Resource Description and Access: A Critical Discourse Analysis of Library Professionals' Perceptions

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Abstract

This study seeks to expose library professionals' perceptions of the new Resource Description and Access (RDA) cataloguing code. Data is collected from blog posts that provide credible, expressive and informative views on RDA and give insight into the apprehensions and anticipations surrounding its implementation. This data is then disseminated and organised before being constructed into a Critical Discourse Analysis (CDA). The succeeding analysis compares the preceding literature review with findings from the corpus of blog posts before arguing that there is an evident disconnection between the theoretical debates held in the former and the practical concerns expressed in the latter. Furthermore, this study reveals that RDA was discussed at length by an expressive and engaging online librarian community. It is argued that prior to RDA's implementation a great deal of anticipation existed, but this did not translate into a positive perception of the code after its implementation. It is also argued that the corpus reveals a focus on user experience and what effect RDA has on the searching process; further study in this area is recommended and it is suggested that directly approaching library users for their perceptions would be a useful and unique area of study.

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Contents

Glossary

AARC	Anglo-American Cataloguing Rules
BNB	British National Bibliography
BPS	British Psychological Society
CoP	Committee of Principles
CDA	Critical Discourse Analysis
FRAD	Functional Requirements for Authority Data
FRBR	Functional Requirements for Bibliographic Records
GMD	General Material Designation
ISBD	International Standard Bibliographic Description
ILS	Integrated Library System
JSC	Joint Steering Committee
LISA	Library and Information Science Abstracts
MARC	Machine-Readable Cataloguing Standard
OPAC	Online Public Access Catalogue
RDA	Resource Description and Access
RDF	Resource Description Framework

1.0 Introduction

Information has never been more plentiful, democratic or accessible than it is today. The rise of advanced technology has developed a society that is dependent on access to information and has transformed it into an industry and discipline in its own right. As the abundance of information available continues to increase in tandem with the technology that hosts it, so does the importance of recording and retrieving what is available. While the internet has established search engines that can provide access to a range of different resources and multimedia, the library profession has been slow in espousing the ideals of their online counterparts. In an effort to catch up and create an integrated and non-format biased online catalogue, the international library community has revoked the long established Anglo-American Cataloguing Rules (AACR). In its place, the Resource Description and Access (RDA) standard seeks to code data so that online library catalogues can provide a similar searching experience to web search engines.

Data is malleable and continuously shaped and moulded to fit different purposes. For the library profession, it is important that data is always arranged into a uniformed structure for the purpose of integrated library catalogues and sharing metadata. It is for this reason that cataloguing rules exist and are of growing importance in a web environment. Furthermore, it is imperative that these rules are universal and dynamic enough to encompass every format and style of information that needs to be recorded. As information and its retrieval become more complex and detailed, so must the data that describe it become more organised and malleable.

The creation and adoption of RDA has sparked wide debate in the scholarly community and has been the cause of much division. While these theoretical discussions are important and insightful, there has been no attempt to balance these perceptions with those of their library professional counterparts. It is the intention of this study to redress this imbalance through collecting data that gives insight into the perceptions of library professionals with regards to RDA

and define the scale of change that the new code has brought. It will then be possible to detect the mood which has welcomed RDA, along with the concerns and excitement expressed by the library community. In order to achieve this objective, data will be collected from blog posts that focus on RDA and that written are by library professionals. This data will then be disseminated and analysed in accordance with the methodology of a Critical Discourse Analysis in order to identify linguistic, grammatical and thematic responses to RDA's creation and implementation. A moderate corpus of relevant blog-posts from all areas of the profession will then be reviewed in a results and discussion chapter.

The purpose of this study is to expose the nature of discussion and concern held by the professionals that use RDA on a daily basis and have practical experience of using cataloguing codes. Through doing so, this study will attempt to demonstrate either a disconnection with the scholarly community or a unity in perception. Also, an attempt will be made to look at the power exerted by the creators of RDA and try to expose how the library community reacted to this new authority. Furthermore, it will seek to address the issues highlighted by library professionals and attempt to provide logic for their comments. The intended outcome of collecting and analysing this data is to produce a study that can provide an original insight into the perceptions of library professionals with regards to RDA.

