

Awareness on Blogs of Working Library Professionals in Engineering Colleges in Karnataka: A Study

Basavaraj S. Kumbar

Department of Library and Information Science,
Visvesvaraya Technological University,
Macche, Belagavi – 590008, India,
E-mail: basukumbar@gmail.com;
Tel: 9742379948

K. R. Mulla

Department of Library and Information Science,
Visvesvaraya Technological University,
Macche, Belagavi – 590008, India,
E-mail: krmulla@gmail.com;
Tel: 9448031969

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***Abstract**-In this research work, library professionals of engineering and technological institution libraries in Karnataka are examined for their awareness of selected Blogs. A structured questionnaire was designed in Google form and sent to 204 engineering college libraries in Karnataka which were affiliated to Visvesvaraya Technological University, Belagavi. The researcher received 104 responses. The results will advocate that there is a reasonable amount of consciousness and acquaintance with Blogs amongst working professionals. The standard analytical tool (SPSS) is used for analysis and interpretation. This study could give library professionals useful insight into promoting adopting Blogs in library services. The three-scale point to rate the awareness and mean; standard deviation was used for ranking the Web Blogs. 140 college library professionals were the respondents of the questionnaire which was distributed through Google forms as link.*

Keywords: Web Tools, Web Technologies, Awareness Survey, Library Services, Blogs.

Introduction

There has been a paradigm shift in how information technology is applied to disseminate information to a new generation of technologically savvy users in the library and information sector. (Thomas & McDonald, 2005) note that "they approach the traditional library with certain expectations that may conflict with the library's existing services, policies, and values". As a result, the Web has developed into Web tools, which is more social, interactive, and dynamic in nature. Technology platforms that enable interactivity and communication facilitate collaboration and information sharing. Throughout the world, libraries are integrating a variety of Web tools and technologies such as blogs and blogging to content syndication, podcasting, and tagging services in their library. The advancement of Web technologies has allowed librarians to create personalized services that previously were impossible or at best difficult to implement. In today's digital age, academic libraries can no longer remain untouched by rapid advancements in technology, globalization, resource crunch, and ever-changing educational needs, which impact education systems and educational institutions.

Library staff is also adapting to the changes in the web to meet users' changing information requirements as the web becomes more engaging, interactive, and participatory. (Maness, 2006) The focus is “less on development of secured inventory systems and more on implementation of collaborative discovery systems”. The capabilities of Web 2.0 enable users to engage the library in two way communication and knowledge exchanges. According to (Maness, 2006), “as communities change, libraries must not only change with them, they must allow users to change the library”. The libraries are rapidly becoming the leading providers of services that incorporate Web 2.0 technologies into the design and delivery of their services. Almost all of the Web 2.0 technologies enable easy customization based on an organization's needs and increase user participation. According to (Chua & Goh, 2010) when implemented in libraries, Web 2.0 has “the potential to promote participatory networking where librarians and users can communicate, collaborate, and co-create content”.

Scope and limitation of the study

Web technology tools covers most of the web technologies. In this study the web tools like well-known Blogs were covered and awareness on these were investigated. The investigation was undertaken in the region of Karnataka State of India for the working professionals in engineering colleges.

Objectives

1. To inspect awareness towards various blogging's among working professionals of engineering colleges libraries in Karnataka.
2. Ranking of blogs according to the awareness.

Literature Review

(Fichter, 2003) “Librarians have had to learn how to do a lot with just a little in order to promote awareness of their programs and services. It is no surprise to see librarians stepping up to the plate and spreading the word online with blogs. Savvy librarians have identified blogs as another means to market libraries and their services”.

(Natarajan, 2007) Here it is discussed about the different Blogs and the content which can be served through blogs. The paper also narrated about the users' comments as feedbacks. In addition, we have discussed some of the weblog software like Really Simple Syndication (RSS) as well as Library Weblogs, and their use in libraries. Analysis of blog coverage, updating users, creators, and maintenance is presented in the article. Blogs in the future and the challenges librarians face in meeting users' requirements have also been explored.

