Theme, Content, Structure and Use of Web 2.0 Tools in The Library Blogs of Selected Kendriya Vidyalayas of Tamilnadu: a State of the Art Study of School Library Blogs

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ABSTRACT *Purpose: The study reports the URLs and domain of eight KV Library blogs, themes and column structure, the variety of widgets used, the link categories provided, the online viewer statistics, the list of web 2.0 tools used, the multi-language readability, special taglines and the 'library information' made available in these blogs*

Methodology: Google and KV Librarians Group were browsed and each and every KV Library blog was visited to collect the required data.

Findings: These blogs were taken birth after 2008. Four blogs have hindi readability option. All the blogs are in Wordpress domain. Almost all the blogs have used blogrolls and link categories. Only KV Narimedu, Madurai Libray blog has tamil translation facility, has more than 12,20,000 views, provides online social bookmarking service and has created 5 subject specific blogs. Some blogs have used web 2.0 tools. Only two blogs have made available their library OPAC in their blogs. All the blogs have necessary information about the library.

Future implications: The study can be further extended to larger number of library blogs of Kendriya Vidyalayas situated across the country.

Social implications: It acts as a guide to the librarians to see where they are and what they lack. It acts as a yardstick to the KVS authorities to bring out a' School Blog Policy' to standardise the content and presentation of KV Library blogs.

Introduction : Blogs

A blog is "a Web application that contains periodic, reverse chronologically ordered posts on a common Web page" (wikipedia, 2008). To Peter Scott (2001), a blog is "a page containing brief, chronologically arranged item of information. A blog can take the form of a diary, journal, what's new page or links to other websites".

Library blogs & School Library Blogs

The interactive web pages of a library which is frequently updated showing the posts in the reverse chronological order are called as Library Blogs. A library blog maintained either by the school authorities or the school librarian designed specially to cater to the needs of the students and teaching community of a particular school environment may be defined as a School Library Blog.

Use of School Library Blogs

- To tell about your library - its resources, rules and regulations, services, statistics, magazines / periodicals, Library committee of the year, etc. to the visitors
- New arrivals display service
- Alert Services - Article alert, Magazine/periodical alert, author alert, publisher alert etc.
- Online Information service on Demand / request by the users
- Information Analysis and Consolidation Service (Search, edit, compile and provide service)
- An effective library advocacy tool / marketing tool
- An archive of library circulars / notices / announcements
- Ask your librarian service ; Blog as an on-line digital library
- Current Awareness Service
- To provide scores of lists of useful websites / links to other sites / blogs
- A place holder for showcasing library events and activities (conferences, seminars, meets, cultural eves)
- To display the creative ideas / scholarly articles of the staff / users

- To show the archives / calendar of posts (day-wise, month-wise, year-wise)
- On-line library newsletter
- Topical displays on selected occasions
- Site statistics - to see which posts are viewed more ; so future plans can be made accordingly
- WEB OPAC of your library can be placed there
- To get feedback from users; feedback mechanism - helps to plan and serve better
- Top clicks / posts / Fresh Posts can be displayed
- Automatic e-mail alerts to the interested users whenever a new post is published in your blog
- Library programmes can be brought into light (National Book Week, World Book Day, Dr.S.R.Ranganathan Day, Readers Club etc.)
- Post new book reviews of net sources and of your own users
- List of recommended books (term-wise, course-wise)
- Archive of project works done by the library users
- Online archive of question papers, sample papers, syllabus etc.
- As a reference desk
- To provide announcements of new library acquisitions, notice and various services of the library
- Conduct on-line polls and user surveys and
- To create more sub-blogs for interested departments - provide a core set of topic categories for each sub-blog with the ability to add custom topic categories.

Kendriya Vidyalayas

The scheme of Kendriya Vidyalayas (Central Schools) was approved in Nov.1962 by the Govt. of India on the recommendations of the Second Central Pay Commission. It recommended that the Govt. should develop a scheme to provide uninterrupted education to the wards of transferable wards of transferable central Govt. employees. Central Schools Organization was started as a unit of the Ministry of Education (now MHRD) of the Govt. of India. Initially 20 Regimental schools, then functioning at places having large

concentration of defence personnel, were taken over as Central Schools during the academic year 1963-64. The Kendriya Vidyalaya Sangathan was registered as a society on 15-12-1965. Over the years, the number of Kendriya Vidyalayas steadily increased to 1073 as on 31/3/2011.