In brief, this study will seek to achieve the following aims and objectives:
Aims:
- To examine perceptions of RDA expressed on a blogging platform by library professionals

Objectives:
- Review scholarly literature surrounding RDA
- Collect perceptions from library professionals' blogs and anlayse them in a Critical Discourse Analysis
- Compare and contrast the scholarly literature with the perceptions analysed

2.0 Literature Review

2.1 Introduction

It would be misleading to suggest that the creation and subsequent inception of RDA has been greeted without analysis or commentary. It is therefore important to distinguish the following research study from its predecessors in terms of focus and scope. It is also the intention of this literature review to impress upon its audience the scale of concern and impact caused by RDA. Furthermore, the diversity of discussion and debate surrounding RDA warrants explanation and comparison in order to properly achieve the purpose of this research study. It is the intention of this literature review to give context to the introduction of RDA and its impact on the wider cataloguing and data creation community. Also, it intends to impress upon the reader the scale of the change and continuity that can be seen between RDA and its predecessor, AACR2. As the purpose of this research project is to collect and analyse perceptions of RDA from library staff, it is important to first set out the nature of discussion that is being held by the scholarly community.

2.2 The history of cataloguing codes

RDA was met by a great deal of anticipation by the scholarly community, and rightfully so, as the creation and inception of the new standard represented the removal of a half-century old and firmly established code in favour of a newly found set of principles designed for a different purpose and generation. AACR was created as a result of the Statement of Principles and adopted at the International Conference on Cataloguing Principles in 1961; what followed was the gradual adoption by all major libraries as a concerted effort to uphold a single cataloguing code was developed (Hitchens, 2009, p.693). While the mention of a seemingly international conference and the establishment of a code that spread beyond its intended means might suggest its origins were organized and democratic, the reality is somewhat different. Rather, the establishment of the AACR code, and its subsequent revisions, were untested and intended to

benefit the users of the language and culture which created it, the Anglo-American community (Poulter, 2012, p.75). This should not, however, diminish the reader's perception of the international approval of AACR or the fondness with which cataloguers have come to view the formerly established code. This is demonstrated by observers such as Gorman (2007) and Randall (2011) who both argue that AACR and its subsequent revisions provided a usable and adaptable code. Their calls to maintain and develop AACR2 were initially followed, but attempts to create AACR3 lacked momentum and interest, which led to calls for a new code (Needleman, 2008, p.233). It is anticipated that praise for AACR will continue throughout the findings of this research project and will become an established theme within the perceptions which are analysed.

AACR was developed and revised as its long lifespan continued; El-Sherbini (2013, p.7) lists the merits of at least four revisions to the code in order to maintain its currency and ability to stay abreast of technological developments. However, Chapman (2010, p.210) contradicts this view by pointing out that such continuous revision "built an ever-more complex text" which led to its eventual demise. The idea that AACR was difficult to understand is not original to Chapman and can be traced back as far as its inception, when Gilbert (1971, p.17) argued that: "A cataloguing code should be as brief as possible. AACR is not notable for its brevity". It is important to remember that AACR and its subsequent revisions were widely-used, highly-regarded and debated with a diversity of opinion which truly cements its foundation as an important tool in the development of cataloguing standards; therefore this research project will continue to comment on and assess perceptions of the now redundant code.

The scholarly community has been fast to highlight what they consider to be the main distinguishing features separating RDA from AACR2. Anhalt et al. (2012, p.54) consider these changes to be "scope and organization", highlighting that RDA is designed to present information about technology in an online format. This view is credible as the origins of AACR2 were for the purpose of creating card-catalogue records; however, it is limited as it suggests that the former standard was incapable of doing a similar task. Oliver (2010, p.3) concurs that

RDA's establishment as a born-digital code separates it from the former standard and develops her view to explain the technical issues which truly distinguish RDA from its predecessor. Randall (2011, p.337) perhaps best sums up the nature of the new code and the change that it represents as: "The approach of RDA is to name and define every element in the bibliographic metadata, and provide instructions for determining the value for each element".

2.3 Recognised changes in cataloguing codes

Many authors have gone to great lengths to explain and discuss the technical differences between RDA and AACR2, such as the change in terminology. Webber et al. (2011, p.205) for example, point out the new terminology for websites and El-Sherbini (2013, p.17) notes the introduction of the new term 'access points' with great enthusiasm. Anhalt (2012, p.36), however, goes to great lengths to stress the importance of abolishing abbreviations as a sign of RDAs originality. Further such observations include the end of a rule known as the 'rule of three' meaning that all authors, editors and contributors must now be included alongside an appropriate explanation of their role in creating an item (Welsh, 2012, p.27). All these examples can be seen as embodying an important theme which underpins RDA as a more explicit and simplified code. Instead of being a shorthand code for a card-catalogue format like AACR2, RDA makes use of the abundance of space made available in a digital environment.