(Kumar & Sharma, 2008) The buzzwords today are Web 2.0, library 2.0, and blogging. As web 2.0 grows in popularity, library professionals are becoming more familiar with blogging. Essentially, a blog is a website that contains entries in reverse chronological order and is formatted as a journal. They are characterized by their frequent and often short posts, as well as how they reflect their owner's personality. The purpose of this paper is to analyze the Blog and its uses in libraries and information centers.

(Schrecker, 2008) In addition to each blog's purpose and organization, tags and organization labels, enhancements and tools to enhance usability, as well as a statement of success or failure, are included. An overview of three academic library blogs covering topics related to collection development, children's literature reviews, a collaborative professional development project, and

a supplemental educational course blog is provided. The purpose of the site is to provide readers with basic tools and resources in order to create a blog, or blogs; keep statistics and evaluations of individual projects; and enhance project usability with tools and widgets. Blogs, or weblogs, can be utilized in a variety of innovative ways in an academic library setting. In addition, they can provide helpful resources to assist readers in researching and utilizing this new technology.

(Aqil & Siddique, 2010) In the current web world, blogs and weblogs both have a great deal of potential. Sharing and communicating information is easy and effective with this synchronous tool. A library in the 21st century cannot ignore the potential of this great tool to communicate ideas, opinions, resources, and news. Information and knowledge transfer *via* blogging could be an efficient and effective alternative for libraries, resulting in a more productive workforce. Blogs have a significant impact on all aspects of library culture, from collection development to reference services; Current awareness services, as a marketing tool for Library services, as a Library Newsletter, as a communication channel among Library staff, as well as between the Library and its users.

(Trivedi, 2010) Library and information services need to be marketed. Newspapers, corporate newsletters, radio, and TV have all been used by libraries as marketing channels. Libraries frequently produce brochures, pathfinders, and newsletters. It is not surprising to see libraries use blogs as marketing tools as well. Users create blogs on user-generated websites and put their entries in a reverse chronological order. Commentaries and information on specific topics or personal entries can be provided. Blogs combine text, images, and links to other related or interesting sites. Readers can leave comments, making blogs interactive. Most blogs are text, although there are also photo blogs, sketch blogs, video blogs (vlog), or audio blogs (podcasting). These are all part of the wider network of social media.

(Mandal, 2011) There is a paradigm shift from traditional to digital-based library and information services. To keep in touch with modern technologies, libraries have to adopt new technologies. This paper defines the blog or weblog, explains blog technology, its features, and various steps of the creation of blog. It also discusses the use of blogs in library and information services.

(Kaushik & Arora, 2012) The blog was used for the library resources promotion and marketing them among the library users. It is found that six blogs on marketing of library services are active and cover variety of features, frequency, file formats, web resource categories and subjects including marketing.

(Decker & Tomlinson, 2014) While there is no dearth of information about the uses of a personal website as a Web 2.0 fashionable library, there is very little information about the habit at which point a personal website can be used to reach various and non-usual groups. This paper explores personal website subject matter and strategies that will help to engross consumers from different populations. This is in addition to giving a reason for ways at which point librarians frame their library blogs expected all-encompassing of their entire society. Blogs can be a part of superior marketing person who allows himself to be used for write resources, duty, and occurrence, but in giving prominence to posts that involve differing populations, more consumer power become person who read websites and may even expand an increase in the worth of the diversity encircling ruling class. The personal website can then comprise a stable model for communicating and value high difference. If their true capacity is harnessed, book repository blogs can reach the best groups and advance a more inclusive environment for all.

(Vaaler & Brantley, 2016) This paper was a practical approach of implementing the word press blog platform for the library purpose. It also provided technical skills required and different information disseminated through this. This paper delt with technical aspect for the

implementation of Word press for the library website and to enlist the bibliography some PHP language used.

(Aacharya, 2021) what is means of Blogs and what kind of services could be given to the users through these blogs. Carried out the need of the blogs use in the library services and to adopt them. If yes, how to adopt them and what are services could be delivered through them. The blogs can used for the write-ups and users can be read them and comment their feedback there itself. In details about the blogs and meaning, characteristics were discussed in the related previously published articles.

