

International University Libraries Blogs': Link Analysis

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ABSTRACT

This paper attempts to investigate the university libraries weblogs, what form of communication is made possible through the weblog and its' link structure. Weblog link analysis method is adopted for this research which includes the weblog's link, their structure and the importance of External and internal links. Studied ten libraries blog selected from the pilot study of Times Higher Education Ranking websites of year 2019. For analyzing the URL the online analyzer tool is used i.e. "Dupli checker". This study is only based on the Internal and external links on weblogs international universities.

Keywords: Blog, External Link, Internal Links, Link Structure, Library Blogs

1. Introduction:

Weblog is new genre on the internet has gained lots of interest. One could say a blog is a special kind of website which is updated frequently with new posting and published in reverse chronological order: recent posting is on top. There is free software are available to start weblogs, anyone with a connection to the internet has the ability to publish and start a weblog. (Wijnia, 2004) Popular blogging platforms like Wordpress and Google's Blogger are used for an increasing variety of purposes by both individuals and businesses.

Weblog is quite different from traditional home pages on which people share their interests. Weblog not only transmits information through internet, but also perform receiver role. Some bloggers give their readers the opportunity to respond to the different posting and reader can involve in conversation through weblog. This makes a blog a different way to communicate with others than traditional web pages do. Weblog may be useful for developing a sense of community in cyberspace and blogs have lots of to do with libraries.

2. Definition of Weblog:

According to Jill Walker: "A Weblog, or blog, is a frequently updated website consisting of dated entries arranged in reverse chronological order so the most recent post appears first"(Bhatt, 2005)

According Michael P. Sauers in his book 'Blogging and RSS: A Librarian's Guide' A Blog is "type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed I reverse –chronological order."(Sauers, 2010). A **blog** is "a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page."(20Ma)

Why Blog?

Blog is an important information resource and tool for library professionals and library. All librarians are information users, they retrieve, sort, access and store information for their patrons.

- Blog are timely: typically updated (many times a day in some cases) more frequently than most websites. New and information can be posted with minimal delay, and it is interesting other blogger quickly picked up and spread it.
- Blogs are Accessible: many websites not having the Ease of navigation and so websites are difficult for surfing. Blogs are designed as open access, if not accessible, it won't be widely read and may disappear.
- Library can full fill its role as an information provider. Recent Acquisition, upgrades, staff, event calendar, notices, timing, can be efficiently disseminated through library blog.(Sauers, 2010)
- Blog posts are marked with the date and time of publication, which is important for conveying timeliness.
- The original intent of blogging was to create online journals. Unlike items on a standard webpage. Which can be modified regularly? A blog entry typically remains unchanged once posted.

3.Objectives of the Study:

- To understand Times Higher education Ranking of Worlwide Universities.
- To find out the top Universities, University libraries having library blogs.
- To study the Internal and External Links of Library websites

Research Methodology: This study is limited to 10 university libraries blogs. Universities are selected from “Times Higher Ranking”. It is a result of pilot study of Weblog. Researchers searches all 100 universities for library blog and selected 10 out of it. Researchers finds out the link structure of library website and blog link of that particular library blog.

4. Scope and Limitations:

This study is restricted to surfing the Internet of 10 university libraries websites and libraries weblogs. The home page of Universities Libraries and Library weblogs were browsed on selected criteria.

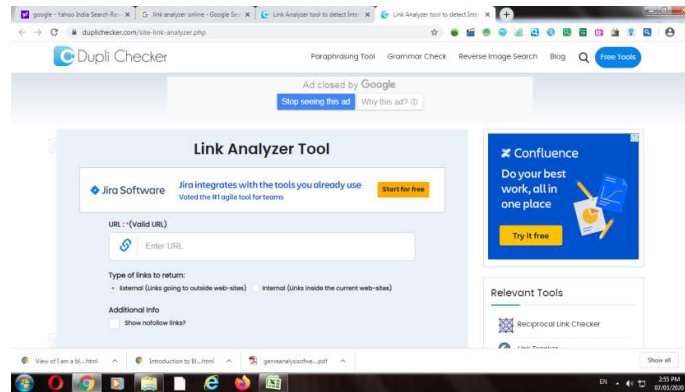
- (1) Ranking of University (2) Internal Links (3) External Links (4) No Follow Links (5) Do follow Links

5. Limitation:

The study is focused on the Home pages of University Library and Libraries 'Weblog. Only the External and Internal Links are studied in this study. Details included regarding the websites and weblogs are related to only various links which are selected for the study. Afterward researchers searches each websites of university libraries to find out External and internal links. For the analysis of links used the website <https://www.duplichecker.com/site-link-analyzer.php> .