These technical differences, however, can be seen as merely aesthetic compared to the more substantial changes brought about by the implementation of RDA. Its purpose is bolder than providing a more explicit code; instead it represents the dominance of content over carrier and equal treatment for all formats recorded in the catalogue. Webber et al. (2011, p.4) sum this principle up in a succinct manner by stating "content trumps carrier". This ambition is demonstrated through the abolition of the General Material Designation (GMD) in favour of a more informative method of describing physical attributes. Bernstein (2014, p.464) regards the new dominance of content as "an entirely new way of

thinking about the resources we catalog", which highlights the theoretical nature of RDA. Furthermore, RDA is not only restricted to libraries, but is designed to create records for galleries and museums and aims to seamlessly present different formats alongside one another (Dunsire, 2014, p.36).

Although they have different origins, RDA cannot be separated from its counterpart, the Functional Requirements for Bibliographic Records (FRBR), which is a vital component to understanding the new cataloguing code. RDA in many ways tries to achieve the goals set by FRBR, such as the ambition to split all resources into either a work, expression, manifestation or item in order to improve the catalogues ability to display relationships (Hitchens, 2009, p.697). Riva and Oliver (2012, p.564) argue that RDA is not the implementation of FRBR, but that it is clear the two work in tandem. FRBR can therefore be recognised as a driving force in the future of bibliographic description and a vital component to understanding RDA.

2.4 Reactions to RDA

So far this literature review has chronicled the developments in cataloguing codes from recent history and how change has been triggered. This insight now allows a review of the issues affecting RDA and its critical reception. The scholarly literature surrounding the creation and implementation of RDA suggests a great deal of anticipation was created by the library and information sciences community which exhibited both a positive and negative view. The nature of this anticipation is best summed up by Hart (2010, p.1) who considers it be a "Machiavellian intrigue", suggesting something almost revolutionary and subversive was being introduced. This assertion is qualified by her suggestion that the intention of RDA's creators, the Joint Steering Committee (JSC), was to "upset the apple cart" and create a "completely new way to do things" (Hart, 2010, p.1).

The revolutionary school of thought is carried by many authors within this field, however, the consensus splits when considering if such vast change is necessary, effective or desirable. As previously mentioned, there is a substantial school of thought which remains loyal to AACR, headed by well-known and distinguished figures, such as Gorman (2007). Although his bias is likely to result from his position as editor of a previous edition of AACR, his article *RDA: Imminent Debacle* embodies the negativity felt by information sciences community. His rhetoric is dramatic and he argues that "calamity is looming", but the aim of his article is clear: that AACR and ISBD were "perfectly and demonstrably capable of accommodating all formats, including electronic documents" (Gorman, 2007, p. 64).

Randall (2011, p.335) represents a more placated opinion of RDA and instead insists it "seems to represent change for the sake of change, not adding substance to the record"; he even goes so far as to ask "Why not continue using AACR2 instead?" (Randall, 2011, p.336). This opinion is worth assessing because it recognizes that change has been brought about by the creation of RDA, but questions its validity and necessity. Adamich (2008) agrees with this school of thought and questions the originality of RDA in his article *RDA: The new way to say AACR2*. This view is credible as it can be argued that RDA shares the same purpose as AACR2 and in many areas there is a great deal of continuity. The reason for these similarities are best summed up by Hawkins et al. (2014, p.11) who argue that RDA holds the same philosophical steps as AACR2. It is therefore evident that RDA is not revolutionary or dissimilar to AACR2 in the sense that they both serve the same general purpose, however, as is evident by the inclusion of FRBR and the technical changes aforementioned, the scope and dimensions have changed.

Alongside the negativity which has been expressed towards RDA, there is also a strong counter argument that has developed in the form of promotion and enthusiasm. As previously stated, a great deal of anticipation prevailed in the months leading to the release and eventual implementation of RDA by authors such as Chan who commented in 2007 (p.61) that the impending publication of

RDA would provide a "more hospitable" record for different formats. Webber et al. continued to exhibit anticipation in 2011 (p.179), just prior to the first wave of implementation, by suggesting that "RDA has the potential to change the way in which we conceive of the resource and its description, the layout we use, and the way in which we examine and express relationships among entities". Further evidence to suggest a positive response can then be seen in 2013, after a larger scale rollout of RDA when Brown (p.38) argued "RDA is now a bibliographical standard that enables librarians to sit with confidence at the metadata table"; furthermore, he progresses to proclaim RDA a "rebel child", suggesting a subversive and radical change had taken place.

It is therefore evident that three school of thought exist with regard to the usefulness, necessity and desirability of RDA: the Negatives, the Neutrals, and the Optimists. What does not exist, is an attempt to draw together these opinions in order to establish themes or analyse the rhetoric which prevails in the literature. Instead, the literature surrounding RDA can be seen as a collection of documents which do not correspond or recognize one another. Gardner (2012, p.75) notes that the amount of literature dedicated only to RDA and its effects is sparse considering its impact and importance to the record creation community. This disparity warrants further investigation and an attempt to judge the extent to which RDA fulfils the goals it was set to achieve.

