YCAL Blog	https://beinecke.library.yale.edu/blogs/yale-collection-american-literature	Yale Collection of American Literature
7	JHU SLUM Blog	http://blogs.library.jhu.edu/	The Sheridan Libraries and University Museums Blog
8	UCL ER blog	https://blogs.ucl.ac.uk/library-ejournal/	Electronic Resources Blog
9	UIUC ILLLBlog	http://publish.illinois.edu/litlanglibrary/	I literatures and languages library
10	NUS L Blog	http://blog.nus.edu.sg/linus/	NUS libraries Blog
11	UTA ACR Blog	https://acrlog.org/	ACR Blog: Blogging by and for academic and research librarians
12	UWL Blog	https://sites.uw.edu/libstrat	UW libraries Blog
13	DU LNEE Blog	https://blogs.library.duke.edu/news-events-exhibits/all-posts/	Library News, Events & Exhibits Blog
14	MU LM NML	http://news.library.mcgill.ca/	Library Matters : News from McGill Library
15	UCSD NE Blog	https://library.ucsd.edu/news-events/library-updates/	News & Events
16	UM SC D Blog	https://blogs.unimelb.edu.au/librarycollections/#Library%20Collections	Special Collections : Discoveries
17	UMASS ULN Blog	https://libblog.lib.umassd.edu/	Umass University Library News Blog
18	UCD LN Blog	https://www.library.ucdavis.edu/news/	UC Davis Library News
19	UMINN PS Blog	https://www.continuum.umn.edu/primary-sourcery/	Archives and Special Collections News: Primary Source Blog
20	UNCCH RB Blog	https://blogs.lib.unc.edu/rbc/index.php/meaning/	The Chapel Hill Rare Book Blog
21	OSU LNI NN	https://library.osu.edu/site/osulstaff/	Libraries News and Information: News Notes
22	UCSB	https://www.library.ucsb.edu/news	Library News Centre
23	NTU LRS Blog	http://tul.blog.ntu.edu.tw/	Library Reference Service

			Blog
24	LU LSC Blog	https://leidenspecialcollectionsblog.nl/	Leiden special collections blog
25	MSU NMSUL	https://blogs.lib.msu.edu/business-library-news	News @MSU Libraries
26	KUL Euro	https://blog.europeana.eu/	europeana
27	UQ Blog	https://web.library.uq.edu.au/blog	Blog
28	WU SL SP Blog	https://library.wustl.edu/category/special-collections/	University Libraries -Special Collections
29	UNSW	https://www.sl.nsw.gov.au/blogs	Blogs
30	MU LB	http://librarymonash.blogspot.com/	Library Blog

Table No. 2 represents the web links of library weblogs that thoroughly searched for data collection. The essential characteristic of the blog format is to post updated information in reverse chronological order. It helps represent and record

the development of new subject trends and categories. The contents of Library weblogs divided in to two parts with various parameters (Table No.3 and Table No. 4) In this, a detailed analysis of the library weblog was presented.

Table No.3: Statement of Content coverage Links in Libraries Weblog -1

Sr. No	Parameters	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	About	20	66.70	10	33.30	15	15	3.333	1
2	Ask Us	8	26.70	22	73.30	15	15	6.533	1
3	Contact Us	10	33.30	20	66.70	15	15	3.333	1
4	Images	30	100.00	0	0.00	30	--	*	--
5	News	11	36.70	19	63.30	15	15	2.133	1
6	Subscribe	11	36.70	19	63.30	15	15	2.133	1
7	User Services/ Guideline	12	40.00	18	60.00	15	15	1.200	1
Total		10.2	48.57	108	51.43				
Mean		14.57		15.43					

The Content coverage links of University Libraries on Weblogs; only one, "The University of New Scout Wales," covered the highest coverage links,

H0: There is no significant difference regarding the Content coverage Links on the Homepage of

the University Libraries Weblog for providing information online.

H1: There is a significant difference regarding the Content coverage Links on the Homepage of the University Libraries Weblog for providing information online.

