



## Blog Archives

By

**Miss Rajashree D Wagh**

Librarian S.S.Girls' College, Gondia, Maharashtra, India.

**Abstract:** This study is based on 30 university libraries' weblogs derived from the Times Higher Education World Reputation Ranking of Universities in 2011. (Times Higher Education, 2010). This paper is the study of silent feature of the blog: 'the international University Libraries Weblogs' Archive' The Blogs Archive and Category are the essential features of any weblog. Weblogs all posting are arranged in reverse chronological order, and past entries are stored in 'Archive.' We can say the archive is the backbone of any blog. This study presents some features of Archives and archival content of Library blog. The researcher studied a detailed study regarding Archive availability in the selected time span of 10 years, monthly availability of Archive (January to December of each year), and the Quantity of Archive Posting and lastly ranking of blogs done.

**Keywords:** Archive, Blog, Weblog, Post, web 2.0

**Introduction:** Web 2.0 technologies have significantly impacted the higher education sector and librarians all over the World. World Wide Web has a significant impact on a libraries and library users alike to access information. New technologies have occurred, moving us from Web to Web 2.0 and now web 3.0. It is necessary to know about Web 2.0 and its use and benefits. Web 2.0 is the second generation that gives people a chance to exchange information online. Web 2.0 technologies provide opportunities to open up communication and collaboration based on 'interactive' use of the web; people can interact with other people and collaborate while people post thoughts, express views, and place comments. Web 2.0 technologies have played a substantial role in our ability to keep up to date with the changing needs of library users. 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)

### **Blog / Weblog:**

“A website on which one person or group puts new information regularly, often every day.”

By Cambridge University Press. A blog is a website having distinct features. It is a website where users can write stuff on an ongoing basis, so the new entries/post are available on top of the blogs, and it is visible for users to read it every time they visit the blog; they can read, comments on the post and connect with the blogger.

**An archive:** refers to a gathering of historical records or the physical place they are located. Archives have primary source documents, accumulated over the course of an individual or organization's lifetime and are kept for represent the function of that person or organization. In the case of blogs, archives are the history of the blog. In which recent posts appear on the blog's home page, and older post quite harder to search . For the serch of older post 'archive'



this feature is in blogging. this feature helps to find older posts online at any time in the future.(Aquasag Technologies, n.d.)

‘Archive’ is the soul and history of blog. By this feature any one can find the old post as well as recent posts online but it is depend n blogger to set up blog in such way that it makes easy to visitors to search the content on time.(Susan Gunelius, 2019)

A Blog archive page “organizes individual blog posts in a user-friendly way and encourages readers to explore various individual blog posts, blog categories, and tags.”(*What Are Blog Archives*, n.d.)

➤ **Importance of Archive in Blogging:**

- **Easy to find the desired content:** visitoers always visit blog to gain some knowledge or for collecting information on their interested topic and soblog archive sre most important to visitors, to find content easily.
- **New posts mean additional entry points:** in archives there is lots of post and these posts attract visitors as they get new information from new post. By the posting new post blogger will get more blog traffic.
- **Provide ones blog with depth and credibility:** archive feature provide the blog’s depth and credibility. Visitors always search the information or content of their interst and it is easy by the posting in archive.
- **Evergreen content:** The content of blog never goes out of date in a couple of months or evens a couple of years, the content in blog archives that will continue to drive traffic to blog for a long time. Archive helps the new visitors to read more recent content.
- **Research method:** the content analysis method is adopted for this study. firstly researcher investigated weblogs on internet and then data collected from the selected 30 library weblogs for the analysis.the content ‘archive’ is focused in this study.Chique Seure test was applied in some tables for the statistical analysis.(Susan Gunelius, 2019)

- **Scope :** the present study is limited to 30 international universitis’ library weblogs, which are selected by the searching of internet: “THE TIMES OF HIGHER EDUCATION RANKING”

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. In this part, the researcher analyzed the international university libraries' weblogs thoroughly with the help of selected parameters. Statistical analysis of chi-square the test was applied for some criteria. This research attempts to accomplish the set objectives, and the results are recorded in the present part. This article devoted only to the libraries' weblogs content analysis of ‘Archive’ of library blogs.