This research project will investigate library professionals' perceptions of RDA as opposed to those of the scholarly community. Little attempt has been made to gauge such perceptions, partly because RDA has been rolled out over the past two years and this short time has not allowed a comprehensive study. The only similar study that exists is by Mensor and Ramdzen (2014) which adopted the survey method to assess cataloguers knowledge and opinions of RDA. The study finds that, overall, cataloguers were very aware of RDA and 90% knew that its adoption would require further training. It also noted that only a few respondents were aware of the differences which separated RDA from AACR2 (Mensor, 2014, p.182). This study can be recognized as a credible attempt to collect and analyse cataloguers' perceptions of RDA prior to its rollout in

Malaysia. This study, however, falls short of giving the insight into library professionals' perceptions of RDA post-inception, and therefore lacks the depth which this study aims to achieve. Furthermore, the survey method can be considered subjective as it did not allow respondents to express their opinions or concerns. Instead, it asked if they were familiar, aware or could understand concepts, which does not allow further explanation (Mensor, 2014).

2.5 RDA put into context

It is important that RDA is put into the broader context of information retrieval in order to gain perspective of the reasons for its adoption and the necessity which lead to its creation. RDA is designed to present information in an online environment, so it is necessary to evaluate the technological developments that has an impact on the digital environment it is set in and what current literature considers the future to be.

As aforementioned, RDA was heavily influenced by FRBR and the Functional Requirements for Authoritative Data (FRAD) to create a cataloguing code which displays relationships in order to improve user searching and browsing in an online environment. Bothmann (2014, p.7) argues that the development of international cataloguing codes such as RDA is a "worthy and necessary goal" towards achieving a linked data environment for bibliographic records. Linked data is the idea that instead of having computers which simply record and display information, the future will see databases which have a level of understanding about the information they hold and can therefore interpret it (Van Hooland, 2014, p.3). Randall (2011, p.341) believes that "RDA was developed with linked data in mind, and they are a "perfect fit for one another". It is evident that the JSC have gone to great effort to create and uphold a code which has linked data in its sights and this research project will take great interest in the extent to which librarians are aware or accepting of this fact.

Another technical development which helped set the environment RDA was created in is the Resource Description Framework (RDF). Coyle (2010, p.26) argues in her chapter *RDA in RDF* that: "There is a tendency today for different communities to create different metadata sets for similar, but not identical, needs". This can be seen as the relationship between RDA and RDF; they are designed to coexist, but are different entities because they both serve a different purpose. Coyle (2010) develops her argument to show areas the two overlap and provides a convincing argument for their coexistence. Gammack (2007, p.151) argues that recent history has seen cataloguing standards evolve as different technologies are introduced; it can therefore be suggested that the creation of RDA is a transition from AACR2 to a more digitized future that coexists with linked data and RDF. The relationship between RDA and RDF is likely to be strengthened as efforts to develop data storage and retrieval become more organised. A demonstration of this movement towards standardizing web-based data can be seen in the ideals espoused by the semantic web, which can be seen as a driving force behind elements of RDA's ideals (Szeredi, 2014, p.48).

2.6 Contentious RDA issues identified

This literature review has set out the origins, impact and future of RDA as a cataloguing code, and will now progress to discuss the key issues which have been highlighted as contentious or advantageous. This will then equip the succeeding chapters with the ability to highlight and comment on issues raised by the scholarly community.

Undoubtedly one of the most contentious issues raised in the literature is debate over the ability of digital formats to store RDA records. The Machine Readable Cataloguing standard (MARC21) is by far the most widely used format and has been since the advent of the internet (Oliver, 2010, p.2). While the library community may have once been almost unanimously unified behind MARC (besides some splinter formats like Dublin Core), the scholarly community is now doubting its future as a dominant force. Gardner (2012, p.66), for example,

questions if MARC21 can ever be "fully extended into the wider web". Lubas (2011, p.10) believes that RDA and FRBR will not realize their potential while being held back by the MARC21 format, which is a theme endorsed by many of his contemporaries, such as Randall (2011, p.338). As RDA can be seen as part of a movement which embodies reinvention, the future of MARC21 can be seen as uncertain. Maxwell (2014, p.13) stresses that RDA was designed to be compatible with MARC21 and they will function together, however, he also concedes that RDA does strive "forward to a more FRBR-based structure of the information". It is therefore anticipated that the findings in this research project will discover a mixture of opinions regarding MARC21's future. However, Lubas (2011, p.9) also comments on how established MARC21 is within the record creation community and highlights the fact that many cataloguers understanding of their profession is shaped by its format; therefore, it is also anticipated that the findings will include praise and loyalty to MARC21.