The table value of X^2 for 1 degree of freedom at a 5% level of significance is 3.84 for Content coverage Links on Homepage of the University Libraries Weblog for providing information online. The calculated value of X^2 for About, Contact Us (3.333), news, subscribe is (2.133), and User Services/ Guideline (1.200) are lower

than the table value, so the null hypothesis is accepted. Hence, there is no significant difference regarding the Content coverage Links on the Homepage of the University Libraries Weblog for providing information online related to About, Contact us, news, and subscribe.

Table No. 4: Statement of Content Coverage Links in Libraries Weblogs -2

Sr. No	Parameters	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	Archive	21	70.00	9	30.00	15	15	4.800	1
2	Categories	25	83.30	5	16.70	15	15	13.333	1
3	Contributors/Authors	22	73.30	8	26.70	15	15	6.533	1
4	Comments	21	70.00	9	30.00	15	15	4.800	1
5	Link to Posts	30	100.00	0	0.00	30	--	*	--
6	Post	29	96.70	1	3.30	15	15	26.133	1
7	RSS	12	40.00	18	60.00	15	15	1.200	1
8	Recent Post	11	36.70	19	63.30	15	15	2.133	1
9	Recent Entries	11	26.70	19	63.30	15	15	2.133	1
10	Tags	25	83.30	5	16.70	15	15	13.333	1
11	Topics	13	43.30	17	56.70	15	15	0.533	1
12	Useful Links	30	100.00	0	0.00	30	--	*	--
13	Meta	11	26.70	19	63.30	15	15	2.133	1
Total		261	66.92	129	33.08				
Mean		20.08		9.92					

Table No.4 Discussed content coverage links of Libraries' weblogs with the set parameters; It is observed from the above table that the Maximum Content of 92.31 % is found in two university libraries' blogs.

H0: There is no significant difference regarding the Statement of Content coverage links in Libraries' weblogsfor providing information online.

H1: There is a significant difference regarding the Statement of Content coverage links in Libraries' weblogs for providing information online.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for Statement of Content coverage links in Libraries' weblogs for providing information online. The calculated value of X^2 for "About," "Contact Us" is (3.333), "news," "subscribe" is (2.133), and "User Services/ Guideline "is (1.200) are, lower than the table value, so the null hypothesis is accepted.

Hence there is no significant difference regarding the Statement of Content coverage links in Libraries' weblogs for providing information online related to About, Contact us, news, and subscribe.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for Statement of

Content coverage links in Libraries' weblogs for providing information online. The calculated value of X^2 for "Ask us" (6.533) is more than the table value, so the null hypothesis is rejected. Hence, there is a significant difference regarding the Statement of Content coverage links in Libraries' weblogs for providing information related to Ask us online.

Table No. 5: Statement of Links Supporting on Homepages / Ease of Navigation

Sr. No	Ease of Navigation	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	Home Links on each Pages	28	93.30	2	6.70	15	15	22.533	1
2	Back & Forward top links between page	30	100.00	0	0.00	30	--	*	--
3	Search Facility	30	100.00	0	0.00	30	--	*	--
4	Link Use of Back Button	30	100.00	0	0.00	30	--	*	--
5	Use of Images	30	100.00	0	0.00	30	--	*	--
6	Images support navigation yes/slow	30	100.00	0	0.00	30	--	*	--
7	Home Links on each Pages	30	100.00	0	0.00	30	--	*	--
Total		178	98.89	2	1.11				
Mean		29.67		0.33					

Table No. 5 It is found from the data, that 100% (28) university libraries' weblogs have navigation links on homepages,

H0: There is no significant difference regarding the Statement of Links Supporting on Homepages of University Libraries Weblog for providing information online.

H1: There is a significant difference regarding the Statement of Links Supporting on Homepages of University Libraries Weblog for providing information online.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for the Statement of Links Supporting on Homepages of University Libraries Weblog for providing information online. The calculated value of X^2 for Home Links on each page is higher than the table value, and the null hypothesis is rejected. Hence, there is a significant difference regarding the Statement of Links Supporting on Homepages of University Libraries Weblog for providing information online.

