

**The Most Popular Library Blogs: An examination of Longevity & Currency****Miss Rajashree D. Wagh**

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Abstract:

This study is an attempt to investigate the most popular Library blogs on internet and their origin, development. This study mainly focused on the 'About blog' section, in which every blog stated its purpose. This study shows the library blogs popularity ranking, longevity of library blogs. For the ranking based on lifespan and the availability of purpose, objectives in 'about blog' author finds out fifteen most popular library blogs from the website [https://feedly.com/i/top/library-blogs.\(Feedly,n.d.\)](https://feedly.com/i/top/library-blogs.(Feedly,n.d.)) Author accessed the data from the same and gave the ranking to the library blog. Data was collected by visiting each 15 blogs and related information collected from the respective blog website. This study shows that 12 blogs have more than 10 years of longevity, and they are in the most popular blog list. It is also found that all blogs since their origin till the year 2019 are active. It reflects their credibility. Author finds out that 73.33% of blogs maintaining the most prominent feature of blog 'About Blog' and 53.33% blogs having the at a glance idea of their purpose with the 'Subtitle' given to the library blog.

Keywords: Library Blogs, Blogging, LIS Blogs, Weblogs, Longevity**1. Introduction;**

Web 2.0: Web 2.0 is a term describing changing trends in www (World Wide Web) technology. Web 2.0 has developed in communication as it allows individuals to publish dynamic content with its various tools, like RSS Feeds and Blogs. The web 2.0 atmosphere has enabled every citizen to modify, create, contribute, and share personalized web content. 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. (Vaibhav Manohar and Shalini Lihitkar, 2017) The most famous Web 2.0 services are Facebook, Youtube, Blogs, Twitter, Google, WordPress, and Skype. Computer programs and websites can collaborate easily through Web 2.0. (Han & Niu, 2009) Web 2.0 permits users to do much more than retrieve information, and it provides high storage capacity with user-friendly software and tools.

Weblogs became popular in the early 2000's and since then, undoubtedly it becomes one of the most prominent tools of Computer –Mediated communication, (CMC) use all over the world. As Facebook and micro blogging tool twitter, blogs have become an integral part of everyone's lives and, have constantly changed the way of expression. (Elega & Ozad, 2018)

The blog can deliver timely content on the blog posts and retrieve older posts archived on the site's specific and exciting advantage for users or visitors. It helps visitors or readers track a specific discussion topic. The bloggers' interests and expertise are displayed on the blog post

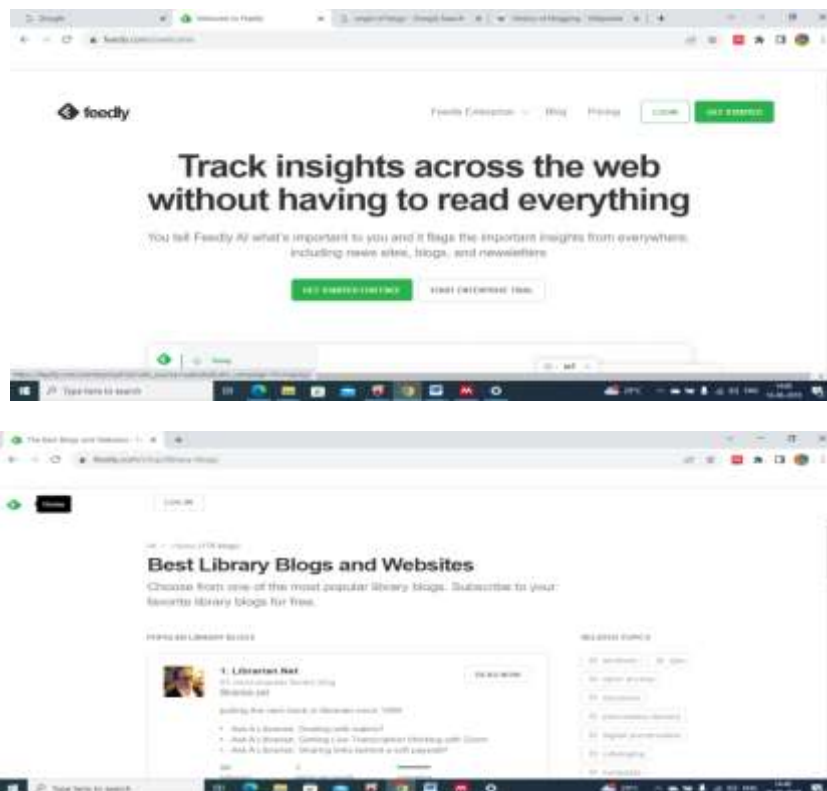
through links to their publications, which helps validate the blog content found on the blog. The blog contents never go through the peer review process, so they have their authority.

