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Social Cataloguing Sites: An Analysis through Webometric Approach

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***Abstract:** The basic purpose of this study is to compare and evaluate the social cataloguing sites via content analysis from various parameters and also through SEO analyzer. The nine social cataloguing sites have been considered for this webometric analysis. Collected data were analyzed according to forty criteria under nine main aspects. Finally it was found that LibraryThing, Goodreads, aNobii etc. are good example of social cataloguing sites.*

***Keywords:** Social cataloguing sites, Content analysis, SEO analyzer, Webometric*

1. Introduction

In knowledge organization the taxonomy is a hierarchical arrangement of entities i.e. tree (parent-child) kind of relationship in a subject domain. Another term Folksonomy gains the popularity in 19th century. With the combination of two words folk and taxonomy, term was coined by Thomas Vander Wal in 2004. Folksonomy is a social classification process in which user can apply social or public tags to describe online documents, typically to make those documents easier for themselves or others to find later.

This process is also known as collaborative tagging, social classification, social indexing, social tagging etc. In a detail “social tagging is the application of tags in an open online environment where the tags of other users are available to others. Collaborative tagging (also known as group tagging) is tagging performed by a group of users. This type of folksonomy is commonly used in cooperative and collaborative projects such as research, content repositories, and social bookmarking” (Folksonomy, n.d.).

“In information systems, a tag is a keyword or term assigned to a piece of information (such as an Internet bookmark, digital image, database record, or computer file). This kind of metadata helps to describe an item and allows it to be found again by browsing or searching. Tags are generally chosen informally and personally by the item's creator or by its viewer, depending on the system, although they may also be chosen from a controlled vocabulary” (Tag(metadata), n.d.).

One can choose personal tags for classifying the resources. These tags reflect their personal associations and concepts. The social tags, metadata or keywords, are completely designated by

users. Generally tagged documents include videos, photos, articles, books, websites etc. Social tags are advantageous for few reasons. First, it helps to classify and organize large amounts of web resources in a process that makes them easily accessible when users try to search the document at a later time. The second aspect is it social in nature and it shows interconnections of concepts that were formerly unknown to a user.

There are few examples where tags or social tags are use: BibSonomy: social bookmarking and publication-sharing system; Flickr: shared photos; Instagram: online photo-sharing and social networking service; Social cataloguing applications / Many libraries' online catalogues etc. This study particularly focuses on websites of social cataloguing sites on books. "To judge the merit of a website is highly important and webometric study is the probable way out" (Sarkar, 2019). With the aim of judging the merits of the websites of social cataloguing sites the present webometric study has been undertaken.

2. Social Cataloguing Sites

At present, the rise of social networking sites such as Facebook, Twitter a little other kind of social application, one such type is the social cataloguing site. Websites like Visual Bookshelf, Gurulibe, LibraryThing, Goodreads, Shelfari etc. are examples of social cataloguing site. These social cataloguing sites help users catalogue their personal book collections, make the collection familiar to all web users, and connect with users with similar tastes.

The concept social cataloguing is only few years old but its popularity has already reached a high level. LibraryThing states that their system includes 40 million books and close to 550,000 users (LibraryThing, 2019). "In 2008, Shelfari was purchased by Amazon. In addition, in 2007, Goodreads received a \$750,000 investment from venture capitalist and Visual Bookshelf partnered with Facebook to streamline its application into the Facebook interface" (Arrington, 2007).

3. Background Works

Spiteri (2009) "examines and evaluates the social features and comprehensiveness of the catalogue records of 16 popular social cataloguing web sites to determine whether their social and cataloguing features could or should impact the design of library catalogue records". Author concluded that "the bibliographic content of most of the catalogue records examined was poor when assessed by professional cataloguing practice; their social features can help make the library catalogue a lively community of interest where people can share their reading interests with one another" (Spiteri, 2009).