The first encounter many librarians will have with RDA and FRBR will be through training and introduction to either the written format or RDA toolkit. Much has been written about methods used for training RDA, but most conform to Hitchens and Symons (2009, p.693) belief that highlighting the differences between RDA and AACR2 as providing the best strategy; Sanner (2012, p.227), in fact, found that 100% of their respondents agreed that group discussions about the differences that separate the two codes were beneficial. The question of how to train librarians to use RDA and the issues raised with implementing the new standard in workplaces is of importance to this study as it impacts on librarians first perceptions of RDA. El-Sherbini (2013, p.56-8), for example, states that successful transition will include prior training and a document outlining the local rules to be observed by the workforce. Interestingly, the literature highlights that most training was conducted by webinars and large institutions that offered help to smaller libraries (Kuhagen, 2011, p.219). It is questionable the extent to which training of RDA has been successful thus far; in 2013 Lambert et al. found that in Ohio Public Libraries only a quarter of librarians were aware of RDA and its rules prior to its adoption. Lambert (2013, p.199) progressed to explain that training of RDA has been too slow and a great deal of

knowledge is still lacking. This research project will collect perceptions of librarians about the transition to RDA and will take interest in the collaborative effort which was adopted by institutions. Furthermore, it is anticipated that perceptions will be expressed with regards to additional resources designed for assisting with the teaching of RDA; while such guides do exist, it is worth noting that authoritative resources, such as *Maxwell's Handbook for RDA* are over 900 pages long (Maxwell, 2014).

Librarians confronted with a print copy of RDA will undoubtedly be surprised by its structure and how it differs from that of AACR2. Unlike the former code, RDA is not separated by format specific sections, but instead offers rules to be observed regardless of carrier type (Welsh, 2012, p.19). Anhalt et al. (2012, p.34) argues that this can make a librarians first encounter with RDA "confusing and intimidating", which is a view shared by Hitchens and Symons (2009, p.697) who argue that that structure has "changed dramatically". Gardner (2012, p.67), furthermore, details the laborious switching between chapters and dispersed pages (at least five pages) necessary for cataloguing a sheet of music. It is also evident in the structure of RDA that the new code is based on its theoretical counterpart and not the International Standard Bibliographic Description (ISBD) which was allied with AACR2 (Adamich, 2008, p.66). Unlike the transfer from AACR2 to RDA, the introduction of FRBR does not mean the death of ISBD, instead they will coexist and many librarians will continue to use ISBD punctuation and conventions alongside RDA's rules (Intner, 2011, p.96). It will therefore be interesting to note the relationship that cataloguers have with RDA and the ease with which they use it. It is anticipated that most commentators will refer to RDA Toolkit as their preferred method for consulting RDA rules as it is easily manipulated, which will provide an opportunity for this research project to comment on the changing nature of teaching cataloguing rules (El-Sherbini, 2013, p.16).

With such a preference of content over carrier exhibited by RDA, this research project will take a particular interest in perceptions of format-specific librarians, such as serials librarians. The scholarly literature relating to this area is divided;

Oliver (2009, p.202), for example, argues that integration removes "the great divide between monographs and serials". This view is moderated by Jones (2013, p.27) who argues that many of the rules relevant to serials in RDA are "mirrored" by those found in AACR2. Gao et al. (2012, p.44) give credit to this assertion through listing rules which have stayed the same but were reworded. A passionately concerned opposition also exists, however, which follow the sentiments embodied by Randall's (2011, p.341) complaint that: "Serialists may wonder: 'What's in it for me?' and maybe even feel slighted, because the phrase 'continuing resource' is nowhere to be found in RDA". As with other areas of RDA, it is evident that there is a diversity of opinion which has been debated by the scholarly community, but all sides are not backed up by evidence gathered from librarians with real experiences using RDA.

This literature review has alluded to the fact that RDA has a more modern and accepting nature than its predecessor. Perhaps the biggest demonstration of this is the new focus on maintaining RDA as an international code which is translatable and respectful towards other nations and cultures as opposed to the Anglo-centricity of AACR2 (Brown, 2013, p.39). While AACR2 did expand beyond its intended Anglo-American audience, the ease with which this was done is questionable. Poulter (2012, p.75) points out that different languages had to interpret AACR2 in different ways; for example, Germany had to create a whole new set of rules, die Alphabetische Katalogisierung, in order to catalogue properly. The ability to create a truly universal code is a worthwhile venture in an age when interoperability is so important, and as a result there has been little resistance to achieving this. Hardly any investigation has taken place into the effect of removing the Anglo-centric focus in favour of a more international effort, and, furthermore, no investigation has been taken into how successful the JSC was in achieving this goal.