Table No. 6: Statement of Ask Librarian /"Ask Us"

Sr. No	Parameters	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	Live Chat	23	76.70	7	23.30	15	15	8.533	1
2	Consult	9	30.00	21	70.00	15	15	4.800	1
3	E-mail	23	76.70	7	23.30	15	15	8.533	1
4	Phone /Call Us	23	76.70	7	23.30	15	15	8.533	1
5	Text Us	6	20.00	24	80.00	15	15	10.800	1
6	Visit	9	30.00	21	70.00	15	15	4.800	1
7	Ask Reference Ques/Questions	16	53.30	14	46.70	15	15	0.133	1
8	Subject Librarian	14	46.70	16	53.30	15	15	0.133	1
9	Suggest Purchase	9	30.00	21	70.00	15	15	4.800	1
10	Enquiry forms	16	53.30	14	46.70	15	15	0.133	1
Total		148	48.67	152	51.33				
Mean		14.80		15.40					

*This variable is constant.

Table No.6 presents "ask Librarian/ ask us this service is provided by most library blogs. There is no significant difference regarding the Statement of "Ask Librarian" or "Ask Us" Links for providing information online.

There is a significant difference between the Statement of "Ask Librarian" or "Ask Us" Links for providing information online.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for Statement of "Ask Librarian" or "Ask Us" Links for providing information online. The calculated value of X^2 for all the statements of "Ask Librarian" Ask Reference Ques/Questions, Subject Librarian, and Enquiry forms (0.133) is lower than the table

value, so the null hypothesis is accepted. Hence there is no significant difference regarding the Statement of "Ask Librarian" or "Ask Us" Links for providing information online related to Ask Reference Ques/Questions, Subject Librarian, and Enquiry forms.

The calculated value of X^2 for Live Chat (8.533), Consult (4.800), Email (8.533), Phone /Call Us (8.533), Text Us (10.800), Visit (4.800), and Suggest Purchase (4.800) is more than the table value, so the null hypothesis is rejected. Hence, there is a significant difference regarding the Statement of "Ask Librarian" or "Ask Us" Links for providing information online related to Live Chat, Consult, Email, Phone /Call Us, Text Us, Visit and Suggest Purchase.

Table No.7: Statement of "Share" Links on Library Blog's Posts

Sr. No	Parameters	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	E-mail	15	50.00	15	50.00	15	15	0.000	1
2	Print	10	33.30	20	66.70	15	15	3.333	1
3	Facebook	16	53.30	14	46.70	15	15	0.133	1
4	Twitter	17	56.70	13	43.30	15	15	0.533	1
5	tumblr	7	23.30	23	76.70	15	15	8.533	1
6	Linkedin	11	36.70	19	63.30	15	15	2.133	1
7	Reedit	8	26.70	22	73.30	15	15	6.533	1
8	Pinterest	9	30.00	21	70.00	15	15	4.800	1
9	Like This	6	20.00	24	80.00	15	15	10.800	1
	Total	98	36.30	172	63.70				
	Mean	10.89		19.11					

*This variable is constant.

There is no significant difference regarding the Statement of "Share "Links to Blog Posts for providing information online.H1: There is a significant difference regarding the Statement of "Share "Links to Blog Posts for providing information online.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for Statement of "Share "Links to Blog's Posts for providing information online. The calculated value of X^2 for Email (0.000), Print (3.333), Facebook (0.133), Twitter (0.533), and LinkedIn (2.133) are lower than the table value, so the null hypothesis is accepted. Hence, there is no significant difference regarding the Statement

of "Share" Links to Blog's Posts for providing information online related to Email, Print, Facebook, Twitter, and LinkedIn.

The table value of X^2 for 1 degree of freedom at a 5% significant level is 3.84 for Statement of "Share "Links to Blog's Posts for providing information online. The calculated value of X^2 for Tumblr (8.533), Reedit (6.533), Pinterest (4.800), and Like This (10.800) is more than the table value, so the null hypothesis is rejected. Hence there is a significant difference regarding the Statement of "Share" Links to Blog Posts for providing information online related to Tumblr, Reedit, Pinterest, and Like This statements.

