Library Blogs of Selected Kendriya Vidyalayas of Kerala Region : a State-of-the-Art Study of School Library Blogs in Terms of Theme, Content, Structure and Web 2.0 Tools Used

Ramasamy, K	Ph.D Research Scholar, Department of Library and Information Science, Madurai Kamaraj University, Madurai & Librarian, Kendriya Vidyalaya, Narimedu, Madurai -2
Padma, P	Assistant Professor, Department of Library and Information Science, Madurai Kamaraj University, Madurai.

ABSTRACT

Purpose: The study reports the URLs and domain of seven 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: All the 7 library blogs were created in the Wordpress domain. Only three blog addresses start with KV and other 4 blog addresses start with the term 'library'. Six library blogs have created interesting taglines. KV Pattom library blog has 27,79,638 hits followed by KV No.2 Calicut library blog with 12,24,980 hits. three blogs use two column structure and the remaining four blogs use three column structure to present the contents. While four library blogs have sufficient information about the school library concerned, the remaining blogs have got only limited information about school libraries. the library blogs of KV Pattom, No.2 Calicut and Port Trust Cochin have used a good number of widgets while the remaining four blogs have used limited number of widgets. Out of 7 blogs, only four of them have used web 2.0 tools therein. While twitter is used by two blogs, RSS tool has been employed by all the four blogs using web 2.0 tools. KV Pattom and No.2 Calicut libraries have incorporated facebook tool in their blogs. only KV Pattom library has made available their OPAC through their library blog online. And it is the only blog which can be read in Hindi too. Only three blogs viz KV No.2 Calicut, KV Pattom and KV PT Cochin have listed the RSS feeds of few websites, which are useful to the school fraternity. Only two library blogs namely KV Pattom and KV No.2 Calicut have created a good number of link categories. Only KV Pattom blog has created task-specific exclusive blogs for different aspects of a schooling and school librarianship. ive blogs have used Categories and two blogs have not used the powerfulness of 'categories' to present the contents.

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

Libraries of all breeds are, now-a-days, in their full-fledged efforts to showcase their web presence by all the ways and means. While some of them exhibited the information about the library and library programmes and activities in their institutional websites, few of them have explored the possibilities of creating their own websites/blogs. Very few libraries, in the school environment, have created own websites/blogs on cost. But a large number of school libraries have created their blogs in free web hosting domains like blogger, livejournal, weebly, edublogs and wordpress.

Blogs

A Blog can take the form of a diary, journal, what's new page or links to other websites ' - Peter Scott (2001). A weblog is a dynamic, flexible tool that is easy to use whether you are creating with it or simply viewing the results - Richardson (2004). A weblog or blog is a frequently updated website consisting of dated entries arranged in reverse chronological order so that the most recent post appears first - Jill Walker

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
- 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
- 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 and
- Conduct on-line polls and user surveys.

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 uninterrupt-ed education to the wards of transferable wards of transfer-able 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 function-ing 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) : Sec-ondly, a search was done in the KV Blogs directory available in the KV Librarians Group to trace out the library blogs of KVs in Kerala.
3. 07 library blogs created in wordpress domain were selected by random sampling method.
4. The URLs of these 7 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 view statistics as on the third week of December (17.12.2013)
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 tag-lines of these blogs
8. To find out the categories of information available and
9. 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 7 library blogs were cre-ated in the Wordpress domain. Only three blog addresses start with KV and other 4 blog addresses start with the term 'library'.

Sl. No.	Kendriya Vidyalaya	Library Blog URL	Domain
01	KV no.2 Calicut	www.librarykv2calicut.wordpress.com	Wordpress.com
02	KV Pattom	www.librarykvpattom.wordpress.com	Wordpress.com
03	KV Kottayam	www.librarykvkottayam.wordpress.com	Wordpress.com
04	KV Pangode	www.librarykvpangode.wordpress.com	Wordpress.com
05	KV NTPC KYM	www.kvkymlib.wordpress.com	Wordpress.com
06	KV PT, Cochin	www.kvptlibrary.wordpress.com	Wordpress.com
07	KV No.2 Kasaragod	www.kvno2kasaragod.wordpress.com	Wordpress.com

Table 2: Blog tagline and online visit statistics

It is clear that 6 library blogs have created interesting taglines and one blog has none of that sort. Two blogs have no hit coun-ter and thus visit statistics is not available. Out of the remaining 5 blogs, KV Pattom library blog has 27,79,638 hits followed by KV No.2 Calicut library blog with 12,24,980 hits and KV NTPC Kayankulam library blog with 52,160 hits.

