

Power of Google Blogger: an online CMS empowering librarian to become web-designers

Articles – Full text

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Abstract

Design: The authors scrutinize online Content Management Systems (CMS) that can be used to empower librarians to become web designers. It examines how Google Blogger can be a CMS for librarians to create and manage library websites. The article highlights the benefits of using Blogger, such as its ability to integrate with other Google tools, its cost-effectiveness, and its flexibility in design and customization, are highlighted. Overall, the article argues that Google Blogger is an excellent option for librarians to become web designers, and it provides tips and examples for getting started.

Purpose: This article examines how Google Blogger can be a content management system (CMS) for librarians to create and manage library websites. The report provides praxis-oriented solutions to enable libraries to innovate with the armor of digital technologies for the benefit of users.

Findings: The study found that, while many CMS platforms are available in the market, Blogger is a very user-friendly online CMS. From a cost-benefit analysis, Google Blogger provides numerous benefits; for example, there is no need for installation or a personalized server; it only needs an electronic device with an internet connection and a web browser. Google Blogger is more convenient for libraries that are reeling under budgetary constraints. Using Google Blogger, librarians can develop

websites for their Libraries and independently share Library e-resources, valuable links, and information. Libraries do not need a web designer to upload, edit, modify, and design a library's web content. Blogger provides simple and friendly features for the above works.

Originality/ Value: There has been little attention given to the use of Google Blogger by librarians as a tool for creating websites for their libraries and allowing them to share library-based e-resources, valuable links, and information independently. Therefore, exploring how it can be optimally used to benefit libraries at a low cost is necessary to maximize its benefits.

Keywords

CMS, Blog, Blogger, Website, Web2.0, Library 2.0, Web3

Introduction:

The rapid technological advancements have brought about a significant revolution in how human beings interact with Information (Pawar, 2019; Upreti, 2021), and each new generation of technology outperforms the previous one. Technology has advanced exceptionally from the early days of the Web in 1989 to the later development of Web 2.0 and Web 3.0 (Balaji et al. 2019). Libraries are not exempt from this technology transformation, with Library 2.0 and Library 3.0 representing the next generation of libraries designed to meet the changing needs of library users. However, despite the apparent benefits of these new technologies, many libraries have yet to embrace them fully.

Tim Berners-Lee invented the idea of the Web in the 1980s when the First generation was an era of static pages and content delivery purposes only. The first generation of the Web, web 1.0, was a Cognitive-Technical-Social system based on the phenomenon called hypertext, which is an extensive collection of data bundled together by links (Gawęł, 2022).

Gawęł (2022) points out that the first generation of the Web was a computer network that served the needs of many website users of the time, as people back then needed access to published information anytime. The author argues that "Web 1.0 offered little interaction where information could be shared as it consisted mainly of web pages connected by hyperlinks, without additional visual aids, shapes, or images."

After the innovation of Web 2.0, users can express their views for publication online through services like blogs and wikis. Originally the term Web 2.0 was coined in the 1990s during the transformation of the Internet into a user-engaging platform, where many Internet users could participate in the global network by posting articles and comments and even creating user accounts on various sites (Gawęł, 2022). Similarly, Balaji et al. (2019) suggest that Web 2.0 is a

participatory architecture that allows users to contribute to the reuse of Content and collective insights that equitably gives libraries a sense of proprietorship, strengthening, and self-service.

In 2006, Michel Casey first coined the term 'Library 2.0' on the blog 'The Library Crunch'; he refers to several social and technological changes that increase the impact on Libraries, its users, staff and interaction among Libraries. Library 2.0 is a concept that defines a new generation of libraries to replace the traditional library by implementing web 2.0 technology with its services and products as per the needs of the library users based on their feedback.

Blogs and Wiki are some examples of collaborative publishing tools. In library matters, a Library blog can fulfil some requirements of Library 2.0. Library websites have an excellent role in the second generation of libraries. Tools like Google Blogger make it more convenient for librarians to become web designers and create websites and blogs for their libraries. While librarians have been widely seen as information research experts, not all are adept in web technology. Therefore, Google Blogger offers a convenient platform that is accessible and user-friendly platform allowing librarians to create and develop websites and blogs tailored to their users' everyday needs, making it a valuable tool for Library 2.0. In the same way, Balaji et al. (2019) concluded that Library 2.0 is all about the intelligence of integrated web experience that connects people, concepts, and applications.