List of Universities selected for the present study from the Times Higher Education World Reputation Ranking of the year 2011 and the year 2019, Times higher education



shows all the university Ranking changes from 2011 to 2019. No university stayed on the same rank in 2019 as in 2011. However, only Princeton University in the United States has the same seventh rank. (Times Higher Education, 2010). In this study 19 universities from the United States, 4 Universities from Australia, 2 universities from the United Kingdom, and 1 of universities from Singapore, Canada, Taiwan, the Netherland, and Belgium were studied.

**Table No. 1: Library weblogs from ‘Times Higher Education’**

Sr. No.	University Library Weblogs	Abbreviation	Name of University
1	EJOURNALS@CAMBRIDGE BLOG	UC EC Blog	University Of Cambridge
2	Introducing Library Collection Blog	UCB ILC blog	University Of California, Berkeley
3	Stanford Libraries Blog	SU SL blog	Stanford University
4	Mudd Manuscript Library Blog	PU RBCP	Princeton University
5	UCLA Library Special Collections Blog	UCLA LSC blog	University Of California, Los Angeles
6	Yale Collection of American Literature	YU YCAL Blog	Yale University
7	The Sheridan Libraries and University Museums Blog	JHU SLUM Blog	John Hopkins University
8	Electronic Resources Blog	UCL ER blog	University College London
9	I literatures and languages Library	UIUC ILLLBlog	University Of Illinois At Urbana Champaign
10	NUS libraries Blog	NUS L blog	National University Of Singapore
11	ACR Blog: Blogging by and for academic and research librarians	UTA ACR Blog	University Of Texas At Austin
12	UW libraries Blog	UWL Blog	University Of Washington
13	Library News, Events & Exhibits Blog	DU LNEE Blog	Duke University
14	Library Matters : News from McGill Library	MU LM NML	McGill University
15	News & Events	UCSD NE Blog	University Of California, San Diego
16	Special Collections : Discoveries	UM SC D Blog	University Of Melbourne
17	Umass University Library News Blog	UMASS ULN blog	University Of Massachusetts
18	UC Davis Library News	UCD LN blog	University Of California, Davis
19	Archives and Special Collections News: Primary Source Blog	UMINN PS blog	University Of Minnesota



20	The Chapel Hill Rare Book Blog	UNCCH RB Blog	The University Of North Carolina At Chapel Hill
21	Libraries News and Information: News Notes	OSU LNI NN	The Ohio State University
22	Library News Centre	UCSB	University Of California, Santa Barbara
23	Library Reference Service Blog	NTU LRS Blog	National Taiwan University
24	Leiden special collections blog	LU LSC Blog	Leiden University
25	News @MSU Libraries	MSU NMSUL	Michigan State University
26	europeana	KUL Euro	Katholieke University Leuven
27	Blog	UQ Blog	The University Of Queensland
28	University Libraries -Special Collections	WU SL SP Blog	Washington University In St. Louis
29	Blogs	UNSW	The University Of New South Wales
30	Library Blog	MU LB	Monash University

The above table: the web links of library weblogs that thoroughly searched for data collection. The above table represents the list of 30 universities and Displays the Full title of the International Universities Libraries Weblogs. The researcher formed some abbreviations for the University Name and Library Weblogs' Name for the ease of the work throughout the study.

### Why Blog Archives Matter

Blog archives are important to blog's success in varied reason. Firstly archives blog depth and credibility. A weblog with huge longevity then that blog an upper hand over a new blog having less quantity of archives. For blog searching, search engines have different way to find, and visitors have more ways for the same: as post shared by their online connection, discussed in community, or any other social media. In other words, blogger can gets more entry points by more posts, further it find ways for visitors to find the particular blog and blog traffic. The visitors always find new entry and , archived content, they just click on posts for more th read recent entries and visitors; could be a trustworthy visitors. Blog archive is also important for the regular user because the y always find content that matters to them.

Bloggng in Libraries: there are various types of library and librarians' blogs are available. Librarian is adopting the all salient features of blog in library blogs. In this study the international university libraries weblogs are analysed. And it is found that libraries weblogs having the longevity of sixteen to 19 years. Bloggng are used by librarians for long period back at interational level.

The University library's weblogs Archive .The Blogs Archive and Category are the essential features of any weblog. Weblogs all posting are arranged in reverse chronological order, and



past entries are stored in 'Archive.' We can say the archive is the backbone of any blog. In the same way, 'Category' also has the same importance in blogging. It contains the subject trended in blogs, and it creates new subject trends by posting to the reader. Readers can quickly identify the interest areas to post the comments, and for this purpose, category listings are handy and essential.