A regular website and a blog have a differentiating point: the facility to comment on the post's content. This feature gives the author a feel of welcoming by bloggers and authors or contributors engaged in the discussion on subject trends, resulting in content that is not entirely edited, moderated, or modified.

2. Research Method:

This study is based on the website 'feedly.com' in which all the content from the web are being track. Just like new sites, blogs, and newsletters.(Feedly, n.d.) Author search this website to find out most popular library blogs and then studied it as per the selected parameters, lastly given ranking according to the content.

2.1 Screenshot of Feedly.com



<https://feedly.com/i/top/library-blogs>

Table No. 1: List of Popular Library Blogs

Sr. No.	Name of the Blog	Website	Popularity Ranking	Starting year	Active in 2019
1	Librarian.Net	https://www.librarian.net/	1	1999	Yes
2	LISNews – News For Librarians	https://lisnews.org/	2	1999	Yes



3	In the Library with the Lead Pipe	https://www.inthelibrarywiththeleadpipe.org/	3	2008	Yes
4	Information Wants To Be Free	https://meredith.wolfwater.com/wordpress/	4	2004	Yes
5	Stephen's Lighthouse	https://stephenslighthouse.com/	5	2005	Yes
6	Library Link of the Day	https://www.tk421.net/librarylink/	6	2003	Yes
7	ACRLog Blogging by and for academic and research librarians	https://acrlog.org/	7	2005	Yes
8	David Lee King - Follow.net	https://follow.it/david-lee-king	8	2017	Yes
9	The Unquiet Librarian	https://theunquietlibrarian.wordpress.com/	10	2007	Yes
10	American Libraries Magazines	https://americanlibrariesmagazine.org/	11	2004	Yes
11	Timeless	https://blogs.loc.gov/loc/	12	2007	Yes
12	Librarian By Day	https://librarianbyday.net/	13	2007	Yes
13	HLS : How would you Hack Library School	https://hacklibschool.wordpress.com/	14	2010	Yes
14	Public Libraries Online	https://publiclibrariesonline.org/	15	2012	Yes
15	Yalsa blog	https://yalsa.ala.org/blog/	17	2006	Yes

Table 1 shows the list of library blog with the websites and as per their popularity ranking with starting year of blogs. Two library blogs were started in 1999, Librarian.Net and LISNews – News for Librarians. But the popularity ranking is different from each other. LISNews have 2nd ranking in popularity.

Above table displays that all library blogs are active till the year 2019 since they were started from the list top 2 blogs are oldest blog and David Lee King - Follow.net blog is newest one

Table No 2: Statement of Longevity of Library blogs

Sr. No.	Name of the Blog	Starting year	Longevity/ Lifespan	Popularity Ranking	Ranking on Longevity
1	LISNews – News For Librarians	1999	20 Years	2	1
2	Librarian.Net	1999	20 Years	1	1
3	Library Link of the Day	2003	16 Years	6	2



4	American Libraries Magazines	2004	15 Years	11	3
5	Information Wants To Be Free	2004	15 Years	4	3
6	Stephen's Lighthouse	2005	14 Years	5	4
7	<u>ACRLog</u> Blogging by and for academic and research librarians	2005	14 Years	7	4
8	Yalsa blog	2006	13 Years	17	5
9	The Unquiet Librarian	2007	12 Years	10	6
10	Timeless	2007	12 Years	12	6
11	Librarian By Day	2007	12 Years	13	6
12	In the Library with the Lead Pipe	2008	11 years	3	7
13	HLS : How would you Hack Library School	2010	9 Years	14	8
14	Public Libraries Online	2012	7 Years	15	9
15	Follow.net	2017	3 Years	8	10

Table No 2 shows that 15 most popular library blog from which two blogs started from the year 1999. Library blogs set as the ascending order as per their longevity. Above table shows that 'LISNews – News for Librarians' and 'Librarian.Net' these two blogs have 20 years longevity. Followed by 'Library Link of the Day' having 16 years of lifespan. 'American Libraries Magazines' and 'Information Wants To Be Free' these two library blogs having 15 years of longevity. Very less lifespan of 3 years is found in 'Follow.net'.

Table No 3: Statement of Blogs with subtitle and 'About Blog Section'