Weblog, Blog, Blogger

A blog is an online journal with a collection of chronological information, such as personal commentary. Blogs are updated daily, and they are private platforms used by individuals to share their thoughts on a particular topic or correct their personal lives. "Blog" is a truncated form of "weblog", a term used to describe a website that maintains a persistent log of information. Weblogs appeared in 1998 as a typical combination and chronologic listing of images, texts, web pages, and links to other blogs and videos. The most important part of a blog is the ability of readers to post a comment in an interactive format. Blogs are updated daily, may contain personal remarks about any topic, and are developed, maintained, and run by single individuals.

Upreti (2021) similarly defines a blog as a "website, which focuses on showcasing individual blog articles (known as blog posts), it displays in reverse chronological order on the homepage." Pradeepa and Priyanka (2023) defined a weblog as a personal rumble and a user-generated

personal journal or website run by single individuals to present their subjective opinion, ideas, and information on a specific subject to the target community. This is a unique form of online publishing where individuals can generate knowledge, share research, create social networks, and document their professional development or personal growth. Weblogs are a critical part of the digital information society. In 1997, the Mastermind behind the most influential blog, “Robot Wisdom,” called Jorn Barger, first introduced the concept of a blog or weblog. The term was invented to reflect the “logging the web” process as he browsed. As a result, the term weblog was derived from a combination of two words: “log, which means written documentation, and web taken from the world wide web” (Skrba, 2023). The first Blogger on the Internet, Justin Hall, was founded in 1994. Later ‘Blogger’ became a brand name that provided a platform for blogging.

1. Google Blogger

Google Blogger is well known online content management system (CMS) that empowers librarians to become website designers. This platform offers a range of tools and features that allow users to create and manage their websites without needing specialized coding or design skills. Pawar (2019) corroborates that Google Blogger is a weblog publishing tool offered by Google that can be utilized by librarians to communicate with library users and publish information on various topics.

Blogger is an Online Content Management System (CMS) written in Python that was founded in 1999 by Pyra Labs, USA, and later owned by Google in 2003. Google hosts the blogs on a subdomain of ‘blogspot.com’ and enables multi-user blogs with time-stamped entries (Upreti, 2021). For example, if the blog’s name is ‘drlibsc,’ the accessible website address will be ‘drlibsc.blogspot.com.’ Blogger is a free platform to create, design and manage a blog or website. A user can manage up to 100 blogs or websites per account. Blogger also helps to host a user-owned custom domain (‘drlibsc.com’) by using DNS (Domain Name System) facilities to direct an environment to Google’s servers. Balaji et al. (2019) suggest that Googler Bloggers are primarily used in libraries for publishing news, advertising events, writing reviews, promoting information literacy, celebrating days of national and international importance, and library orientation for different user groups. On the other hand, Chukwusa (2020) argues that Googler Blog can also be created in libraries as a fundraising method. The author mentions that Google Blogs are creatively used to facilitate library use.

1.1. Historical Evaluation

Evan Clark Williams is an American technology entrepreneur best known as the founder of Blogger. He launched the platform on 23 August 1999, working at Pyra Labs in the United States. Williams and Meg Hourihan co-founded Pyra Labs to develop project management software. A note-taking feature set as part of this project eventually spun off as Blogger, one of the first web applications for creating and managing blogs. Williams coined the term “blogger” and significantly popularised the word “blog.” In 2003, Blogger was owned by Google and has been the company’s product since then.

In 2004, after being acquired by Google, Blogger underwent a significant redesign, including web standards-compliant templates, individual archive pages for posts, comments, and email posting. All blogs associated with a user’s Google account were migrated to Google servers by 2006. The platform was fully transitioned to Google-operated servers by 2007, and by 2016 it was available in 60 languages. In recent years, Google has continued to improve the platform, introducing new features such as a post-editing interface, improved image handling, and Raw HTML conversion, and redesigning the website in 2010. More recently, in 2020, Blogger has been updated to be more responsive on the Web and easier to use on mobile devices, with a new appearance

1.2. Features of Blogger

Blogger is a powerful web publishing platform by Google. In the beginning, the Blogger platform was used only for daily online posts, but this platform became one of the most popular Content Management Systems day by day. Now it is easy, light, fast, stable, reliable, and accessible. Librarians can use this platform to build a website for their Libraries.

- **Categorization/Grouping:** Blogger categorized the websites/webpages to allow readers to find the information they want. It makes it easy for people to understand what a website/blog is about and navigate to the contents /pages that interest them. Bloggers have the feature to mark Labels on blog posts and categorize them accordingly.