Creating an internationally accepted and accurate code is not without its difficulties and the scholarly community has been fast to point these out. An example of such a debate is offered by Billey et al. (2014) who argue that RDA's requirement to refine the definition of gender to male, female or unknown is

discriminatory towards transgender people as they are fully aware of their gender, but do not conform to RDA's binary definitions. While it can be argued that a cataloguing code which aims to display relationships and be descriptive about authors characteristics requires a degree of binary definitions in order to operate, there is still the necessity to question the manner in which this is done. Billey et al. (2014) also ask why such information is needed at all as it might not always be appropriate or accurate; furthermore, it might be the wishes of the author not to be recognized by their gender. A similar debate can be seen in the way RDA treats the bible and the attempt to more accurately describe different versions of the biblical cannon. For example, the Old Testament and New Testament are now reserved for the complete editions of the work, meaning that any bibles that hold more or less scriptures will need to be described accordingly (Anhalt, 2012, p.40). Such debates are not new, but the creation of RDA has raised different questions about how to create records which are accurate and appropriate; furthermore, the desire of the JSC to create a code which is universally acceptable gave the impression that political-correctness would be observed, which is a standard RDA will continuously be held to. This research project therefore will take great interest in the perceptions of librarians with regards to RDA's ability to achieve this goal.

The changes that have been introduced by RDA have had a big impact on librarians and especially on cataloguers. The literature covering RDA highlighted that the transition from AACR to RDA occurred during a time of transition for cataloguers. Gardner (2012, p.70) sums this argument succinctly by stating: "The evolution affecting bibliographic cataloguing and classification extends to personnel. Those formally called cataloguers are increasingly referred to as metadata librarians". This viewpoint is credible and backed up by the likes of Hosein and Bowen-Chang (2011, p.748) who argue that cataloguing is becoming an area of specialization and constant development. Consequently, Hosein and Bowen-Chang (2011, p.755) note with concern that most cataloguers they consulted in their study of the West Indies were over the age of 40 and that a new generation of cataloguers was not being developed. The issue of personnel is likely to be a contentious area in the findings of this research project and is

likely to reflect the identity crisis which is affecting the cataloguing and metadata librarian community.

It would be misleading to suggest that only cataloguers or metadata librarians need to understand RDA or have a perception of its success. The new cataloguing code also has an impact on the occasional cataloguer or those who follow the common practice of searching to find a record which looks to be the standard required (Jones, 2013, p.45). Lambert et al. (2013, p.188) point out that such roles will require a familiarity with RDA and the ability to upgrade and change records during the cross-over between formats. Furthermore, Lambert et al. (2013, p.188) point out that as publishers start to use RDA it will become increasingly important for acquisition librarians to have "some knowledge of RDA in order to negotiate successfully on the library's behalf".

2.7 The nature of RDA

RDA can be identified as an original code which takes influence from its predecessor while embracing new ideologies. While it can be seen as a rebranding, it also has a new ethos and character which distinguishes it from AACR2 and this is shown in the freedom it affords cataloguers. El-Sherbini (2013, p.16) argues that RDA is different because it "provides a set of guidelines rather than rules". Oliver (2009, p.201) endorses this and furthers the idea that RDA will "change the way we think about cataloguing". RDA allows optional omissions and a greater deal of cataloguer freedom than AACR2; therefore, it is conceivable that the new code operates more as a constitution than a set of instructions. In many ways RDA can be seen as a set of principles to guide and inform cataloguers, rather than instruct. This theory is endorsed by the aforementioned commentary on the structure of RDA and its inability to work as an instructional document like its predecessor.

2.8 Summary

It is evident from the level and scope of debate held on the subject of RDA that further investigation is necessary in order to judge the overall perceptions and effectiveness of the new code. This literature review has highlighted that no effort has been made to gather and synthesise the different concerns expressed by the scholarly community; also, no substantive investigation into librarian's perceptions has been conducted since its inception. This literature has also revealed both continuation and change, but finds no single resource which attempts to evaluate the full impact of implementing RDA or how bigger change it is perceived to be by librarians.

3.0 Methodology

3.1 Introduction

The purpose of this methodology is to facilitate the following research project with the ability to collect, organize and assess librarians' perceptions of RDA. In order to do so, it will take the format of a Critical Discourse Analysis (CDA) and collect qualitative and opinionated data relevant to the area being investigated.

As a precursor to this methodology, it is important to note the following areas need to be covered in order for the intention of this research project to be achieved:

1. The ability to collect qualitative data
2. A method of organizing and storing relevant data
3. An iterative process of analysing the data and extracting meaning
4. A method for presenting these findings in a format appropriate to the style of this research project.