### Analysis of University Libraries Weblogs' 'Archive'

Archive study is divided into two patterns: first, the availability of Archive yearly and monthly is calculated. For the Statistical analysis, the chi-square test is applied, and the Mean is calculated. Second, the quantity of archive is calculated by monthly posing in archive, for which the simple percentage method was adopted. In this part, the researchers studied a detailed study regarding Archive availability in the selected time span of 10 years, monthly availability of Archive (January to December of each year), and the Quantity of Archive Posting.

**Table No. 2: Yearly Statement of Library Blog Archive (The year 2010 - The year 2019)**

Sr. No.	Name of University Libraries Blog	Blog Archive Statement (The year 2010-2019)										Parameters				
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Yes	%	No	%	Total
1	UC EC Blog	N	N	N	Y	Y	Y	Y	Y	Y	Y	7	70	3	30	10
2	UCB ILC blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
3	SU SL blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
4	PU MML Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
5	UCLA LSC blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
6	YU YCAL Blog	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
7	JHU SLUM Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
8	UCL ER blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
9	UIUC ILLLblog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
10	NUS L blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
11	UTA ACR Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
12	UWL Blog	N	N	N	N	N	N	N	N	Y	Y	2	20	8	80	10
13	DU LNEE Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
14	MU LM NML	N	N	Y	Y	Y	Y	Y	Y	Y	Y	8	80	2	20	10
15	UCSD LA blog	Y	N	N	Y	Y	Y	Y	Y	Y	Y	8	80	2	20	10
16	UM SC D Blog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
17	UMASS ULN blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
18	UCD LN blog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
19	UMINN PS blog	N	N	Y	Y	Y	Y	Y	Y	Y	Y	8	80	2	20	10
20	UNCCH RB Blog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
21	OSU LNI NN	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10



22	UCSB LNC	N	N	N	N	N	N	Y	Y	Y	Y	4	40	6	60	10
23	NTU LRS Blog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	90	0	0	10
24	LU LSC Blog	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10	100	0	0	10
25	MSU NMSUL	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	9	90	1	10	10
26	KUL Euro	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
27	UQL Blog	N	N	N	Y	Y	Y	Y	Y	Y	Y	7	70	3	30	10
28	WU SL SP Blog	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
29	UNSW Blogs	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	9	90	1	10	10
30	MU LB	N	N	N	N	Y	Y	Y	Y	Y	Y	6	60	4	40	10
<b>Total</b>		16	21	24	27	28	28	29	28	30	30	261	87	39	13	300
<b>Mean</b>												8.7		1.3		

Yes =Y and No = N

**Table No.3: Analysis of Library Blog Archive (The year 2010 - The year 2019)**

Sr. No	Blog Archives (the year 2010 - The year 2019)	Observed Frequency (N)				Expected Frequency (N)		Chi-Square Value	df
		Yes	%	No	%	Yes	No		
1	Year 2010	16	53.30	14	46.70	15	15	0.133	1
2	2011	21	70.00	9	30.00	15	15	4.800	1
3	2012	24	80.00	6	20.00	15	15	10.800	1
4	2013	27	90.00	3	10.00	15	15	19.200	1
5	2014	28	93.30	2	6.70	15	15	22.533	1
6	2015	28	93.30	2	6.70	15	15	22.533	1
7	2016	29	96.70	1	3.30	15	15	26.133	1
8	2017	28	93.30	2	6.70	15	15	22.533	1
9	2018	30	100.00	0	0.00	30	--	*	--
10	2019	30	100.00	0	0.00	30	--	*	--
<b>Total</b>		261	87.00	39	13.00				
<b>Mean</b>		26.10		3.90					

\*This variable is constant. Chi-Square Test cannot be performed

Table No.2 stated the Archive statement for 2010 to 2019 of 30 university libraries' Weblogs. It is observed from Table No.3 that 13 university libraries' weblogs have 100% archives available. Only one library blog, 'UW libraries Blog' of the University of Washington, has 20% of the blog archive

H0: There is no significant difference in the Yearly Statement of Blog Archives (the year 2010 - The year 2019) for online information.

H1: There is a significant difference between the Yearly Statement of Blog Archives (the year 2010 - The year 2019) for online information.

The table value of  $X^2$  for 1 degree of freedom at a 5% significant level is 3.84 for the Yearly Statement of Blog Archives (the year 2010 - The year 2019) for providing information online. The calculated value of  $X^2$  for the year 2010 (0.133) is lower than the table value, so



the null hypothesis is accepted. Hence, there is no significant difference regarding the Yearly Statement of Blog Archives (year 2010 - Year 2019) for providing information online related to 2010.