- **Collaboration Tools:** Blogger is a collaboration blogging platform where the owner/author of the website can invite others to be the author (Blogger) of the blog/website. Multi author's platform to collaborate works for content writing and uploading on the blogs/website.
- **Content Management:** Blogger is an online Content Management platform that manages all the processes under a Google server. At any time, from anywhere, and by anyone (authorized), Content can be stored and accessible in a virtual platform. All the Content on the blog/website is linked to the menu, sub-menu, links, and labels in a systematic order that helps to search any content from related keywords.
- **Content Publishing & Sharing:** Bloggers' Posts help to publish Content by heading a topic or blog title followed by the body of the Content, which is editable s per the choice of the Blogger, i.e., format, font, colour, links, photo, among others. After publishing, a post is shareable on any social media or electronic media through its web links or embedded code.
- **Drag & Drop:** Blogger announced the features of Drag and Drop images in direct draft posts to upload them. It saves much more time than the lengthier process, for example,, browse, search, select and upload. It makes it easier, especially for people who upload many images on their blogs.
- **Image Library:** Add photos, videos, and other images to blog posts; those are automatically stored in a Google Album Archive. Google held it in its own cloud space. Since 2018, Blogger has provided unlimited storage, no matter how many.
- **Post Scheduling:** A good feature for posting a post at an accurate time to engage more viewers to the website. Creating standings and schedules means postings to go out at certain times of a particular day which helps to Save time, make team collaboration more accessible, and increase the quality of web content.

- Reporting/Analytics: No other application or software is needed to analyze the website managed by Blogger. The Stats menu in the setting makes it easy to generate analytical reports on page views, engaged viewers, followers, and comments.
- SEO Management: Optimizing a website through Search Engine Optimization (SEO) management involves adjusting technical setup, content relevance, and link popularity to make its pages more easily discoverable, relevant, and appealing to users' search queries, which leads to higher search engine rankings. And since Blogger is a product of Google, a search engine, it naturally excels in SEO management.
- Template Management: Hundreds of Templates are available in Blogger to choose from as per the choice of the web designer. The main feature of the template is that it will be customized, for example, colour, picture, size, font, and format.
- WYSIWYG Editor: "What You See Is What You Get" (WYSIWYG) editor is a significant asset for creating, designing, or editing a website. It helps to immediately show how they look when making changes to a website. In other words, it is an accurate time preview of web edits or design.
- Website Hosting: After designing a website on Blogger, it is straightforward to host a website under the 'blogger.com' subdomain without cost. If you want to customize a website name with a domain name, for example, (.com), (.in), (.org), among others., then the domain may be customized, redirected, and hosted on the Web.
- Website Management: Blogger has several different services, i.e., technology, graphics design, and Information Architecture Content, among others., that are combined, so you don't have to worry about running a website using Blogger. It is straightforward to add/edit web content, upload photos/videos, manage followers, and moderate comments.

1.3. Limitations of Blogger

There are always limitations to anything; all the limitations of bloggers are divided into four segments to their relevance. Let's know about the constraints of Google Blogger.

1.3.1. Account Limitations

- The number of blogs: Up to 100 blogs per account.
- Profile "About Me" info length: 1,200 characters.
- Profile Interests and Favorites: 2,000 characters in each field.
- Quantity of blogs to be followed by readers: Each account should follow 300 blogs
- Team Members: Each blog can have a maximum of 100 members.

1.3.2. Blog limitations

- Blog title length: 90 characters.
- Subdomain name length: 37 characters.
- Blog description length: 500 characters.
- Members in Number: Each blog invites 100 members.
- Readers (on a private blog): 100 per blog.
- Maximum number of posts: No limit. Currently, the maximum number of posts accessible for editing in the Edit posts list is 5000, which may make some older posts unable to be edited. However, Blogger is taking steps to resolve this issue.
- The number of posts visible on pages that display multiple positions, such as the homepage or archive page, is limited to a specific amount.
- Blogger will try to show the number of posts as set in the settings under Formatting > Show At Most, as long as the size of the posts does not surpass the limit for Blogger's automatic pagination feature.
- More prominent posts may result in a lower number of positions being shown.

1.3.3. Post limitations

- Post Quantity: There is no restriction on the number of posts that can be created for a single blog; all of them will be saved to your account, regardless of whether you are publishing them or not, unless you manually remove them
- Post Size: There is no specific size limit for individual posts, but if they are too large, it may cause them to exceed the page size limit. (Refer to the next point for more information).