Giustini, Hooker, Cho (2009) provide an overview of the trends in social cataloguing for health librarians. According to them "Social cataloguing allows members to not only share publicly their catalogued inventories, but to post reviews and commentaries on the items posted, create and participate in discussion groups, and tag or classify the items catalogued. In other words, these sites serve as a user designed, interactive, and shared catalogue" (Giustini, Hooker & Cho, 2009).

Sarkar, Bhattacharya (2019) "analyzed and evaluated the bibliographic and social features of some selected popular social cataloguing sites and also compared with the data elements prescribed in the

International Standard Bibliographic Description (ISBD)”. They concluded that “Library Thing is a good example of a social catalogue, but it is not the only resource, there are other good examples like aNobii, Good reads, KoboBooks etc. These social cataloguing sites also have good social features like tagging, rating, reviewing, sharing etc” (Sarkar & Bhattacharya, 2019).

4. Objectives

The objectives of the study are as follows:

- ✓ This study particularly aims to consolidate the information on some popular social cataloguing sites.
- ✓ To analyze the contents of popular social cataloguing sites.
- ✓ To find out the facilities and services provided on the social cataloguing sites.
- ✓ To find out the global popularity ranking of social cataloguing sites.
- ✓ To analyse social cataloguing sites on the basis of SEO (Search Engine Optimization) analyser tool.

5. Scope of the Study

The websites of 9 social cataloguing sites have been considered for this webometric analysis. The table 1 represents the websites with their URL.

Table-1: List of selected social cataloguing sites

Sl No.	Social Cataloguing Site	URL	Abbreviation
1	aNobii	https://www.anobii.com/	aN
2	Bibliophil	http://www.bibliophil.org/	BPhil
3	BookBump	http://www.bookbump.com/	BB
4	E-Books Directory	http://www.e-booksdirectory.com/	EBD
5	Goodreads	https://www.goodreads.com/	Gr
6	KaboBooks	https://www.kobo.com/	KB
7	LibraryThing	https://www.librarything.com/	LT
8	Readgeek	https://www.readgeek.com/	Rg
9	Smashwords	https://www.smashwords.com/	Sw

6. Methodology

In order achieve the objectives stated earlier, used a very simple method which was surfing the internet on social cataloguing sites. Then data were collected from the home pages and its other related links on selected social cataloguing sites.

In order to analysis and evaluate the content of social cataloguing sites some usability checklists were compiled. These checklists were used for the evaluation of the selected social cataloguing sites. Each feature included in the checklist was giving two values i.e. one (1), if a particular feature is present on the website and zero (0), if it is not available. For example if a social cataloguing site named ‘X’ has a search box then it got one point and if it does not have search box then it scored zero point.

Then the selected sites are observed and analysed with the help of online Search Engine Optimization (SEO) tools like RankMath SEO analyser and MOZ SEO analyser and Alexa (<https://www.alexa.com/siteinfo>). After data collection, the collected data were analysed and tabulated keeping in view the objective of the study.

7. Data Analysis and Findings

The checklist designed for the study includes the following forty (40) criteria under nine (9) main aspects (Depicted in Table-2). Collected data are analyzed according to above mentioned criteria with values (one or zero) in the following few paragraphs.

In table-2, criteria under main aspects for analysis and evaluation of the content of social cataloguing sites are provided.

Table-2: Aspects and criteria for evaluation

Aspects	Criteria
1: General Information from Homepage (Total value=10)	Show the site Name/Logo in reasonable size & noticeable location
	About us
	Contact (with email id)
	Copyright
	Date of updating
	FAQ
	Feedback
	History
	Goal & Mission
	Website in other language
2: Features of the URLs of the Homepage (Total value=2)	Responsiveness with both www.name.com and "name.com"
	Recall value of URL
3: Features of the Window Title of the Website Homepage (Total value=2)	Begin the window title with the informative word
	Don't include the top level domain name, such as ".com" in the window's title.
4: Features of Content Writing (Total value=2)	Avoid single-item categories and single item bulleted lists
	Spell out abbreviations and acronyms
5: Navigation Features of the Website (Total value=7)	Link should start with informative words
	Provide homepage link on every page
	Don't use the word "Links" to indicate links on the page
	Don't use generic instructions, such as "Click Here" as a link name.
	Locate the primary navigation area in a highly noticeable place
	Allow link colours
Link to other similar social cataloguing sites	