Table No 8: Service Provided By Library Weblog

Sr. No	Services	No of Blogs Provided Service	%	Blogs Not Providing Service	%
1	Acquisition	11	36.33	19	63.33
2	Announcement	28	93.33	2	6.66
3	Audio/Visual Collection	13	43.33	17	56.66
4	Collection Development	26	86.66	4	13.33
5	E-Resources	16	53.33	14	46.66
6	Engage User Community	30	100	0	0
7	Events % Exhibition	19	63.33	11	36.33
8	Information of Libraries ,	19	63.33	11	36.33

	Librarians & Staff				
9	Library News	30	100	0	0
10	Manuscripts & University Archives	10	33.33	20	66.66
11	Rare Collection (Books/Journals)	9	30	21	70
12	Reference Services	8	26.33	22	73.33
13	Research Services	15	50	15	50
14	Staff Information	8	26.66	22	40
15	Technologies	11	36.66	19	63.33

The services provided by library blogs is presented in table No 8 It is observed that the most superior service is "Library News" and 'Engage Community ' available in all 30 library blogs, 'Reference Service' and 'Staff Information' provided by 26.66% (2) library blogs.

Table No. 9: Statement of Web links

Sr. No	URLs of Library Blog	Number of Links	Number of External Links	% of External Links	Number of Followers	% of Followers	Number of Likes	% of Likes	Number of Comments	% of Comments
		268	223	41.6	45	8.4	4	0.7	264	49.3
2	https://update.lib.berkeley.edu/2011/07/20/introducing-the-library-collections-blog/	48	30	31.3	18	18.8	0	0	48	50
3	https://library.stanford.edu/blogs/stanford-libraries-blog	178	156	43.8	22	6.2	0	0	178	50
4	https://blogs.princeton.edu/mudd/	322	283	43.9	39	6.1	84	13	238	37
5	https://www.library.ucla.edu/blog/special	477	467	49	10	1	0	0	477	50
6	https://beinecke.library.yale.edu/blogs/yale-collection-american-literature	86	75	43.6	11	6.4	0	0	86	50
7	http://blogs.library.jhu.edu/	80	45	28.1	35	21.9	0	0	80	50
8	https://blogs.ucl.ac.uk/library-ejournal/	219	117	26.7	102	23.3	2	0.5	217	49.5
9	http://publish.illinois.edu/litlanglibrary/	262	161	30.7	101	19.3	0	0	262	50
10	http://blog.nus.edu.sg/linus/	89	77	43.3	12	6.7	2	1.1	87	48.9
11	https://acrlog.org/	157	128	40.8	29	9.2	3	1	154	49
12	https://sites.uw.edu/libstrat	171	129	37.7	42	12.3	2	0.6	169	49.4

13	https://blogs.library.duke.edu/news-events-exhibits/all-posts/	2096	1006	24	1090	26	0	0	2096	50
14	http://blogs.library.mcgill.ca/	71	67	47.2	4	2.8	0	0	71	50
15	https://library.ucsd.edu/news-events/library-updates/	49	43	43.9	6	6.1	4	4.1	45	45.9
16	https://blogs.unimelb.edu.au/librarycollections/#Library%20Collections	15	4	13.3	11	36.7	0	0	15	50
17	https://libblog.lib.umassd.edu/	115	73	31.7	42	18.3	0	0	115	50
18	https://www.library.ucdavis.edu/news/	122	107	43.9	15	6.1	0	0	122	50
19	https://www.continuum.umn.edu/blogs/	131	110	42	21	8	0	0	131	50
20	https://blogs.lib.unc.edu/rbc/index.php/meaning/	74	67	45.3	7	4.7	5	3.4	69	46.6
21	https://library.osu.edu/site/osulstaff/	230	159	34.6	71	15.4	0	0	230	50
22	https://www.library.ucsb.edu/	158	140	44.3	18	5.7	0	0	158	50
23	http://tul.blog.ntu.edu.tw/	0	0	0	0	0	0	0	0	0
24	https://leidenspecialcollectionsblog.nl/	53	47	44.3	6	5.7	0	0	53	50
25	https://blogs.lib.msu.edu/news-msu-libraries/	230	159	34.6	71	15.4	0	0	230	50
26	https://blog.europeana.eu/	56	56	50	0	0	0	0	50	50
27	https://web.library.uq.edu.au/blog	50	50	50	0	0	0	0	50	50
28	https://library.wustl.edu/about/blogs-and-events/	0	0	0	0	0	0	0	0	0
29	https://www.sl.nsw.gov.au/blogs	223	193	43.3	30	6.7	32	7.2	191	42.8
30	https://libraryblog.monash.edu/	158	141	44.6	17	5.4	3	0.9	155	49.1
	Total Links	6188 (Internal / External)								