- **Page Size:** Individual pages, such as the main page of your blog or archive pages, have a maximum size limit of 1 MB to allow for a considerable amount of text, but this can be an issue if you have many posts listed on the front page of your blog. An error message will appear if the limit is exceeded: “006 Please contact Blogger Support.” To avoid this error, you can reduce the number of posts on your main page, which will also improve page loading speed.
- **Picture Quantity:** A maximum of 1 GB of storage is available for pictures shared with Picasa Web.
- **Image Size:** The maximum width for an image is 1600px. Images that exceed this dimension will be reduced in size while maintaining the proportion.
- **File Size of an Image:** There is no limit on the file size, but through Blogger Mobile, the maximum file size is 250KB
- **Image Hosting Capacity:** Each account has a storage limit of 1024MB for images on Picasa Web Albums
- **Image Hosting Bandwidth:** There is no limit on the bandwidth for hosting images.

1.3.4. Additional limitations

- **Label Quantity:** A maximum of 5000 unique labels can be created per blog.
- **Length of Labels:** Each label is limited to 200 characters.
- **Number of Labels per post:** Each post can have 20 unique labels.
- **Quantity of Comments:** No limit exists on the number of comments a post can receive. If you hide comments on your blog, all previously made comments will still be saved on your account.
- **Length of Comments:** The maximum size for a comment is 4096 characters.
- **Post Filename Length:** A post’s filename is automatically generated from the post title and has a maximum length of 39 characters, which may be truncated.
- **Static Page Quantity:** A maximum of 20 static pages can be created.

2. Library website using Blogger:

Librarians belong to Library Science, Library and Information Science, and Documentation professionals. Most know computers but not computer programming languages generally used to design a website. In a paper titled ‘Webrarian: A Librarian on the Web,’ a librarian’s essential role is to develop and execute the library website. The author mentioned, “The librarians are

continuing to evolve their role with the adoption of Web Technology into their librarianship profession” (Mohapatra, 2021). Library Blogs are used to keep users up to date about library operations, news, and events and are also essential in promoting the following services for the library (Balaji et al., 2019; Chukwusa, 2020; Pradeepa and Priyanka, 2023).

- Outreach Services
- Dissemination of Information
- Library Administrator
- Community Building
- Library Resources Sharing
- Fast communication
- Marketing of Library Services

Why create a Library website using Google Blogger?

Although nowadays there are many Content Management System (CMS) platforms available in the market, Blogger is an online CMS that is very user-friendly. No need for installation or a personalized server; it only needs an electronic device with an internet connection and a web browser. Librarians can develop their websites for their Libraries and independently share Library e-resources, valuable links, and informatily. No longer depend on a web designer to upload, edit, modify, and design a library’s web content. Blogger provides simple and friendly features for the above works. Let’s discuss the process for developing a library website using bloggers. Consequently, blogging can help librarians to enhance their professional skills and improve their communication with users (Pradeepa and Priyanka, 2023).

4.2. Step by Step for creating and Designing library website using Blogger

Before starting a blogger, we should have a Google account; it is none other than a Gmail account. Search Blogger on your web browser or type ‘www.blogger.com’ on your browser’s address bar, then press enter as a command. After the blogger website opens, click on “Create your Blog” and follow the following steps:

Step-1: Create a blogger website

- On the blogger home page, sign in through a Google account if you are new to Blogger and have no blogger account; if you already have a blogger account, click the ‘New Blog’ button in the top left corner.

- Choose a name/title for your blog (Remember this will be displayed at the top of your Blog/website)
- Choose an URL (web address) for your blog (the keyword you will choose ‘.blogspot.com’ will be added after that; for example, if you decide on ‘wclibrary,’ the website address will be ‘wclibrary.blogspot.com.’ You may customize the website using a custom domain like .com, .in, .org, .edu among others.)
- Confirm your Display name (This will show your blog reader/website visitors when you post any content; tips: you may mention your name or designation or say Librarian/Admin. If you already have a blogger account confirm display name will not be required; you may change the display name by visiting the profile edit option)

Now that your blog/website is active click on ‘view blog’ (available on the left Column) and visit your upcoming website.

Step-2: Design a blogger website

- Choose a Theme and customize (click on ‘theme’ then choose a theme, you may see a preview, and after that, you can apply or customize; tips: for the library website, you may select a ‘Simple’ or ‘Ethereal’ theme)
- Customise theme (After clicking on customize, you can change the background image, adjust widths, layout, and advanced settings)
- Advanced Settings (after clicking on ‘Advanced,’ you will get many options on a drop-down bottom below the ‘Advanced’ button. Here you can choose many settings you want to customize, i.e., Body Text, Background, Links, Blog Title and Description, Tabs Test and Background, Post Title, Gadget title, Accents, and Add CSS)

After customized, you have to click on the save icon available in the bottom right corner of the page. The design will be customized on the left Column; the same will be displayed as a preview on your screen’s right site.

