



Research Paper

Blog and Its Uses in Libraries

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Abstract

We are living in information age; information plays vital roles in today's environment. So libraries can't ignore to communicate users to share their library services, collections, ideas, library events, announcement and news related to library. The libraries must use the advantages of new innovations and new technologies. By using weblogs librarians can easily communicate and sharing their ideas and information to the users, so that the end user can succeed in using the library resources effectively. Weblog is an effective platform to transfer and marketing the information to the target users. Weblog- is the best platform to share the library resources and service. This article mainly focused the importance of weblog in disseminating information to the user community. This article discusses the use of weblogs to promote library services and information to the library users and also communicate the information to the library staff also. The article begins with the concept of dissemination of information and the way of communicating information. And also this article explains the types of tool using to transfer the library ideas, collections, resources, services and events. The characteristics of good weblog have also been discussed. The library blogs can invite and attract the users to visit and use the library properly.

Keywords: Weblog, Blog, Information dissemination, LIS News, Librarian.net, library services

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I. Introduction

Dissemination of information is a very important service given by the libraries. Now a day's many tools are available on web to create bridge between the user and the library information. Weblog is one of the most significant and interesting effective tools for sharing information to the knowledge seeking people. The major problem facing the librarian is as how to provide information to library users. By using weblogs librarians can easily communicate and sharing their ideas and information to the users, so that the end user can succeed in using the library resources effectively. Libraries can easily provide current awareness service to the knowledge desired people by posting the content in the weblogs. The main aim of the library is to put the motto BOOKS ARE FOR USE in to practice. By creating their own weblog user can know the necessary information regarding the library services, collections, announcement and news and they can use the resources regularly. It is also necessary that library should disseminate information to the end user. In this context Weblog is a best platform to pass the needed information to the target groups.

What is weblog?

A Weblog or blog is a user-generated website to present their opinion, ideas, text, and information of specific subject to the target community. Weblog is a user-generated website where information is appears in the form of texts, or contents. In this webpage users can give comments on particular posts which influence others to discuss about the topics. The information in the blogs contains the images, text, photographs, and even the web link to other related subject written in a reverse chronological order. The recent posts are appearing first and show at the top of the webpage.

Characteristics of Library Weblog

The followings are the characteristics of Weblog.

1. The entries in the web page arranged in a reverse chronological order.
2. The weblog allows readers to leave comments on specific posts.

3. The entries in the webpage are dated and have digital record of the time of occurrence of particular posts.
4. The libraries must give updated information about the resources available in library
5. Most weblogs are themes or topics oriented.
6. Some of the weblog software built search option in the webpage, so that users can search the particular terms in the page.
7. Archiving of posts kept under particular categories make easy for information retrieval.
8. A good library blogs provide the link to other web page for more references.
9. The library blog must reflect the vision, mission, and objective of particular library to its knowledge community.
10. The good blog should receive the feedback from the reader so that they can give better service to the user.

Types of blogs

The types of weblogs are differing from the way that content is delivered or written. The following are some of the main types of blogs.

1. Personal Blog

Personal blog is a blog created by an individual rather than an organization. Most of the users in the personal blogs are the friends and the relatives of the blogger and it attracts very few unknown readers other than the family and the friends. Some personal blog became more popular by the contents they have posts in the page.

2. Device Blog

Device blog is a blog written by using mobile devices is called a moblog. Earlier blogs were wireless, a person shares his personal life combining text, video, images transmitted from the computer and Eye Tap devices to website in live.

3. Collaborative Blog

Collaborative blogs are group blogs; in this the contents are designed or written and published by more than one author.

4. Corporate Blog

The blogs are made or with the help of organization or institution. These blogs are mainly created for business purpose and published for marketing and aim to build public relations.

5. Genre Blog

The blogs are mainly focused on a particular subject is called genre blog. Such as Library blog, education blog, travel blog, music, fashion designing, cooking, handcrafts, political, psychological blogs, photography, health blogs etc.

Usage of blogs in libraries

The libraries must use the advantages of new innovations and new technologies. Creating the blogs in the library is easy and free and these can be updated frequently. The libraries can provide current awareness service to the library users by informing in the webpage. The posts in the weblog allow users to give comments and reviews, so that the librarian can know the user's opinion about particular posts. Using the weblogs librarians transfer the information not only to the users but also to the library staffs. Weblogs are the excellent way to disseminate information and to share ideas to the users. Librarians can also inform the new arrivals in the library by writing posts in the blog. Blogs are perfect tool to provide information as the entries in the page are arranged in a reverse chronological order make it easy to read new contents. The blog is fulfilling the motto of S R Ranganathan's FIVE LAW OF LIBRARY SCIENCE. Using blogs librarian can provide the latest news and information on what all the services are available in the library. Library blogs act as an agent between the library users and the library services. Libraries are using the weblog to share library news and announcement to its users and library staffs, communication among the researcher. Blogs can offer the information regarding the specific subject field. The library blogs can invite and attract the users to visit and use the library properly. Weblog is like a library forum to discuss the various issues among the user group.

Well known blogs in the field of library and information science

1. LISNews - <http://lisnews.org/>
2. Library Stuff – <http://www.librarystaff.net/>
3. Librarian.net – <http://www.librarian.net/>
4. The Shifted Librarian - <http://theshiftedlibrarian.com/>
5. Free Range Librarian - <http://freerangelibrarian.com/>

II. Conclusion

As a result of this article, to be concluding that, Blogs are not only a working device for marketing and promotions but also a sharing device for information communication to the users. The success of any weblog depends upon the contents they written in the webpage. The blog is a powerful and dynamic tool to disseminate library information to the user community. Effective utilization and library resources and services can be done by proper use of blogs by users. By assisting the readers to use blogs in coming days definitely blogs are going to the integral part of the future libraries.

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