6. Link analyzer Tools:

Link Analyzer Tool is an efficient online utility which enables us to analyze our overall link profile as compared to our competitors and find the web page sources which will be great to generate links. (Dupli Checker)



(Accessed from -<https://www.duplichecker.com/site-link-analyzer.php>)

Link Analyzer Tool, a free link analysis software or program which will perform a thorough analysis of a given webpage provide a list of links along with a link's associated anchor text. Enter URL of selected webpage which want to analyze and will get the links with their analysis with Internal links, external links, Do Follow and No follow links. This tool analyzes only one URL at a time.

7. Blog Links:

External Links:

- Also known as 'Out going' links are the ones that point to another domain.
- Points form a particular domain to an entirely distinct domain.
- External links may be links from your domain to another domain to deliver additional information to readers.
- Links from other websites pointing towards yours website also known as external links also known as 'inbouded links'.

That means External links as known as 'Out going Links' and "inbound links".

Internal Links:

- Point to another page on the same domain.
- Internal links only point within your own domain.
- Links that point to the content within the same domain

8. Analysis and Interpretation of Data

There are various types of Weblogs but for this study University libraries Weblogs were chosen. Universities were selected by the ranking of it as per Times Higher Education in the year 2019. The home pages of university Libraries and Library weblogs e- were studied by

applying the criterion like Internal Links, External Links, Do follow and No follow links. The list of University is shown in Table No.1 along with their country name, URL and Ranking in the year 2019.

In Table 1a: It comes to know that 7(70%) universities having in top position from United States as per THE Ranking and 2(20%) is from United Kingdom, 1(10%), one university from Singapore.

Table 1: List of Universities as per World Reputation Ranking by Times Higher Education (With Country name and Ranking of the University in Year 2019)

Sr. No.	Name of Universities	University URL	Country	Rank In Year 2019
1	Stanford University	https://www.stanford.edu/	United States	3
2	University of Cambridge	https://www.cam.ac.uk/	United Kingdom	4
3	University of California, Berkeley	https://www.berkeley.edu/	United States	6
4	Princeton University	https://www.princeton.edu/	United States	7
5	Yale University	https://www.yale.edu/	United States	8
6	University of California, Los Angeles	http://www.ucla.edu/	United States	9
7	John Hopkins University	https://www.jhu.edu/	United States	16
8	University College London	https://www.ucl.ac.uk/	United Kingdom	17
9	National University of Singapore	http://www.nus.edu.sg/	Singapore	24
10	University of Illinois at Urbana Champaign	https://illinois.edu/	United States	34

Table 1 a : Analysis of Universities Country wise

Sr. No	Country	No. of University	Percentage
1	United States	7	70%
2	United Kingdom	2	20%
3	Singapore	1	10%
Total		10	

8.1. Study of University Libraries Website and Weblog links:

Website is a mean for publicity for the organization hosting the home page. The University Library blogs have been searched on library websites. URL of university library and Library blog links are shown in Table 2.