Methodology
1. Google Search was done to find out the Kendriya Vidyalayas having library blogs, as the first step.
2. KV Librarians Group (http://grou.ps/kvlibrarians) : Secondly, a search was done in the KV Blogs directory available in the KV Librarians Group to trace out the library blogs of KVs in Tamilnadu.
3. 11 KV Library blogs were traced and out of which 8 library blogs were selected by random sampling method.
4. The URLs of these 8 blogs were browsed to get the required information
5. Tabulation was done to present the findings
6. Inferences were drawn based on the tabulated data.

Objectives of the Study
The following are the objectives of this blog survey.

1. To list the URLs and domain of the KV Library blogs, under study
2. To find out the themes and column structure of these blogs
3. To find out the variety of widgets used in these blogs
4. To find out the link categories provided in these blogs
5. To find out the online viewer statistics as on the first week of December (5/6.12.2013)
6. To find out the list of web 2.0 tools used in these blogs
7. To find out the multi-language readability and special taglines of these blogs and
8. To list the 'library information' made available in these blogs

Data Analysis and Interpretation
1. Table 1 : URL and Domain It is inferred from the table that all the 8 library blogs were created in the Wordpress domain. Only two blog address start with KV and other 6 blog addresses start with the term 'library'.

Sl. No.	Kendriya Vidyalaya	Library Blog URL	Domain
01	KV Na-rimedu, Madurai	www.kv1madurailibrary.wordpress.com	Wordpress.com
02	KV Gill Nagar, Chennai	www.librarykvgn.wordpress.com	Wordpress.com
03	KV Nager-coil	www.librarykvnagercoil.wordpress.com	Wordpress.com
04	KV Arak-konam	www.librarykvarakkonam.wordpress.com	Wordpress.com
05	KV IIT Chennai	www.libkviit.wordpress.com	Wordpress.com
06	KV Virudhu-nagar	www.librarykvvirudhunagar.wordpress.com	Wordpress.com
07	KV OCF Avadi, Chennai	www.librarykvocf.wordpress.com	Wordpress.com
08	KV AFS Sulur, Coim-batore	www.kvsulurlibrary.wordpress.com	Wordpress.com

Table 2: Blog tagline and online visit statistics
It is clear that 6 library blogs have created interesting taglines and two blogs have none of that sort. One blog has no hit

counter and thus visit statistics is not available. Out of the remaining 7 blogs, KV Madurai library blog has 12,20,780 hits followed by KV OCF Avadi library blog with 22,875 hits and KV Nagercoil has the least of 855 hits.

Sl. No.	Kendriya Vidyalaya	Blog Tagline	No. of hits (as on 5/6.12.2013)
01	KV Narimedu, Madurai	Anytime Anywhere Information 4U	12,20,780 hits
02	KV Gill Nagar, Chennai	Education brings victory	3566 hits
03	KV Nagercoil	-------------------------------	855 hits
04	KV Arakkonam	An online library for the KV Arakkonam community	2735 hits
05	KV IIT Chennai	An online library for the staff and students of KV IIT Chennai	1266 hits
06	KV Virudhunagar	-------------------------------	6182 hits
07	KV OCF Avadi, Chennai	Gather knowledge to give it wisely	22,875 hits
08	KV AFS Sulur, Coimbatore	A library for excellence	No hit counter

Table 3: Theme and column Structure
The table discloses the facts that a) only two blogs use the same theme b) six other blogs use different themes c) four blogs use two column structure and the remaining four blogs use three column structure to present the contents.