Methodology

Survey Study technique was utilized to examine the awareness of blogs among the library professionals in engineering college libraries in Karnataka. A structured questionnaire was used for the study. Online questionnaire which was designed in Google form was used to collect the data. The questionnaire distributed to 204 engineering college libraries and 140 responses were received from the respondents towards awareness of web technology tools. The standard statistical tools are used to analyze and interpret the data collect. Survey study technique was utilized to examine the awareness of blogs among the library professionals in engineering college libraries in Karnataka. A structured questionnaire was used for the study. Online questionnaire which was designed in Google Form was used to collect the data. The questionnaire was sent to the librarian's valid email IDs. The questionnaire was distributed to all the 204 college librarians and out of 204; the researcher received 189 responses in stipulated time from January to December 2020. After the completion of the data collection, the dataset was downloaded from the survey tool (Google Form) in MS Excel format and cleaned data. From the cleaned dataset, the required tables have been prepared in MS Excel Sheet. Subsequently consulting the statistical expert for the data analysis; out of 189 (92.64%), 49 (25.92%) responses were rejected due to the missing data or incomplete responses. So, 140 (68.62%) responses were finalized for the data analysis and interpretation by considering 140 responses as 100%.

The finalized data set was tabulated and has been analyzed with suitable statistical techniques. Relevant statistical tools have been used to test the hypotheses. The SPSS (Statistical Package for Social Scientists 21 Version) software package has been used for data analysis. For the scaling questions, the researcher applied ANOVA and t-test to find out the Mean differences in each comparison group. The statistical tools used in the present study includes were percentage/frequency, descriptive statistics, mean, standard deviation (SD).

Sampling of the study

For this study the Simple random sampling was chosen, which is also called as "Probability Sampling" in which every respondent has the same possibility to participate to include in the sample and even any possible samples like librarian, assistant librarian, library assistant. In this research, the total sampling population was 204 engineering college libraries in Karnataka affiliated to Visvesvaraya Technological University, Belagavi and then we could put the questionnaire before the respondents. After trying to contact again and again to receive maximum responses, the researcher received 140 responses which were considered for the research work, and consider the number of samples which were received enough for the research work.

The simple random samples of 140 engineering colleges were selected from four regional divisions of Visvesvaraya Technological University (VTU) included from private, government

and autonomous colleges, represents the population for the present investigation. To conduct this study the investigator selected a true representative sample of total 140 engineering colleges in Visvesvaraya Technological University (VTU) were selected and studied.

Scope and limitations of the study

Under the Visvesvaraya Technological University (VTU) Belagavi, there are 204 engineering colleges in Karnataka state and there are 4 regional divisions as Belagavi, Bengaluru, Kalaburagi and Mysuru, from each division. Total 140 samples were received from all four divisions. Web Technology is broader in coverage as it includes web development programs like HTML, CSS, JavaScript, JQuery, AJAX, XML, JSON, Bootstrap, PHP, ASP, SQL, etc. The web tool blog was chosen for the study.

Need of the study

Present generation is technologically equipped and technology natives. The libraries and the professionals required to serve such young and technological equipped users. The generation is engaged in social media and such web based services. To serve such well versed users in the engineering and technological institutions, the library professionals should adopt the latest web tools to attract the users and reach them. In this regard there is lack of follow-up about the topic in the Karnataka region especially in engineering and technological institutions. So, there is a need to explore and bring some light on the problems and issues faced by the working professionals in the institutions.

Data analyses and interpretation

- The section consists of the presentation and analysis of the observed findings of the study using a various statistical procedure which are used for data analysis. In the study, researcher first collected the data on the basis of questionnaires with three-point scale.
- The total scores were calculated accordingly and taken/considered as a quantitative character for good and strong statistical analysis. The suitable statistical methods have been used such as frequencies, percentages, sample mean, standard deviation.
- In the beginning, the summary of statistical analysis of the respondent's demographic profile is done followed by the inferential analysis of librarians working in engineering colleges, Visvesvaraya Technological University (VTU), Belagavi is done subsequently with interpretations in Table 1.