Table 2: List of University Libraries Websites and Library Weblogs

Sr. No.	Name of Universities	University Library URL	Library Blog URL (Taken for this Research)	Blog Link	Abbreviation
1	Stanford University	https://library.stanford.edu/	https://library.stanford.edu/blogs	https://library.stanford.edu/blogs/stanford-libraries-blog	SU
2	University of Cambridge	https://www.libraries.cam.ac.uk/	https://www.lib.cam.ac.uk/blogs (Group Blog)	https://ejournalscambridge.wordpress.com/	UC
3	University of California, Berkeley	https://www.lib.berkeley.edu/	https://update.lib.berkeley.edu/2011/07/20/introducing-the-library-collections-blog/	https://update.lib.berkeley.edu/Collection.s.php	UCB
4	Princeton University	https://www.princeton.edu/academics/library	https://library.princeton.edu/special-collections/divisions/rare-book-division	https://blogs.princeton.edu/rarebooks/	PU
5	Yale University	https://web.library.yale.edu/	https://beinecke.library.yale.edu/blogs	https://beinecke.library.yale.edu/blogs/yale-collection-american-literature	YU
6	University of California, Los Angeles	https://www.library.ucla.edu/	https://www.library.ucla.edu/news	https://www.library.ucla.edu/news?f%5B0%5D=field_news_location%3A734	UCLA
7	John Hopkins University	https://www.library.jhu.edu/ and https://www.jhu.edu/research/librares/	http://blogs.library.jhu.edu/	http://blogs.library.jhu.edu/	JHU
8	University College London	https://www.ucl.ac.uk/library/	https://www.ucl.ac.uk/library/	https://blogs.ucl.ac.uk/library-ejournal/	UCL
9	National University of Singapore	https://blog.nus.edu.sg/linus/about-nus-libraries/	https://blog.nus.edu.sg/linus/about-nus-libraries/	http://blog.nus.edu.sg/linus/	NUS
10	University of Illinois at Urbana Champaign	https://www.library.illinois.edu/	https://www.library.illinois.edu/geninfo/blog/	http://publish.illinois.edu/litlanglibrary/	UIUC

Table 3: Internal and External Links of University Library Websites

Sr. No	Name of Universities	University Library Website Links									
		Total Links	%	Internal	%	External	%	No Follow	%	Do Follow	%
1	Stanford University	146	100	121	82.80	25	17.1	0	0%	146	100
2	University of Cambridge	128	100	43	35.5	85	66.4	0	0	128	100
3	University of California, Berkeley	171	100	125	73	46	26.9	0	0	171	100
4	Princeton University	112	100	87	77.6	25	22.3	0	0	112	100
5	Yale University	128	100	72	56.2	56	43.7	0	0	128	100
6	University of California, Los Angeles	108	100	78	72.2	30	27.7	0	0	108	100
7	John Hopkins University	189	100	113	59.7	76	40.2	0	0	189	100
8	University College London	105	100	93	88.5	12	11.4	1	0.95	104	99
9	National University of Singapore	35	100	15	42.8	20	57.1	0	0	35	100
10	University of Illinois at Urbana Champaign	146	100	81	55.4	65	44.5	0	0	146	100

Table 3 a and Table 3b: Analysis of Internal Links of University Library websites
(Only 5 Websites are taken as per highest quantity of Links.

Sr. No.	University Library	Internal Links	Total Links	Percentage
1	University of California, Berkeley	125	171	73%
2	Stanford University	121	146	82.80 %
3	John Hopkins University	113	189	59.7 %
4	University College London	93	105	88.5 %
5	Princeton University	87	112	77.6 %

Table 3b: Analysis of External Links of University Library websites (Only 5 Websites are taken as per highest quantity of Links.

Sr. No.	University Library	External Links	Total Links	Percentage
1	University of Cambridge	85	128	66.4 %
2	John Hopkins University	76	189	40.2%
3	University of Illinois at Urbana Champaign	65	146	44.5 %
4	Yale University	56	128	43.7 %
5	University of California, Berkeley	46	179	26.9 %

Internal and External links of University Library websites:

- Website's visibility and rank on a search engine can be improved by adding Internal links. Internal links will help a lot to find other web pages on your site. A web page that is easy to navigate for users and search engine will properly index.
- In Table 3 it is shown the quantity of Internal and external links of University Library Website. John Hopkins University is on first position with 189 (100%) links are available, followed by SU and UIUC having 146 total links
- Table 3a: University of California having 125 (73%) internal links, followed by Stanford University 121 (82.80 %), John Hopkins University library having total 113 (59.7%) internal links.
- External Links in Table 3b: University of Cambridge Library having 85 (66.4%) external links, John Hopkins university having 76 (40.2%) external links, followed by UIUC Library having 65(44.5%) of external links. It is observed that "No follow" Links are very less and it is only found in University College London 1(0.95%). "Do Follow" links are as it is as Total links.(Percentage is drawn as per total link of that particular website)