The table value of  $X^2$  for 1 degree of freedom at a 5% significant level is 3.84 for the Yearly Statement of Blog Archives (the year 2010 - The year 2019) for providing information online. The calculated value of  $X^2$  for 2011 to 2017 is more than the table value, so the null hypothesis is rejected. Hence there is a significant difference regarding the Yearly Statement of Blog Archives (the year 2010 - The year 2019) for providing information online related to the year 2011 to 2017, while the year 2018-2019, chi-square cannot be performed.



# International Journal For Advanced Research In Science & Technology

A peer reviewed international journal

www.ijarst.in

**IJARST**

ISSN: 2457-0362

**Table No 4: Blog post in Library weblogs Archives**

Sr. No.	Name of Libraries Blog	Year (2010-2019)										Parameters				
		2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Yes	%	No	%	Total
1	UC EC Blog	0	0	0	3	12	12	11	12	11	11	7	70	3	30	10
2	UCB ILC blog	12	12	12	12	12	12	12	12	12	12	10	100	0	0	10
3	SU SL blog	5	4	9	12	12	12	12	12	12	12	10	100	0	0	10
4	PU MML Blog	12	11	12	9	9	12	12	12	12	12	10	100	0	0	10
5	UCLA LSC blog	2	5	12	11	12	11	7	8	4	5	10	100	0	0	10
6	YU YCAL Blog	1	0	1	10	11	7	6	12	11	12	9	90	1	10	10
7	JHU SLUM Blog	12	12	12	12	12	12	12	12	12	11	10	100	0	0	10
8	UCL ER blog	11	10	11	11	11	11	12	11	11	12	10	100	0	0	10
9	UIUC ILLBlog	0	12	12	4	10	4	1	2	3	5	9	90	1	10	10
10	NUS L blog	12	12	12	12	9	9	9	10	7	12	10	100	0	0	10
11	UTA ACR Blog	12	12	12	12	12	12	12	12	12	12	10	100	0	0	10
12	UWL Blog	0	0	0	0	0	0	0	0	2	7	2	20	8	80	10
13	DU LNEE Blog	12	12	10	12	11	12	12	12	12	12	10	100	0	0	10
14	MU LM NML	0	0	2	12	12	11	11	12	12	12	10	100	0	0	10
15	UCSD LA blog	12	0	0	1	12	12	12	12	12	12	8	80	2	20	10
16	UM SC D Blog	0	8	11	1	11	4	11	12	10	8	9	90	1	10	10
17	UMASS ULN blog	10	11	12	12	11	11	10	11	10	10	10	100	0	0	10
18	UCD LN blog	0	11	12	12	12	12	11	12	12	12	9	90	1	10	10
19	UMINN PS blog	0	0	1	12	12	10	8	6	11	12	8	80	2	20	10
20	UNCCH RB Blog	0	6	9	9	11	12	10	6	1	3	9	90	1	10	10
21	OSU LNI NN	12	12	12	11	12	12	12	12	12	12	10	100	0	0	10





# International Journal For Advanced Research In Science & Technology

A peer reviewed international journal

www.ijarst.in

**IJARST**

ISSN: 2457-0362

22	UCSB LNC	0	0	0	0	0	0	5	7	9	10	4	40	6	60	10
23	NTU LRS Blog	2	12	12	12	12	10	11	10	11	12	10	100	0	0	10
24	LU LSC Blog	10	8	11	7	11	9	8	11	12	12	10	100	0	0	10
25	MSU NMSUL	12	8	10	10	10	8	1	0	4	10	9	90	1	10	10
26	KUL Euro	0	12	12	12	12	12	12	12	12	12	9	90	1	10	10
27	UQ Blog	0	0	0	3	6	5	7	10	10	12	7	70	3	30	10
28	WU SL SP Blog	0	7	12	12	12	10	12	12	12	12	9	90	1	10	10
29	UNSW Blogs	0	2	10	9	5	12	12	12	12	12	9	90	1	10	10
30	MU LB	0	0	0	0	3	11	11	12	11	11	6	60	4	40	10
Total												263	87.7	37	12	300
Mean												9		1		

Table 4 explains the statement of the library blogs that have the blogs archive. it is found that a Total of 14 Libraries blogs have 100% of Blog archives are present means blog posting is done every year. Those libraries blogs are respectively: 'Introducing Library Collection Blog,' 'Stanford Libraries Blog,' 'Mudd Manuscript Library Blog,' 'UCLA Library Special Collections Blog,' 'The Sheridan Libraries and University Museums Blog,' 'Electronic Resources Blog,' 'NUS libraries Blog,' 'ACR Blog: Blogging by and for academic and research librarians,' 'Library News, Events & Exhibits Blog,' 'Library Matters: News from McGill Library,' 'Umass University Library News Blog,' 'Libraries News and Information: News Notes,' 'Library Reference Service Blog,' 'Leiden special collections blog.'