Table 1: Distribution of Librarians of Engineering Colleges by Gender

Gender	No. of librarians	Percentage
Male	112	80.00
Female	28	20.00
Total	140	100.00

From the results of the above table, it can be seen that, out of a total of 140 librarians of engineering colleges, in which 112 (80.00%) are male librarians and 28 (20.00%) are female librarians in Table 2.

Table 2: Distribution of Librarians of Engineering Colleges by Highest Educational Qualification

Highest educational qualification	No. of librarians	Percentage
M. Lib.	97	69.29
M. Lib. and M. Phil	18	12.86
M. Lib. and Ph. D.	20	14.29
M. Lib. & NET or SLET	5	3.57
Total	140	100.00

From the results of the above table, it can be seen that, out of a total of 140 librarians of engineering colleges, in which, a maximum of 97 (69.29%) of librarians have M.Lib. and a minimum of 5 (3.57%) of librarians have M. Lib. & NET or SLET degree followed by 18 (12.86%) of librarians have M. Lib. & M. Phil degree and 20 (14.29%) of librarians have M. Lib. & Ph. D. degree in Table 3.

Table 3: Distribution of Librarians of Engineering Colleges by Years of Professional Experience

Professional experience	No. of librarians	Percentage
0-10 yrs	34	24.29
11-20 yrs	63	45.00
21-30 yrs	30	21.43
31 and Above yrs	13	9.29
Total	140	100.00

From the results of the above table, it can be seen that, out of a total of 140 librarians of engineering colleges, in which, a maximum of 63 (45.00%) of librarians have 11-20 years of experience and a minimum of 13 (9.29%) of librarians have 31 and above years of experience followed by 34 (24.29%) of librarians have 0-10 years of experience and 30 (21.43%) of librarians have 21-30 years of experience in Table 4.

Table 4: Distribution of Librarians of Engineering Colleges by Designations

Designations	No. of librarians	Percentage
Chief Librarian	34	24.29
Librarian	93	66.43
Assistant Librarian	13	9.29
Total	140	100.00

From the results of the above table, it can be seen that, out of a total of 140 librarians of engineering colleges, in which, a maximum of 93 (66.43%) of librarians are working as Librarian and a minimum of 13 (9.29%) of librarians are working as Assistant Librarians followed by 34 (24.29%) of librarians are working as Chief Librarian.

Level of awareness about the blogs by librarians of engineering colleges

Investigator analyzed the data related to total and components of awareness about the Blogs by librarians of engineering colleges affiliated to Visvesvaraya Technological University (VTU) according to Gender, highest educational qualifications, years of professional experiences, designations, and regional divisions (Belagavi, Bengaluru, Kalaburagi and Mysuru) by applying the independent t-test and one way ANOVA.

The awareness about different Blogging by librarians' statements are given as in the three-point scale from not aware and low use, aware and average use; very aware and high use in Table 5.

Table 5: Level of Awareness about Different Blogging's

Blogging	Not aware and low use	%	Aware and average use	%	Very aware and high use	%
Wordpress.com	8	5.71	23	16.43	109	77.86
Wixsite.com	4	2.86	77	55.00	59	42.14
Blogger.com	10	7.14	27	19.29	103	73.57
Tumblr	6	4.29	56	40.00	78	55.71
Square space	5	3.57	79	56.43	56	40.00
Joomla	8	5.71	36	25.71	96	68.57

The objective of the above table is to know the awareness about different Blogging platforms. It clearly shows that, out of 140 librarians.