FAQ	0	1		1	0	0	0	0	1
Feedback	0	0	0	0	0	0	0	0	0
History	0	0	0	0	0	0	0	0	0
Goal & Mission	0	1	0	0	0	0	0	0	0
Website in other language	0	0	0	0	0	1	1	1	0
Total Value	3	3	2	5	3	5	3	3	5

7.2 Aspect-2: Features of the URLs of the Homepage

A website URL provides some significant features. Recall value is a one of the significant feature of them. This indicates whether the URL is memorable or not. Another feature which has been observed is that the URL's of the websites responds with either both "www.name.com" and "name.com" or URL's of the websites responds with only first one, without prefix (like 'www'). Following table (Table-4) depicts the distribution of score under 'Aspect-2'.

Table-4: Distribution of values as per Aspect-2(Features of the URLs of the Homepage)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Responsiveness with both www.name.com and "name.com"	1	1	1	1	1	1	1	1	1
Recall value of URL	1	1	1	1	1	1	1	1	1
Total Value	2	2	2	2	2	2	2	2	2

7.3 Aspect-3: Features of the Window Title of the Website Homepage

Website window title plays very significant role in the retrieval of website via the search engine which is determined by the title tag of each HTML (Hyper Text Markup Language) document. Search engine use the window title when user search through search engine. Therefore it should be as specific as possible and should begin with informative word, usually or generally the name of the product or database or organization. Table-5 shows the distribution of values under 'Aspect-3'.

Table-5: Distribution of values as per Aspect-3 (Window Title of the Website Homepage)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Begin the window title with the informative word	1	1	1	1	1	1	1	1	1
Don't include the top level domain name, such as ".com" in the window's title.	1	1	0	1	1	1	1	1	1
Total Value	2	2	1	2	2	2	2	2	2

From another perspective the analysis shows that all the social cataloguing sites except BookBump did not include the top- level domain name such as .com, .in, .pk etc. in their window title.

7.4 Aspect-4: Features of Content Writing

There are a basic difference between writing for a webpage and writing for a printed source. On the web, users are basically scanning the web pages instead of reading. In this section score distribution of ‘Aspect-4’ is portrayed through following table.

Table-6: Distribution of values as per Aspect-4 (Features of Content Writing)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Avoid single-item categories and single item bulleted lists	1	0	0	1	1	1	1	0	0
Spell out abbreviations and acronyms	1	0	0	0	1	0	1	0	0
Total Value	2	0	0	1	2	1	2	0	0

7.5 Aspect-5: Navigation Features of the Website

The primary purpose of a homepage is to facilitate good navigation for easy and user friendly movement of users. There is a need to put proper attention on navigation in the process of designing of a website so that navigation would be able to reveal all the content of the website. Following table-7 reveals the score distribution under Aspect-5: Navigation Features of the Website.

Table-7: Distribution of values as per Aspect-5(Navigation Features of the Website)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Link should start with informative words	1	0	0	1	1	1	1	1	1
Provide homepage link on every page	1	1	1	1	1	1	1	1	1
Don't use the word "Links" to indicate links on the page	1	1	1	1	1	1	1	1	1
Don't use generic instructions, such as "Click Here" as a link name.	1	1	1	1	1	1	1	1	1
Locate the primary navigation area in a highly noticeable place	0	0	0	0	1	0	1	0	1
Allow link colours	0	0	0	0	0	0	1	0	0
Link to other similar social cataloging sites	0	0	0	0	0	0	1	0	0
Total Value	4	3	3	4	5	4	7	4	5

7.6 Aspect-6: Searching Features of the Website

The primary aim of the users on the website is to find the information as early as possible. In this study an attempt was made to analyze all search features of the social cataloguing sites. Score distribution under ‘Aspect-6’ is portrayed through table-8.