Table 9 displays the link analysis of international university libraries' weblogs: Counted 6188 weblinks. The highest total links, 2096, are found

in DU LNEE Blog. It also showed that NTU LRS Blog and WU SL SP Blog do not have links on the web pages.

Table No 10: Libraries Weblog as per the quantity of Content Coverage

Sr. No.	Weblog	Parameters									
		Content Coverage Links - I (P 7)	Content Converge Links -2 (P 13)	Ease of Navigation Link	Ask Librarian/Ask Us (P 10)	Search Entries (p 4)	Share Link (P 9)	web links (Internal /External)	Services blogs (P 15)	Total	Given Rank
1	UC EC Blog	3	9	6	5	1	6	268	6	304	4
2	UCB ILC blog	2	9	6	7	1	1	48	4	78	27
3	SU SL blog	4	9	6	6	1	8	178	15	227	10
4	PU MML Blog	3	10	6	4	1	9	322	9	364	3
5	UCLA LSC blog	1	4	6	6	1	NA	477	5	500	2
6	YU YCAL Blog	3	3	6	4	1	NA	86	4	107	5
7	JHU SLUM Blog	5	10	6	5	1	2	80	9	118	20
8	UCL ER blog	4	12	6	2	1	8	219	6	258	9
9	UIUC ILLBlog	2	12	6	7	1	2	262	8	300	6
10	NUS L blog	3	7	6	NA	1	9	89	15	130	19
11	UTA ACR Blog	2	11	6	NA	1	NA	157	12	189	14
12	UWL Blog	3	10	6	4	1	NA	171	8	203	11
13	DU LNEE Blog	4	8	6	6	1	8	2096	10	2139	1
14	MU LM NML	3	11	6	8	1	NA	71	6	106	22
15	UCSD NE blog	5	9	6	8	1	NA	49	7	85	25
16	UM SC D Blog	3	9	6	3	1	9	15	10	56	28
17	UMASS ULN blog	1	8	6	7	1	NA	115	15	153	18
18	UCD LN blog	4	7	5	5	1	4	122	9	157	17
19	UMINN PS blog	5	8	6	5	1	6	131	4	166	15
20	UNCCH RB Blog	3	11	6	7	1	NA	74	9	111	21

21	OSU LNI NN	3	8	6	4	1	5	230	6	263	8
22	UCSB LNC	5	7	6	6	2	NA	158	8	192	13
23	NTU LRS Blog	5	11	6	NA	1	6	NA	9	38	30
24	LU LSC Blog	2	8	6	4	3	5	53	6	87	24
25	MSU NMSUL	2	9	6	8	3	NA	230	5	263	8
26	KUL Euro	3	8	5	NA	1	NA	56	6	79	26
27	UQ Blog	5	8	6	7	1	4	50	9	90	23
28	WU SL SP Blog	4	10	6	6	1	2	NA	10	39	29
29	UNSW Blogs	6	6	6	8	1	2	223	15	267	7
30	MU LB	4	9	6	4	2	2	158	8	193	12
Total Contents		102	261	178	146	36	98	6188	253	7262	

The table No 3 to Table No.9 : Library weblogs, revealing 7262 overall contents available in libraries' weblogs. The ranking is done by content coverage in the following table No.11

It is observed the highest content available in DU LNEE Blog, 2139, and the next is UCLA LSC blog with 500 Content available. Minimum content available in NTU library blog with only 38 content availability.