Table 4: Statement of Links of University Library Weblogs

Sr. No.	Name of Library Blog	Library Blog's Links									
		Total Links	%	Internal	%	External	%	No Follow	%	Do Follow	%
1	Stanford Libraries Blog	171	100	153	89.4	18	10.5	0	0	171	100
2	UC -Ejournals @ cambridge	218	100	183	83.9	35	16	2	0.91	216	99
3	UCB Library collection Blog	48	100	33	68.7	15	31.2	0	0	48	100
4	Rare Book Collection@ Princeton	129	100	80	62	49	37.9	1	0.77	128	99.2
5	<u>Yale Collection of American Literature</u>	80	100	72	90	8	10	0	0	80	100
6	UCLA Library news	128	100	124	96.8	4	3.12	34	26.5	94	73.4
7	The Sheridan Libraries & University Museums Blog	67	100	44	65.6	23	34.3	0	0	67	100
8	UCLA Library news	209	100	120	57.4	89	42.5	2	0.95	207	99
9	LiNUS: NUS Libraries Blog	105	100	88	83.8	17	16.1	2	1.9	103	98
10	I Literature and Languages Library	136	100	91	66.9	45	33	0	0	136	100

Table 4a: Analysis of Internal Links of University Library Weblogs
(Only 5 Websites are taken as per highest quantity of Internal Links. And Percentage)

Sr. No.	Name of university	Library Blog	Internal Links	Total Links	Percentage
1	University of Cambridge	UC -Ejournals @ Cambridge	183	218	83.9
2	Stanford University	Stanford Libraries Blog	153	171	89.4
3	University of California, Los Angeles	UCLA Library news	124	128	96.4
4	University College London	UCLA Library news	120	209	57.4
5	University of Illinois at Urbana Champaign	I Literature and Languages Library	91	136	45

Table 4b: Analysis of External Links of University Library Weblogs (Only 5 Websites are taken as per highest quantity of External Links. and Percentage

Sr. No.	Name of university	Library Blogs	External Links	Total Links	Percentage
1	University College London	UCLA Library news	89	209	42.5
2	Princeton University	Rare Book Collection@ Princeton	49	129	37.9
3	University of Illinois at Urbana Champaign	I Literature and Languages Library	45	136	33
4	University of Cambridge	UC -Ejournals @ Cambridge	35	218	16
5	John Hopkins University	The Sheridan Libraries & University Museums Blog	23	67	34.3

Links of University library Weblogs

From the Table 4 it is depicted that Internal Links are more than external links. All the libraries weblogs in this study provide more Access to viewers. Internal Links and external links are classified on quantity based in Table 4a and Table 4 b respectively.

Internal links in Library blogs: Table 4a gives all the data about internal link only 5 library blogs are shown with highest amount of internal links. University of Cambridge blog is on 1st position with 183 (83.9%), Stanford libraries blog 153(89.4%) of internal links, UCLA library news blog of University of California Los Angeles having 124 (96.4) and UCLA blog of University college London on 4th with 120(57.4). At last but not the least I literature and Language library having 91 (45%) internal links.

External links in Library blogs: Table 4b shows the data of external links of particular library blog. Highest link providing blogs are displayed in table 4b. UCLA library news 89(42.5%), Princeton university's Rare book collection@ Princeton having 49 (37.9%) and I Literature and Languages Library of University of Illinois at Urbana Champaign 45(33%) followed by University of Cambridge blog 35(16%), John Hopkins University Blog 23(34.3%)

Conclusion

The present study of university libraries and library blogs link structure showed 10 homepages of university libraries and 1 links of library blogs of those particular libraries. The Homepages and weblogs are studied by considering the criteria: Add links-internal, external, no follow and Do follow links with online Link analyzer tool. It is come to know that most of the library blogs are found in other countries like US, UK ,Singapore, Taiwan etc. this study suggest that Indian libraries should create and maintain their blogs. Weblog is a special kind of homepage that has a time element, publish as online diary.(Lihitkar & Yadav, 2008).

The blogosphere, the world wide community of blogs, has taken blog phenomenon seriously. (BlogBib) Blogs are an easy, cost effective tool for techno savvy librarians and have been implemented, for various purposes in every type of libraries. Library blog is gift given by internet, need to be learnt and applied then only libraries can add value to their services and show their existence to the virtual world.

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