Sr. No	Name of the Blog	Subtitle	Subtitle	About Blog
1	Librarian.Net	Yes	Putting the rar in back in librarian since 1999	YALSAblog is the official blog of the Young Adult Library Services Association and home to the Association's journal, YALS.
2	LISNews – News For Librarians	No	Not Available	LISNews is a collaborative, devoted to current events and news in the world of Library and Information Science. A dedicated team of international bloggers scour the World Wide Web to find stories they find interesting. Visitors



				find links to news stories and Web sites, along with original writing, interviews and reviews. LISNews is updated frequently, usually 7 days a week.
3	In the Library with the Lead Pipe	Yes	An Open access, open reviewed journal	<i>In the Library with the Lead Pipe</i> is an open access, open peer-reviewed journal founded and run by a team of working librarian working in various types of libraries. Publish high-quality peer-reviewed articles in a range of formats.
4	Information Wants To Be Free	No	-	writes about trends in the profession and her own professional experiences
5	Stephen's Lighthouse	Yes	Illuminating library Industrial Trends, Innovation and Information	Not Available
6	Library Link of the Day	No	Not Available	The Library Link of the Day provides visitors a daily link for keeping up to date with the library profession. It includes the latest library news, good reads on the web, and other valuable resources. The link is presented without commentary, link always leads to free content but it requires registration sometimes.
7	<u>ACRLog</u> Blogging by and for academic and research librarians	Yes	Blogging by and for academic and research librarians	ACRLog is a blog for academic and research librarians. We hope you will turn to ACRLog for ideas, commentary, and reflection on the professional issues of the day.
8	David Lee King : Follow.net	No	Not Available	Readers want new , interesting content. And publishers want readers. Today, however, readers frequently miss out because they don't get alerted when relevant content got published – and publishers get fewer readers.
9	The Unquiet Librarian	No	Not Available	Not Available
10	American Libraries Magazines	Yes	A Publication of the American Library Association	Not Available



11	Timeless : Library of Congress Blogs	Yes	The Stories from the Library of Congress	Timeless is the main blog of the Library of Congress. It tells entertaining stories about what we have, what we do and the experts who work here. This covers nearly 200 hundred million items from thousands of years from all over the world. In a building where the Gutenberg Bible is in the lobby, you never know what wonder you'll come across.
12	Librarian By Day	No	Not Available	Not Available
13	HLS : How would you Hack Library School	Yes	How would you Hack Library School	Hack Library School is a collaborative project in the 2010. It quickly grew from a Google Doc iki to the rotating group of contributors that it is . HLS was founded on the principle of students the future of librarianship into their own hands.
14	Public Libraries Online	Yes	A Publication of the Public Library Associa tion	Public Libraries Online serves as the official digital companion to "Public Libraries," the bi-monthly print publication of the Public Library Association. Primary mission is to provide a dynamic online platform that addresses the evolving needs and interests of public libraries and librarians.
15	Yalsa blog	No	Not Available	YALSAblog is the official blog of the Young Adult Library Services Association and home to the Association's journal, YALS.

Table No. 3a: Analysis of availability of Subtitle and 'About Blog' Section

Sr. No.	Total Number	Percentage
Blogs with Availability of Subtitle	8	53.33 %
About Blog Section Availability	11	73.33%

Table No. 3 shows the blog's availability of subtitle in their particular websites and it is found that total 53.33% of library blog having the subtitle for their blog. And it also explained the written statement of 'subtitle'. Above table also displays the 'About Blog' section and the purpose and objectives of respective blogs. 'About Blog' this section is available in 73.33% of blogs. It disclosed the identity of library blogs, its motive and its functioning also.



3. Findings:

- The primary and foremost purpose of blogging is to provide content on web pages for users or readers, answering the readers' questions and learning about the particular blog. The primary purpose is 'to provide content on website or weblog,' which every library blog fulfills from selected criteria. All fifteen libraries' blogs have the common purpose of 'to provide all information about libraries' and it reflected in their 'About Blog' Section.
- 'LISNews – News for Librarians' and 'Librarian.Net' these two blogs have 20 years longevity. Followed by 'Library Link of the Day' having 16 years of lifespan. 'American Libraries Magazines' and 'Information Wants To Be Free' these two library blogs having 15 years of longevity. Very less lifespan of 3 years is found in 'Follow.net'.
- That totals 53.33% of library blog having the subtitle for their blog. And it also explained the written statement of 'subtitle'. Above table also displays the 'About Blog' section and the purpose and objectives of respective blogs. 'About Blog' this section is available in 73.33% of blogs. It disclosed the identity of library blogs, its motive and its functioning also.
- The longevity of blogs shows the blogs' credibility and stability. Although one expects the number of links present on a blog to depend on the blog's longevity. It does to a certain extent but interestingly, the longest surviving blogs did not happen to be the blogs with the highest number of links, but maybe it happened.
- High-ranking library blogs need to encourage users to stay connected and share their blog content

4. Conclusion:

Blogs as a Personal Medium of Communication have sustained themselves on the Internet for more than decades. Blogs were considered a fleeting Web 2.0 technology, which would be replaced with the next such improved venture. With the advent of micro blogging sites such as 'Twitter,' the web 2.0 world predicted the early death of the blogging phenomena. On the contrary, there are emerged blogging phenomena, and profound change has been depicted. This study is the example that the blogging is having charm to survive with emerging social media. Library blogging is having equal importance as any other social media used in education field.

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