1. 77.86% of librarians are very aware and high use of Wordpress.com and 16.43% of librarians are average aware and average use. Almost all (94.29%) librarians are aware about the Wordpress.com as a blogging.
2. 42.14% of librarians are very aware and high use of Wixsite.com and 55.00% of librarians are average aware and average use of Wixsite.com. It means that, the almost all (97.14%) librarians are aware about the Wixsite.com as a blogging.
3. 73.57% of librarians are very aware and high use of Blogger.com and 19.29% of librarians are average aware and average use of Blogger.com. It means that, the almost all (92.86%) librarians are aware about the Blogger.com as a blogging.
4. 55.71% of librarians are very aware and high use of Tumblr and 40.00% of librarians are average aware and average use of Tumblr. It means that, the almost all (95.71%) librarians are aware about the Tumblr as a blogging.
5. 40.00% of librarians are very aware and very use of Square space and 56.43% of librarians are average aware and average use of Square space. It means that, the almost all (96.43%) librarians are aware about the Square space as a blogging.
6. 68.57% of librarians are very aware and very use of Joomla and 25.71% of librarians are average aware and average use of Joomla. It means that, the almost all (94.28%) librarians are aware about the Joomla as a blogging in Figure 1 and Table 6.

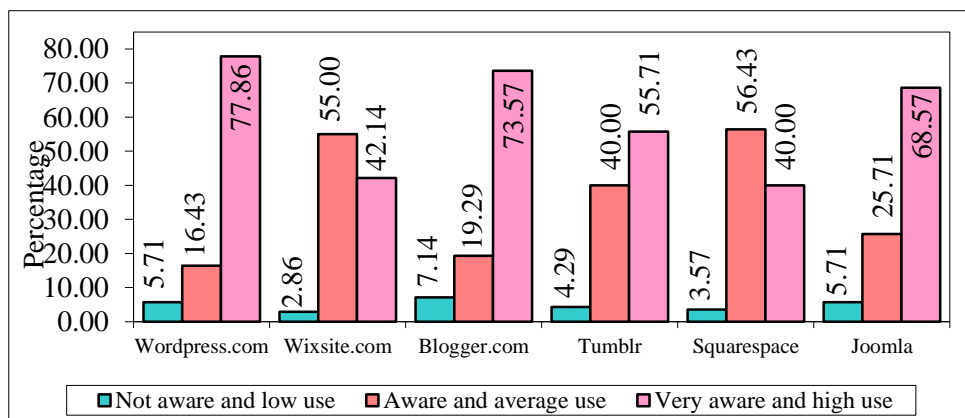


Figure: 1 Level of Awareness about Different Blogging's

Table 6: Ranking of Blogging's on Mean Rate

Sl. No.	Blogging	Mean	SD	Rank
1	Wordpress.com	2.72	0.56	1
2	Blogger.com	2.66	0.61	2
3	Joomla	2.63	0.59	3
4	Tumblr	2.51	0.58	4
5	Wixsite.com	2.39	0.55	5
6	Square space	2.36	0.55	6

7. The mean and SD scores of individual items were calculated. Based on the mean scores; the ranks are assigned and presented in the above table. It clearly shows that, the highest mean was seen in the item related to Wordpress.com (2.72 ± 0.56), Blogger.com (2.66 ± 0.61), Joomla (2.63 ± 0.59), Tumblr ($2.51 \pm v$), Wixsite.com (2.39 ± 0.55) and least mean was seen in Square space (2.36 ± 0.55).

Findings

The 94.29% librarians are aware about the Wordpress.com, 97.14% are aware about the Wixsite.com, 92.86% are aware about the Blogger.com, 95.71% are aware about the Blogger.com, 96.43% are aware about the Square space, 94.28% are aware about the Joomla.

Results and Discussion

The previous works showcase that there was awareness among library professionals in all over the world. The present work shows that there is awareness about Blogging and various blogs. The awareness should convert into practically adoptable to serve the present generation. Working in technological institutions it is best way to serve the technically native users with adaptation of latest technology. The study reveals that if the professionals are given a right training or hands-on trainings there is a possibility of becoming aware to using professionals. Trainings, seminars, workshops are required to make the proficient users of the blogs in library services.

Conclusion

The study is about awareness and ranking of the blogging's according to the awareness level. Almost professionals expressed that they are aware about the blogs but some are lagging behind in adopting them in their library services. The studies should be undertaken regarding the types of services provided using the blogs and user perceptions regarding them.

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