Table-8: Distribution of values as per Aspect-6 (Searching Features of the Website)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Simple search on the homepage	1	1	1	1	1	1	1	1	1
Provide an input box instead of just giving them a link to search.	1	1	1	0	1	1	1	1	1
Input boxes should be wide	1	1	1	1	1	1	1	1	1
Advanced search or search tips	0	0	0	0	0	0	0	0	0
Don't label the search area with a heading; instead use a "Search" button to the right of the box	1	1	1	1	1	1	1	1	1
Total Value	4	4	4	3	4	4	4	4	4

7.7 Aspect-7: Graphics and Animation

In general meaningful explanatory text description must be provided for images, graphics and other non-text elements in any type of website. Scores under this aspect is displayed through following table.

Table-9: Distribution of values as per Aspect-7(Graphics and Animation)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Alternate tag provided for non-text elements.	1	1	0	0	0	0	0	0	1
Avoid watermark graphics in image background	1	1	1	1	1	1	1	1	1
Avoid horizontal scrolling	1	1	1	1	1	1	1	1	1
Use high-contrast text and background colors so that type is as legible as possible	1	1	0	1	1	1	1	1	1
Never animate critical elements of the page, such as the logo, tag line, or main headline	1	1	1	1	1	1	1	1	1
Total Value	5	5	3	4	4	4	4	4	5

7.8 Aspect-8: Popup Windows and Advertising

In general, it's best to show site content immediately. Intermediary screens are rarely necessary and keep users from getting to the main site content. The intermediate pages might confuse some users into not recognizing the "real" homepage. Advertisements also create various confusions. Following table (Table-10) shows the distribution of values as per ‘Aspect 10’.

Table-10: Distribution of values as per Aspect-8(Popup Windows and Advertising)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Keep external ads (ads for companies other than your own) as small and discreet as possible relative to your core homepage content.	1	1	1	0	1	0	1	1	1
Avoid popup windows	1	1	1	1	1	1	1	1	1
Total Value	2	2	2	1	2	1	2	2	2

7.9 Aspect-9: User control

The primary aim of a website is that it should be user friendly from all angles. These social cataloguing sites are generally user centric in nature so it should be user friendly. Following table depicts the score distribution under ‘Aspect-9’.

Table-11: Distribution of values as per Aspect-9 (User control)

Social Cataloguing Sites	An	Bphil	BB	EBD	Gr	KB	LT	Rg	Sw
Criteria									
Ability to create users’ own account	1	0	0	0	1	1	1	1	1
Possibility to display book cover and book contents	1	0	0	1	1	1	1	1	1
Usability for non-members	1	1	1	1	1	1	1	1	1
Provide critiques of books	1	0	0	1	1	1	1	1	1
Ability to add tag or genre	1	0	1	1	1	1	1	1	1
Total Value	5	1	2	4	5	5	5	5	5

7.10 Summaries value of Aspects

The present study has been evaluated through nine main aspects with 40 criteria. When a websites satisfied a criteria, score 1 (one) was assigned for that and when did not satisfy a criteria, score 0 (zero) was assigned for that. So after checking through every criteria, a website scored a certain value which was indeed the summation of 1s (ones). It was finally tried to assign a status to each website. Following table shows the score status of social cataloguing sites.