Sl. No.	Kendriya Vidya-laya	Theme Chosen	No. of Columns (Layout)
01	KV Narimedu, Madurai	The Grid Focus theme	03 Columns
02	KV Gill Nagar, Chennai	The motion theme	03 Columns
03	KV Nagercoil	The ZBench theme	03 columns
04	KV Arakkonam	The spring loaded theme	02 Columns
05	KV IIT Chennai	The spring loaded theme	02 Columns
06	KV Virudhunagar	The Strange little town theme	02 Columns
07	KV OCF Avadi, Chennai	The Elegant Grunge theme	03 Columns
08	KV AFS Sulur, Coimbatore	The INove theme	02 Columns

Table 4: Information about the library available in the blogs

Sl. No.	Kendriya Vidyalaya	Information about library
01	KV Na-rimedu, Madurai	A Bird's eye view, class library, collection, DDC for you, library newsletters, library flyers, 5 laws of library science, library policy, library committee, library time table, magazines and journals, monthly reports, national book week celebrations, notices and announcements, photo gallery, rules and regulations, services, statistics, story hours, school library manifesto, new arrivals & subject-wise break of collection
02	KV Gill Na-gar, Chennai	About library, new arrivals, library policy, library committee, magazines, write e-book review and library information

03	KV Nagercoil	Library rules, library statistics
04	KV Arakko-nam	Class library, 5 laws of library science, library committee, library services, library statistics, magazines and journals, monthly reports, our collection, time table and readers club
05	KV IIT Chennai	About, DDC, library policy, latest arrivals, library committee, library statistics, newspapers and magazines, school library manifesto
06	KV Virudhunagar	Library collection, magazines & journals, class library, library statistics, library committee, library rules and library automation
07	KV OCF Avadi, Chennai	Book reviews, Dewey for kids, 5 laws of library science, fresh hits, library mashup, library policy, readers club, contact me and about.
08	KV AFS Sulur, Coimbatore	Library Services, Library committee, library policy, internet services, fresh picks, photo gallery, book donations, periodicals, DDC for you, 5 laws of library science, book review format, primary class libraries and library collection

Every blog has got sufficient information about the school library concerned.

Table 5: Widgets and Web 2. 0 tools used in the blogs

Sl. No.	Kendriya Vidyalaya	Widgets Used	Library 2.0 tools used
01	KV Narimedu, Madurai	RSS Feed, Subscribe, Search, Goodreads, blogroll, archives, Calender of post, Top posts and pages, Polls, Pages, Categories, Meta, Text Widget, Image Widget, Timeline, Map and Contact, number of views, Recent post and Comments	Del.icio.us (Social bookmarks); Twitter (library tweets); RSS ; Share options; Leave a reply; E-mail subscription
02	KV Gill Nagar, Chennai	Search, calendar, meta, recent post, recent comments, archives, categories, pages, goodreads, image widget, sign me up, no. of views, global hits, RSS Feed, blogroll and Blogs I follow	Twitter; RSS ; leave a reply ; share options; E-mail subscription
03	KV Nagercoil	Categories, Recent post, blogroll, meta, search, archives, RSS Feed	RSS ; leave a reply ; share options
04	KV Arakko-nam	Search, Pages, Categories, Archives, Blogroll, Sign me up, Meta and no. of views	Leave a reply ; share options; E-mail subscription
05	KV IIT Chennai	Search, pages, categories, blogroll, archives, calendar, meta, number of views and sign me up	Leave a reply ; share options; E-mail subscription
06	KV Virudhunagar	Pages, no. of views, recent post, archives, categories, blogroll and meta	Leave a reply ; share options
07	KV OCF Avadi, Chennai	Recent post, blogroll, top clicks, top posts, archives, no. of views, calendar and sign me up	Leave a reply ; share options; E-mail subscription
08	KV AFS Sulur, Coimbatore	Search, RSS Feed, Random posts, Tag cloud, Categories, Blogroll, archives and meta	RSS; Leave a reply ; share options

It is clear that KV Madurai library blog has used more word-

press widgets and web 2.0 tools followed by KV Gill Nagar. Only KV Madurai has delicious service in the blog. KV Madurai and KV Gill Nagar have twitter account in-built in the blog. While 4 blogs have employed RSS service in the blog, most of the blogs have used share option and email subscription option in their blogs.