3.2 Blogs

This research project will focus on using data acquired from blog (web-log) posts by library professionals which give insight into their perceptions of RDA. This study has consciously decided to reject using scholarly literature due to the originality and scope which can be found on social media. This is due to the fact that the scholarly community is regulated and conforms to the conventions of their peers and the publications which they intend to publish in. They also exhibit formal and indifferent language which is not useful for the purpose of this research project. Instead, through analysing blog posts, this study aims to collect and discuss the raw and unmediated opinions expressed by librarians who have been affected by RDA. Also, the unmediated nature of a blog means that it

contains natural occurring language, which will provide the necessary features required for conducting a CDA (Wodak, 2011, p.39).

This study has also consciously rejected the notion of collecting qualitative data via other methodologies, such as interviews, focus groups or questionnaires. This decision is due to the wealth of information that exists on the web prior to this study being conducted. Furthermore, the format and nature of a blog post allows the blogger (author) to present opinions on RDA with complete freedom; they can choose the colour/font, symbols, format and general appearance of their work. It is these devices combined with the linguistic and grammatical features which this study will focus on and will analyse in order to extract the true perceptions of library professionals.

This study also recognizes the community spirit which is exhibited through social media and the necessity for blog posts to be interesting, opinionated and relevant in order to attract a readership. This causes many bloggers to publish posts aimed at receiving overall acceptance from their pears or spark debate. This is a trend which is seen in the scholarly community, however, blog posts receive responses in the form of comments which are instant, direct and can be responded to by bloggers. Therefore, this study anticipates finding transcripts of real debate between library professionals on the subject of RDA in the most raw and unmediated form.

While this study recognizes that blogs are written in a more informal and less scholarly way than their academic rivals, it does not deem this as detrimental to the importance or relevance of blog posts. De Zuniga (2009, p.112) argues that blogs can be seen as an extension of journalism and highlights that many include credibility assurances such as "citing sources, correcting mistakes, including links to source materials and verifying facts". It is therefore evident that while blogs may be written in a different style, they still provide valuable and credible information.

3.2.1 Librarians as bloggers

Library and information professionals are increasingly using blogging platforms as a way of discussing issues affecting practices and trends (Aharony, 2009). Many of these blogs are written solely for discussing word related issues and give opinions and perceptions of developments within the library profession. These blogs can also be seen as proof of wider debates taking place within the library and information sciences community.

3.2.2 The format of blogs

This study recognizes the benefits and drawbacks of the formats available for blogs and how this can affect the collection of data. Only one blogging platform (*Wordpress*) will be searched in order to ensure that a degree of uniformity exists in the format of each blog consulted; this will enable information to be extracted easily and aid the searching process. It will not, however, inhibit the ability of bloggers to use creative license on the presentation of their posts as they will still be able to change key features such as font, imagery and content.

3.2.3 The impact/audience of blog posts

As a blog is a distinct medium with its own characteristics, it is important that this format is viewed in the context it is likely to be received in. Therefore, this study recognizes that a blog is designed for, and received by, a target audience and aims to take this into consideration. It is likely that the blogs analysed in this study will be written for library professionals who are familiar with the terminology and subject area that the blogs discuss. It is also anticipated that the intention of the blogs will be to persuade and spark debate, therefore the language used will be convincing and attempt to start discussions.

3.2.4 Limitations of blogs

While this study is optimistic that real life experiences and true opinions on the subject of RDA can be harvested from blog posts, it remains cautious towards the anonymity afforded to everyone that publishes on the web. It is important to highlight at this stage in the methodology that questions over credibility and authorship are a natural byproduct of the largely unregulated web environment which exists. Therefore, a degree of caution is required when choosing relevant blogs to consult in this study.

It can be argued that the nature of a blog is informal, brief and entertaining and therefore posts may be dramatized or shortened in order to conform to this format. While this study is interested in blog posts which are expressive and concise, it will remain cautious of exaggerated terminology and overly brief posts that lack credibility.

3.2.5 Blogging platforms

Due to the scale of this study, it is not possible to review blog posts available across all possible blogging platforms used by library professionals. The decision to choose *Wordpress* as the appropriate platform to search for this study was reached due to its popularity. According to 'The Next Web' (Russell, 2014) it is the most used blogging platform and includes a large quantity of blogs by individuals discussing their profession. Furthermore, this blogging platform has the benefit of a dedicated search engine which focusses solely on *Wordpress* blog posts.

3.3 Critical Discourse Analysis

The purpose of this research project is to collect and analyse data collected from blog posts by library professionals. It is the intention of this research project to

then review key components of the collected corpus in order to assess the mood of the library community and any recurring themes. In order to do so, this study will take the form of a Critical Discourse Analysis (CDA), which will be charged with looking at the nature, expression and composition of library professionals' perceptions of RDA in blog posts.