Sl. No.	Kendriya Vidyalaya	Blog Tagline	No. of hits (as on 17.12.2013)
01	KV no.2 Calicut	Education and Dedication	12,24,980 hits
02	KV Pattom	Where minds meet and ideas pop up	27,79,638 hits
03	KV Kottayam	Spread the Knowledge	Not Available
04	KV Pangode	An information centre	14,410 hits
05	KV NTPC KYM	24X7 365 days information 4 U	52,160 hits
06	KV PT, Cochin	Reading makes you smarter	21,174 hits
07	KV No.2 Kasaragod	---------------------- ---------	Not Available

Table 3: Theme and column Structure

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

Sl. No.	Kendriya Vidyalaya	Theme Chosen	No. of Columns (Layout)
01	KV no.2 Calicut	The Grid Focus theme	03 Columns
02	KV Pattom	The Grid Focus theme	03 Columns
03	KV Kottayam	The Bold Life Theme	02 Columns
04	KV Pangode	The Andreasoa Theme	03 Columns
05	KV NTPC KYM	The grid focus theme	03 Columns
06	KV PT, Cochin	The fresh and clean theme	02 Columns
07	KV No.2 Kasaragod	The Skeptical Theme	02 Columns

Table 4: Information about the library available in the blogs

Sl. No.	Kendriya Vidyalaya	Information about library
01	KV no.2 Calicut	Library policy, library committee, library statistics, annual library activity plan, new arrivals, lib newsletters, readers club
02	KV Pattom	Annual library activity plan, DDC, library statistics, library tour, monthly report, national library week, reader service, resources, user studies, world book day, library activities, library automation, library rules, library in the news, library jokes, library rules, library skills, time table, library bookmarks, library brochures, new arrivals, readers club, reader of the month, library committee
03	KV Kottayam	Collection, About my library
04	KV Pangode	Library rules, library committee, new arrivals, readers club, resources, students corner, announcements
05	KV NTPC KYM	About our library, book exhibition, book review, librarian, library budget, library committee, lib policy, lib rules, lib ppt, list of periodicals, new arrivals, national book week, readers club, world book day celebrations
06	KV PT, Cochin	About the library, search library catalogue, book reviews
07	KV No.2 Kasaragod	About library

While four library blogs have sufficient information about the school library concerned, the remaining blogs have got only lim-ited information about school libraries. KV Pattom blog leads with maximum quantum and variety of information about the library than any other blog followed by KV NTPC Kayankulam blog. KV Kottayam and KV No.2 Kasaragod may add more infor-mation about their libraries in their blogs.

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 no.2 Calicut	Text widget, search, image, email subscription, RSS feed, twitter, pages, delicious bookmarks, recent posts, categories, RSS of other sites, blogroll	RSS, Twiter, Delicious, Youtube, Facebook, RSS of other sites, Share this, Leave reply
02	KV Pattom	Search, text, image, blog subscription, goodreads, pages, chat reference, facebook, recent posts, twitter, categories, recent comments, top posts and pages, RSS of other sites and live traffic feed	RSS, Twitter, Facebook, RSS of other sites, library photo stream, community.
03	KV Kottayam	Recent Posts, Archives, Categories, Meta	-------------------------
04	KV Pangode	Blog stats, calendar, search, blogroll, meta, recent posts, subscribe	-------------------------
05	KV NTPC KYM	Search, pages, recent posts, top posts and pages, archives, blog stats, blogroll, meta	-------------------------
06	KV PT, Cochin	Blog stats, email subscription, archives, RSS, RSS of other sites, Blogs I follow, image, categories, recent posts	Email subscription, share this comments, RSS, RSS of other sites, leave a reply
07	KV No.2 Kasaragod	Search, recent post, blogroll, archives, categories, meta	Subscribe to RSS, leave a reply, share this