Table-12: Distribution of final score status of social cataloguing sites

Name of Social Cataloguing Site	Score Distribution of Selected Aspects									Total Score (Out of 40)
	Aspect-1 (out of 10)	Aspect-2 (out of 2)	Aspect-3 (out of 2)	Aspect-4 (out of 2)	Aspect-5 (out of 7)	Aspect-6 (out of 5)	Aspect-7 (out of 5)	Aspect-8 (out of 2)	Aspect-9 (out of 5)	
An (aNobii)	3	2	2	2	4	4	5	2	5	29
Bphil (Bibliophil)	3	2	2	0	3	4	5	2	1	22

BB (BookBump)	2	2	1	0	3	4	3	2	2	19
EBD (E-Books Directory)	5	2	2	1	4	3	4	1	4	26
Gr (Goodreads)	3	2	2	2	5	4	4	2	5	29
KB (KaboBooks)	5	2	2	1	4	4	4	1	5	28
LT (LibraryThing)	3	2	2	2	7	4	4	2	5	31
Rg (Readgeek)	3	2	2	0	4	4	4	2	5	26
Sw (Smashwords)	5	2	2	0	5	4	5	2	5	30

Social cataloguing sites have been evaluated through nine main aspects under 40 criteria. According to the result, the websites followed some of the selected criteria and did not follow rest of those. Above table (Table-12) depicts the final score distribution of selected social cataloguing sites. From the score sheet it has been found that LibraryThing (LT) has the highest score i.e. 31 and then followed by Smashwords (Sw) with 30 score. Then Goodreads (Gr) and aNobii (An) jointly holds the 3rd position with 29 score.

After analysis of content, the selected social cataloguing sites are observed and analysed with the help of online Search Engine Optimization (SEO) tools.

7.11 Results from SEO Analyzer

“Web traffic is known as the collective number of visitors to a website. Search Engine Optimization increases the web traffic by making the website more visible to search engines” (Sarkar & Pal, 2018). In this study online SEO report generation tool, ‘RankMath’ and ‘MOZ’ SEO analyser has been used to analyse and compare social cataloguing sites on various parameters like page size, response time, SEO score and domain authority. The table below depicts these aforesaid features of social cataloguing sites with the scores.

Table-13: Results from SEO Analyzer

Site Name	SEO Score	Page Size	Response Time	Domain Authority
aNobii	66	7 MB	0.15 Sec.	69
Bibliophil	69	0.41 MB	0.13 Sec.	51
BookBump	37	0.4 MB	0.40 Sec.	59
E-Books Dire.	63	0.79 MB	1.03 Sec.	59
eBookMall	--	--	--	--
Goodreads	77	6.81 MB	0.91 Sec.	93
KaboBooks	68	1.2 MB	1.87 Sec.	89
LibraryThing	62	1.17 MB	0.91 Sec.	75
Readgeek	75	2.21 MB	2.49 Sec.	61
Smashwords	60	3.37 MB	1.66 Sec.	87

The above table shows that Goodreads has the highest SEO score (77) among all the social cataloguing sites. Consequently this website has the highest domain authority score with 93. In case of page size aNobii is the heaviest site with 7 MB page size. Readgeek takes the maximum load time i.e. 2.49 second.

7.12 Popularity Rank of social cataloguing sites

“Website popularity ranking is another important indicator which helps to better promotion of a website. Ranking of a website is based on a combined measure of page views and unique site users” (Sarkar & Pal, 2018). Popularity rankings of selected social cataloguing sites have been depicted below through the following table. For finding out the Indian and global popularity ranking of the selected websites Alexa (<https://www.alexa.com/siteinfo>) tool has been used.

Table-14: Distribution of popularity rank of social cataloguing sites

Site Name	Global Popularity Rank	Rank in India	Site Name	Global Popularity Rank	Rank in India
aN	48,396	13,581	KB	6617	--
BPhil	--	--	LT	23,724	6522
BB	--	--	Rg	3,898,191	--
EBD	263,242	--	Sw	11,330	--
Gr	324	--			

The above table clearly points out that among the websites ‘Goodreads’ hold the best global rank i.e. 324 and then followed by KaboBooks (with 6617), Smashwords (11,330), LibraryThing (23,724), and aNobii 948,396). But LibraryThing holds the best Indian rank i.e.6522.

8. Conclusions

LibraryThing is a good example of a social cataloguing site from various aspects and famous in India, but there are other good examples of social catalogue like aNobii, Goodreads, Kabo Books etc.

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