Nine (9) Libraries blogs having 90% of blog archive present in 10 years: 'Yale Collection of American Literature, 'I literature and languages Library,' 'Special Collections: Discoveries,' 'UC Davis Library News,' 'The Chapel Hill Rare Book Blog,' 'News @MSU Libraries,' 'europeana,' 'University Libraries -Special Collections,' 'Blogs' of The University of New Sout Wales.

'The Library Arts Blog (Library Blog)' and 'Archives and Special Collections News: Primary Sourcery Blog' these two libraries blogs having 80% percent of blog archives present in 10 years, followed by 70% of blog archives present at 'EJOURNALS@CAMBRIDGE BLOG' and 'Blog' of The University of Queensland.

'Library News Centre' of the University of California, Santa Barbara has only 40% of blog archives throughout year 2010 to the year 2019, followed by 20% of blog archives present in 'The UW libraries Blog' of the University of Washington.

It is observed that the Maximum blog posting 100% is in Fourteen libraries blogs and the lowest 20% blog archives found in one blog is 'UW libraries Blog' of the University of Washington.

**Table No. 5: Quantity of Posts in Universities Library Blogs' Archive (From January 2010 to December 2019)**

<b>Sr. No.</b>	<b>Name of University Library Weblogs</b>	<b>Post Quantity</b>
1	EJOURNALS@CAMBRIDGE BLOG	844
2	Introducing Library Collection Blog	4880
3	Stanford Libraries Blog	887
4	Mudd Manuscript Library Blog	659
5	UCLA Library Special Collections Blog	220
6	Yale Collection Of American Literature	291
7	The Sheridan Libraries And University Museums Blog	1218
8	Electronic Resources Blog	409
9	I Literatures And Languages Library	206
10	NUS Libraries Blog	350
11	ACR Blog: Blogging By And For Academic And Research Librarians	631
12	UW Libraries Blog	31
13	Library News, Events & Exhibits Blog	648
14	Library Matters: News From McGill Library	313
15	The Library Arts Blog (Library Blog)	551
16	Special Collections: Discoveries	321
17	Umass University Library News Blog	414
18	UC Davis Library News	799
19	Archives And Special Collections News: Primary Sources Blog	233
20	The Chapel Hill Rare Book Blog	150
21	Libraries News And Information: News Notes	2566
22	Library News Centre	98
23	Library Reference Service Blog	803
24	Leiden Special Collections Blog	148
25	News @MSU Libraries	154
26	Europeana	711
27	Blog	93
28	University Libraries -Special Collections	154
29	Blogs	313

Table No.5 shows the calculated posts in 30 international university libraries, including university name, library blog name, and several postings. It is observed that the 'Introducing library collection Blog' of 'The University of California, Berkeley' has the highest number of posts in the archive with 4880, in the second position 'Libraries News and information: News Notes' of 'The Ohio State university' with 2566 posts. It is observed that UE Libraries Blog has a minimum posting of 31 in selected Ten years.

**Table No. 6: Ranking of the Library Blogs as per the highest quantity of blog posting In the archive.**

<b>Sr. No.</b>	<b>Name of University Library Weblogs</b>	<b>Post Quantity In Archive</b>	<b>Ran k</b>
1	Introducing Library Collection Blog	4880	1
2	Libraries News and Information : News Notes	2566	2
3	The Sheridan Libraries and University Museums Blog	1218	3