It is clear that the library blogs of KV Pattom, No.2 Calicut and Port Trust Cochin have used a good number of widgets while the remaining four blogs have used limited number of widgets. Out of 7 blogs, only four of them have used web 2.0 tools therein. While twitter is used by two blogs, RSS tool has been employed by all the four blogs using web 2.0 tools. KV Pattom and No.2 Calicut libraries have incorporated facebook tool 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 no.2 Calicut	Not Available	Not Available
02	KV Pattom	Available (libsoft. org)	Hindi
03	KV Kottayam	Not Availalbe	Not Availalbe
04	KV Pangode	Not Available	Not Available
05	KV NTPC KYM	Not Available	Not Available
06	KV PT, Cochin	Not Available	Not Available
07	KV No.2 Kasaragod	Not Available	Not Available

It is transparent from table 6 that only KV Pattom library has made available their OPAC through their library blog online. And it is the only blog which can be read in Hindi too. All other blogs can be read only in English.

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 no.2 Calicut	Data Not Available	Contemporary literary review, The Hindu, UN Environment News, Nobel Prize
02	KV Pattom	Data Not Available	Linzine, Encyclopeadia Britannica, Mydearbook, Facebookinfo
03	KV Kottayam	Nov. 2011 – Aug. 2012	-------------------------
04	KV Pangode	Data Not Available	-------------------------
05	KV NTPC KYM	Sep.2010 – Dec. 2013	-------------------------
06	KV PT, Cochin	Jan. 2012 – Oct. 2013	The Indian Express, Aaj Tak Headlines, Britannica
07	KV No.2 Kasaragod	Nov. 2011- Sep.2012	-------------------------

All the blogs under study are of recent origin. Though KV Pattom library blog is believed to be first KV Library blog, it was not possible to find out the earliest date of posting because of the non-availability of archives widget. Only four library blogs have deployed the archives widget. Out of them, KV NTPC blog has got entries from September 2010 and KV PT Cochin has got posts from January 2012. Only three blogs viz KV No.2 Calicut, KV Pattom and KV PT Cochin have listed the RSS feeds of few websites, which are useful to the school fraternity.

Table 8: Availability of subject specific blogs and link categories

Sl. No.	Kendriya Vidyalaya	Subject specific blogs (created by libraries)	Link Categories
01	KV no.2 Calicut	Not Available	Biography, Dance, E-books, Environment, KVS School Education, teaches, Video
02	KV Pattom	Library has created special blogs for online home assignments, book reviews, library e-magazine, library cloud, library next, infolit india, KVS librarians network	Web Directory, lib-zine, library junction, heplines, Current projects
03	KV Kottayam	Not Availalbe	Not Available
04	KV Pangode	Not Available	Not Available
05	KV NTPC KYM	Not Available	Not Available
06	KV PT, Cochin	Not Available	Not Available
07	KV No.2 Kasaragod	Not Available	Not Available

Only two library blogs namely KV Pattom and KV No.2 Calicut have created a good number of link categories covering websites of different subjects. Remaining 6 blogs don't have any link category. Out of seven library blogs under study, only KV Pattom blog has created task-specific exclusive blogs for different aspects of a) schooling like home assignments, e-magazine and book reviews and b) school librarianship like library cloud, librarians network and infolit project etc.

Table 9: Availability of different 'Categories ' of information

Sl. No.	Kendriya Vidyalaya	Categories
01	KV no.2 Calicut	Article, biography, CBSE, competitive exams, Green Olympiad, higher education, JEE question papers, India states, KVPY, split-up syllabus, NIOS, Nobel prize, NTSE, PSA, quiz, readers club, Scholarship alert, selected articles, study material and value based questions.
02	KV Pattom	Annual day images, ALAP, article, CBSE, author, book, book review format, book selection committee, career corner, class libraries, creative corner, creative teacher, DDC, downloads, e-books, exam alert, exhibition, fan club, gift a book, IL, inspiring talks, ISL month, internet search tips, library topics, multimedia collection, new book alert, online safety tips, online user surveys, quotations, reader of the month, readers club, reviews, thought of the week, videos to learn, web directory, winners of library competitions, young world quiz, YW-cyber quiz etc.