Table 6: Library OPAC and Multi-language readability

Sl. No.	Kendriya Vidyalaya	Library OPAC via library blog	Blog-translation options
01	KV Narimedu, Madurai	Not Available	Hindi and Tamil
02	KV Gill Nagar, Chennai	Available (libsoft. org)	Hindi
03	KV Nagercoil	Available (e-granthalaya)	Hindi
04	KV Arakkonam	Not Available	-----------------------
05	KV IIT Chennai	Not Available	-----------------------
06	KV Virudhunagar	Not Available	-----------------------
07	KV OCF Avadi, Chennai	Not Available	Hindi
08	KV AFS Sulur, Coimbatore	Not Available	-----------------------

It is transparent from table 6 that only two KV Library blogs i.e. KV Gill and KV Nagercoil have made available their OPAC through their library blog online. Out of 8 blogs, 4 blogs have made the option to the online viewers to read the blog in Hindi (translated view of the blog) and only one blog viz KV Narimedu, Madurai has the blog readable in Tamil too.

Table 7: Archival period and Provision of RSS Feeds of other websites/blogs

Sl. No.	Kendriya Vidyalaya	Archives (From – To)	RSS Feeds of other sites
01	KV Narimedu, Madurai	July 2010 – November 2013)	NDTV India news, Cricket next, Aajtak news, Scouts and Guides blog
02	KV Gill Nagar, Chennai	July 2013 – December 2013	Not Available
03	KV Nagercoil	November 2011 – February 2013	Aaj Tak news, Times of India, BBC News
04	KV Arakkonam	October 2011 – January 2012	Not Available
05	KV IIT Chennai	August 2011 – August 2013	Not Available
06	KV Virudhunagar	November 2011 – March 2013	Not Available
07	KV OCF Avadi, Chennai	August 2010 – July 2012	Not Available
08	KV AFS Sulur, Coimbatore	September 2008 – August 2011	Not Available

All the blogs under study are of recent origin. KV AFS Sulur blog has its posts from the year 2008 and KV Narimedu, Madurai has the posts from 2010. Four blogs have started their origin in the year 2011 and KV Gill nagar is the latest blog which originated in 2013. Only in two blogs i.e. KV Narimedu, Madurai and KV Nagercoil , RSS feeds of few known

websites / blogs are incorporated.

Table 8: Availability of subject specific blogs and link categories

Sl. No.	Kendriya Vidyalaya	Subject specific blogs (created by libraries)	Link Categories
01	KV Narimedu, Madurai	Library has created special blogs for XII Accountancy, NCF 2005, Scouts and Guides, Tritiya sopan camp organisers and Primary teachers in-service course	CBSE curriculum, biography, Competitive exams, e-books, educational sites, for u students, ICBD, KVS Jr. Maths Olympiad, ZIETs, Science experiments, Our KVS
02	KV Gill Nagar, Chennai	Not Available	BS&G, biography, career, dictionary, education, our school, KV library
03	KV Nagercoil	Not Available	Blogroll
04	KV Arakkonam	Not Available	Blogroll, our KVS, board papers, e-books, websites, authors, photos
05	KV IIT Chennai	Not Available	Free e-books, maths websites, science websites, useful websites, educational websites
06	KV Virudhunagar	Not Available	Biography, board exam, KVS, NCERT
07	KV OCF Avadi, Chennai	Not Available	Educational websites, check for your favourites, for kids, books, current affairs, govt official, environmental NGOs, charity organisations
08	KV AFS Sulur, Coimbatore	Not Available	Academics, career guidance, digital library, Govt. of India directory, HOTS questions, interesting websites, KV directory etc.

Almost all the KV Library blogs have created a good number of link categories and useful links to websites on various important educational issues are created. Only KV Narimedu, Madurai has created five subject specific exclusive blogs to serve the online information seekers of different breed.

Conclusion

It is a good sign that a large number of libraries in Kendriya Vidyalaya Umbrella have started their school library blogs and serve their school fraternity online. But a kind of standardisation is to be established in presenting their contents. Though items like theme and structure of the blog to be chosen by the librarian concerned, other areas like use of library 2.0 tools, flying library opac can be standardised and insisted upon. Enough hands-on training and workshops need to be organized to educate the KV School librarians in creating and customizing their school library blogs.

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