Table No 11: Ranking of International University Libraries Weblog

Sr. No.	Weblog	Total	Rank
1	UC EC Blog	2139	1
2	UCB ILC blog	500	2
3	SU SL blog	364	3
4	PU MML Blog	304	4
5	UCLA LSC blog	302	5
6	YU YCAL Blog	300	6
7	JHU SLUM Blog	267	7
8	UCL ER blog	263	8
9	UIUC ILLBlog	263	8
10	NUS L blog	258	9
11	UTA ACR Blog	227	10
12	UWL Blog	203	11
13	DU LNEE Blog	193	12
14	MU LM NML	192	13
15	UCSD NE blog	189	14
16	UM SC D Blog	166	15
17	UMASS ULN blog	157	16

18	UCD LN blog	153	17
19	UMINN PS blog	130	18
20	UNCCH RB Blog	118	19
21	OSU LNI NN	111	20
22	UCSB LNC	106	21
23	NTU LRS Blog	90	22
24	LU LSC Blog	87	23
25	MSU NMSUL	85	24
26	KUL Euro	79	25
27	UQ Blog	78	26
28	WU SL SP Blog	56	27
29	UNSW Blogs	39	28
30	MU LB	38	29

It is observed from the above table that. DU'Library News, Events & Exhibits Blog' got 1st rank with the highest content availability; UCLA

MAJOR FINDINGS AND DISCUSSION

All 30 Libraries blogs have navigation links on web pages, and 28 blogs have 100% navigation links.

80% of library blogs provide the 'Ask Librarian' service, is a collaborative virtual reference service offered in English. 76.70% of library blogs provide the Live Chat link on their web pages.

The searching facility helps find accurate information of our interest; all 30 blogs provide 100% of the search box facility.

Twitter is on top in 'share link' with 56.70% (17blog), second is Facebook with 53.30% (16 blogs), and subsequent email also included in share link is with 50% (15 blogs).

Library Special Collections Blog is on 2nd rank with 500 content availability. National Taiwan University Library Reference Service Blog' has minimum content and is placed in the 29th rank.

Library blogs provide various services to their readers and visitors. 'Library News' and 'engage user community' these two services provided by 100%,

Duke University's Library News, Events & Exhibits Blog' is the highest, with 2096 links.

Table No 10 displays the all-over content provided by library blogs, it is 7262 content.

The highest content of library weblogs disclosed that they have the highest facilities to provide their user or reader, and they can also attract the community.

Duke University' Library News, Events & Exhibits Blog' is on top first rank with its 2139 content; second rank University of California Los Angeles' UCLA Library Special Collections Blog' with 500 content.

There are various types of content available on the university library weblogs for the data analysis. There are 20 contents available on the Home page of the library weblog, Ease of navigation -6, Ask Us -10, Search Entries -4 , Share links / social media integration -9.

It is proved from Table No.3, table No 4, table no 6, and 7. In the University libraries' weblogs, content coverage also found some content providing the information online, numbers of the contents.

Yes, the university libraries' weblogs vary based on links, contents, posting, archives, and categories. Researchers formed the ranking on University libraries' weblogs based on the parameters mentioned in table No 3 to Table No 09

CONCLUSION

To sum up, university libraries' weblogs were analyzed with various set parameters used in the present study. This study aimed to identify the ranking for library blogs; table 13 displays the ranking based on content, 7262 contents present in the library's weblog, including the web links of 6188 numbers. This part sums up with the Highest content available in DU LNEE Blog having 2139, got first rank followed by UCLA LSC blog, 500 Content, second rank.

It is an urgent need for time to develop dynamic library websites compatible with web2.0 tools, including 'weblogs,' in each Library 2.0 service. It facilitates communication, conservation and information sharing, and collaborative relation among the virtual community.

Library professionals should create blogs to cater to the needs of specific groups of patrons. The Librarians can use blogs to announce new events, announcements, and all the news regarding the libraries.

The library should provide links to its 'blog' on its website, be easily accessible to patrons, and develop SEO-friendly web links. The library blog gets more traffic from patrons, and it will attract visitors.

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