03	KV Kottayam	Book of the Week, New Book arrival, reader of the month, resources, uncategorized
04	KV Pangode	Not Used
05	KV NTPC KYM	Not Used
06	KV PT, Cochin	Alumni, Assignments, book reviews, career, events, humour, puzzle, poetry, polls, useful information
07	KV No.2 Kasaragod	Hindi fortnight, book exhibition, book review format, new arrivals, photo gallery, about DDC

The widget ' Categories' is used by the blogs to present the posts in a classified manner under relevant headings. Five blogs have used Categories and two blogs have not used the powerfulness of 'categories' to present the contents. KV Pattom blog has employed the maximum number of categories followed by KV No 2 Calicut.

Conclusion

It is a welcoming sign that blogging by school libraries in the Kendriya Vidyalayas is gaining prominent in the recent past. Good efforts are being taken by the KV School librarians to meet and satisfy the information requirements of their customers on-line 24X7. The KVS should take some concrete steps in bringing out a 'School Library Blogging Manual' to regularise and standardise the content and presentation of library blogs of KVs to ensure uniformity, accessibility and to avoid data duplication. Regular workshops and trainings need to be conducted to cone the blogging skills of KV school librarians to prove their mettle in the present online digital revolution.

REFERENCE

1. Dhiman, Anil Kumar and Sharma, Hemant. Blogging and uses of blogs in libraries . International Caliber-2008. p.437 -445 | 2. Jyoti Kumar Singh & Chakraborty, H K. Blog: An emerging dimension in LIS . IASLIC Bulletin, 55(1), 35-42. | 3. Karami, Tahereh and Oloumi, Tahereh . Libraries and weblogs: The role of new phenomenon blogs in library services, research and learning. The 27th Annual Conference: Embedding libraries in learning and research, Portugal May 22-25, 2006 (IATUL). P.1-11 | 4. Prasad, H N and Singh, Shuchita . Blogs application in developing library and information services. International Caliber – 2008. p.452 to 461 | 5. Rajashekar G R and Gireesh D R. Blog: A handy tool for librarians. 7th convention Planner-2010, Tezpur university, Assam Feb.18-20, 2010. P387-397. | 6. Ramasamy K.(2012). Library blogs at wordpress: a handy tool for librarians 2.0 to serve their users in the library 2.0 environment. National conference on innovative library services in digital era, Pollachi, Tamilnadu(20-21, January 2012). P 304-311 | 7. Ramasamy K and Padma P.(2013). Blog management as the new facet of Rejuvenated library management in web 2.0 era: A live managerial experience with the library blog at Library, Kendriya Vidyalaya, No.1, Narimedu, Madurai. International Journal of Current Research, 5(5), 1314-1324. | 8. Ramasamy K and Padma P.(2013). School library blogs as the trailblazing medium for online interactive information dissemination system: A case study with a special reference to Kendriya Vidyalaya, Maduri. Journal of Library and Information Communication Technology, 1(2), 84-93. | 9. Ramasamy K and Padma P.(2013). Wordpress blogs as the vibrant webmarketing tool for the library and information centres : A exuberant experience at the library, KV No.1 Madurai. In M Gangatharan and A R Subramanian (Eds.), E-infrastructure in libraries (pp.225-237). New Delhi, ND: Kaniska. | 10. Ramasamy K and Padma P (2013). 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. Indian Journal of applied research, 4(1), 266-269. | Web References | 1. www.librarykv2calicut.wordpress.com | 2. www.librarykvpattom.wordpress.com | 3. www.librarykvkottayam.com | 4. www.librarykvpangode.wordpress.com | 5. www.kvkymlib.wordpress.com | 6. www.kvptlibrary. wordpress.com | 7. www.kvno2kasaragod.wordpress.com |