Step-3: Add/ Remove/Move Gadgets

- Click on ‘Layout’ just upper to ‘Theme’ on the Left Column
- See the preview of the positions of different gadgets and different parts of your website/blog, i.e., header, footer, slide bar, central, and cross Column, among others.

- Click 'Add a Gadget,' then choose the gadget (you want to add, i.e., test, image, translate, contact form, link list, archive, pages, levels, follower, logo, HTML/Javascript, among others.), choose gadget title then save. (Tips: use contact form gadget for 'Ask the Librarian' Title)
- Click and hold on any gadget, then may drag it to any section/ position/ place on the layout of the blog/website

After adding/removing and moving gadgets, you must save by clicking on the save icon. Tips: for a formal website, one needs to place the 'pages' gadget may place on the 'cross column' upper to the 'main' section of the blog.

Step-4 Create/Add Pages

- Click on 'Pages' upper to 'Layout,' then click on the '+NEW PAGE' button on the top of the left Column.
- Add the Page Title (i.e., about us, services, collections, journals, books, e-resources, OPAC, valuable links, library staff, contact us, among others.), then add Content below that you want to show on your website/blog and click the 'publish' button on the top right corner. (You may see the preview of the page by clicking on the preview button before publishing)
- Insert pictures, videos, hyperlinks, and special characters on the page's Content.
- Format and font may be customized for the input text contents, i.e., bold, italic, underlined, text size, text colour, background colour, alignment, bullets, quote text, and jump brick.
- On the left side of the text customize menu below the Title is a symbol of 'pencil' where the HTML view and compose view may be switched. (If you want to write Content on standard text, then choose to compose view, if you're going to write html/JavaScript programming languages, then you may select HTML view)
- After adding different pages go to the 'pages' gadget available on layout, click edit, and add the pages you want to show on the website/blog.

Step-5 Create/Add Posts

- The blog/ website is ready. You may add posts by clicking on '+NEWPOST' available on top of the left Column or 'Posts' then '+NEWPOST'

- Follow the Same process and add the Title and then Content as described above on create pages
- Format, font of text insert of video, pictures, all features are available in Create a new post as available in Create a New page
- Many features are available on the right Column of the Create post page. You may take advantage of these or click on publish button (available features, i.e., level, schedule, date time for print, customize peaknik, location, and comment options, among others.)

The above five steps are straightforward to create and design a blog/website for the library. Besides these, many things are available on the settings a librarian should know for executing the library blog/website.

Manage and execute the Blogger website

After creating a website using Blogger, when you log in to your blogger account, see all the blogs/websites designed using the same blogger account on the top left corner on a dropdown menu, then choose the blog/website you want to manage. Blog/website can be operated by clicking on a different menu on the left Column, i.e., posts, pages, layout, theme, stats, comments, reading list, and settings. Already know some of the above menus; let's discuss the rest.

Stats: The website's statistical reports are available on the stats menu, which helps to know the numerical and graphical analysis of the website, i.e., no. of visitors, location of visitors, search keywords, referrers, and browsers, among others.

Comments: When the visitors comment on any post or page of the website, it is challenging to find out in all posts and pages. All comments will be displayed to the administrator and managed by delete, spam, and not spam. Enable and disable comments are available on the setting menu.

Reading list: This menu shows all the new posts published on the blogs/websites you have followed. It helps to connect with other library websites and get updates socially,

Settings: Blog title, description, and language can be managed in the setting menu. There is a need to manage a custom domain, add favicon, and privacy settings, Mange blog admin and authors, posts, and comments, post using email, time stamp, and time zone, enable and

disable search description, Crawlers, and indexing, monetization/AdSense, Import and Back up Content, remove blog among others functions.

Conclusion

Google Blogger allowed librarians to create and manage their own library's website indecently. No more depending on a web designer, as it is a blessing for librarians to become web designers themselves. There is no need for a server or extensive database; open the Internet on a web browser and create/manage your library website at any time, from anywhere, by anyone with permission. The best thing is that it is free (unless you purchase a customized domain) and pays no cost for design or annual maintenance. There is a feature for posting using email, and it is straightforward to add a new command without an open blogger page; compose an email and send it to the secret email id set with this feature that saves time in managing recent posts on the website. Although there are some limitations in the blogger platform for designing a website, it will be suitable for librarians as it is straightforward and user-friendly for creating and managing library websites.

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