4	Stanford Libraries Blog	887	4
5	EJOURNALS@CAMBRIDGE BLOG	844	5
6	Library Reference Service Blog	803	6
7	UC Davis Library News	799	7
8	europeana	711	8
9	Mudd Manuscript Library Blog	659	9
10	Library News, Events & Exhibits Blog	648	10
11	ACR Blog : Blogging by and for academic and research librarians	631	11
12	The Library Arts Blog (Library Blog)	551	12
13	Umass University Library News Blog	414	13
14	Electronic Resources Blog	409	14
15	Library Blog	377	15
16	NUS libraries Blog	350	16
17	Special Collections : Discoveries	321	17
18	Library Matters : News from McGill Library	313	18
19	Blogs	313	18
20	Yale Collection of American Literature	291	19
21	Archives and Special Collections News: Primary Sources Blog	233	20
22	UCLA Library Special Collections Blog	220	21
23	I literatures and languages Library	206	22
24	University Libraries -Special Collections	154	23
25	News @MSU Libraries	154	23
26	The Chapel Hill Rare Book Blog	150	24
27	Leiden special collections blog	148	25
28	Library News Centre	98	26
29	Blog	93	27
30	UW libraries Blog	31	28

Table No.6 shows the Ranking of the Libraries blog from 1 to 28<sup>th</sup> based on the number of posts in the archive, it displays 19472 posting in total number. It is come to know that ' the Introducing Library Collection Blog'of University of California, Berkeley as on 1<sup>st</sup> Rank in the raking table. 'Libraries News and Information: News Notes' of 'The Ohio State University is on 2<sup>nd</sup> Rank, and 'The Sheridan Libraries and University Museums Blog of' John Hopkins University grabbed 3<sup>rd</sup> Rank. It is observed that 'UW libraries' had 31 postings and got 28<sup>th</sup> Rank, it is followed by 93 posts' Blog' of 'The University of Queensland got 27<sup>th</sup> Rank.

- **Findings:** A total of 19518 posted entries were found in 30 international university libraries' weblogs.
- Blog Archives are essential to regular readers or visitors because it makes it easy to find content that matters to them. (ThoughtCo, n.d.) it is also essential for a blog's success, and it gives the blog depth and credibility. Detailed blog archive availability is found in all library blogs in Table No.2 its present yearly Archive statement, 13 libraries blogs having 100% availability of archive posting but only one University of Washington library blog having 20% of Archive posting.
- The highest posting in the archive is found in 2019, with the highest number, nineteen Libraries' blogs.
- The total number of posts in the archive was 19518 in 30 libraries' blogs. The highest posting was found in the University of California Berkeley' Introducing Library Collection Blog'.
- **Conclusion:** The present study aimed to analyze the Blog contents present in International University Libraries Weblogs. Total 19472 archive posting analyses and ranks the Libraries blog from 1 to 28<sup>th</sup> based on the number of posts in the archive. It concludes that 'the Introducing Library Collection Blog' of the University of California, Berkeley stands on the fir<sup>st</sup> rank in the ranking table, with 4088 archive postings. 'Libraries News and Information: News Notes' of 'The Ohio State University, 2<sup>nd</sup> Rank and 2566 postings, lastly 'The Sheridan Libraries and University Museums Blog of' John Hopkins University grabbed thi<sup>rd</sup> rank, 1218 postings in the archive.
- **Suggestions:**
  - Every blog should keep statistics updated on its blog and follow some statistics tools, such as Google Analytics.
  - There is a need to posting happened once a week or more than this, by which content will increase, and the blog will get updated.
  - Library blogs should be indexed and cataloged, also having registration by which blog may be linked to a directory of blogs.
  - Library professionals should attempt to start a library blog only if they can pursue it. Library staff should be dedicated staff for generating new content for the library blog, and it will become a beautiful resource to staff and alike. They can create mechanisms to retrieve existing blogs and make blog content more accessible.

### References:

- Aquasag Technologies. (n.d.). *Blog archives: Ever wondered why they are so important?*
- Han, X., & Niu, L. (2009). The personalized information system of Lib2.0 based on agent. *Proceedings - 1st International Symposium on Computer Network and Multimedia Technology, CNMT 2009*.  
<https://doi.org/10.1109/CNMT.2009.5374614>
- Susan Gunelius. (2019). *Blog Archives: What They Are and Why They Matter*.

Though.Co.

Times Higher Education. (2010). *World Reputation Rankings 2011*. 1–21.

<http://www.timeshighereducation.co.uk/%5Cnhttp://www.timeshighereducation.co.uk/world-university-rankings/%5Cnhttp://www.timeshighereducation.co.uk/world-university-rankings/2010-2011/analysis-methodology.html>

*What are blog Archives*. (n.d.). Google.Com.

[google.com/search?q=research+paper+published+on+blog+archives](http://google.com/search?q=research+paper+published+on+blog+archives)

-----