The advent of the CDA came about in the 1980's as a result of a high level of politically charged documents being produced; in response, the CDA provided a way of looking at the linguistic and grammatical devices employed to demonstrate political power and its opposition (Blommaert, 2000, p.447). Since its creation, the CDA has gained several new dimensions and no longer focuses purely on political aspects, but instead encompasses issues such as social wrongs, injustice and the formation of opposition; it is due to this aspect that Fairclough (2010, p.231) considers the Discourse Analysis to gain the prefix of Critical.

This study will now progress to assess the extent to which the methodology is relevant to the purpose outlined in this research project. Firstly, a CDA is concerned with power and how it is demonstrated through a corpus of texts (Bloor, 2007, p.62). RDA is governed by a the Joint Steering Committee and has also been subject to the guidance of the Committee of Principles (CoP), furthermore, the literature review has demonstrated that larger libraries (such as national institutions) have also influenced its development; therefore, it is evident that many corporate bodies are responsible for RDA, and this study will take interest in library professionals' reactions to this power. A CDA also believes that being knowledgeable can make people powerful, as Bloor et al. argue, "In most institutional situations the specialist is the holder of power" (Bloor, 2007, p.62); therefore, this study will take note of any power struggles between library professionals.

A CDA is also concerned with addressing 'social wrongs' which Fairclough (1992, p.230) describe as:

> "[...] 'cruces' and 'moment of crisis'. These are moments in the discourse where there is evidence that things are going wrong: a misunderstanding which requires participants to 'repair' a communicative problem"

While the issue of RDA does not represent a social wrong, it may be considered a procedural or operational wrong. Therefore, it is anticipated that the library professional community will discuss this wrong with the same discontent as any other and employ the same linguistic and grammatical devices to measure and rectify it. Also, it is possible that the corpus could include opinions which promote the use of RDA and seek to spread enthusiasm for the new code as a cure to previous cataloguing wrongs.

A CDA attempts to look at the role discourse plays in society and seeks to find reasons for the nature of this interaction (Fairclough, 2010, p.230). While this study is not concerned with issues which affect society as a whole, it will focus on a distinct community that has its own terminology, conventions, history and way of expressing itself. Therefore it is appropriate that a CDA is used to assess the nature of interaction between library professionals as they seek to express their perceptions of RDA.

It is therefore evident that a CDA is a relevant and useful methodology to employ for the purpose of this study. It is also clear that due to its focus, this study will need to use a modified CDA which will assess all the relevant areas necessary for conducting a CDA, but will not look at society as a whole; instead it will consider power and 'social wrongs' or 'rights' to be the new developments in cataloguing standards. Hicks (2014, p.190) condones this use of CDA's for studying library and information studies and argues that its application can be used to help understand discursive practices and perceptions.

It is the intention of this study to use a CDA to gather and analyse qualitative data, therefore it rejects the traditional Corpus Critical Discourse Analysis which

aims to collect data and then quantify the devices within the corpus; also, it will not be a complete corpus, but a moderate corpus that reflects the nature of posts found via the described searching method. Therefore a modest corpus will be collected that will enable a broad selection of opinions, but will not seek to use them for a quantitative purpose.

3.3.1 The aims of a Critical Discourse Analysis

The aim of a CDA is to highlight and analyse linguistic, grammatical and thematic devices from a collected corpus. This study will be interested in many of these features, including, but not restricted to:

- Linguistic devices which demonstrate relations, debate and cohesion (Taboada, 2013, p.17)
- Lexical choice and their connotations (Machin, 2012, p.32)
- Grammatical features (Jones, 2012)

3.4 Sample

This study aims to collect a corpus of perceptions and opinions of library professionals on the subject of RDA. In order to achieve the aims outlined in this study, the selection criteria for suitable blog posts will be broad as this study will accept the perceptions of library professionals who work in all manners of institutions. Also, this study will not seek to find blog posts by library professionals in specific roles or with certain specialisms. The literature review, which precedes this methodology, has already impressed upon the reader that RDA has had an impact on every element of librarianship and this study is interested in the perceptions of the entire library professional community. It is anticipated, however, that the majority of blog posts that include perceptions on RDA will be written by metadata professionals. Issues regarding gender, age, education and other personal variables will not be recorded credentials for inclusion or exclusion from this study. This complies with Foucoult's (1984,

p.110) view that the discourse from members of every level of society can be useful in giving perceptions of discord and consensus.

The sample for this study will also be limited by many factors. While a broad collection of blog posts is desirable, the ability to collect a vast quantity will be limited by the scale of the study; therefore, a manageable amount of data will be collected. Also, this methodology has already made clear that a corpus approach will not be used, therefore this study is not interested in forming a definitive collection of all blog-posts concerned with RDA. Machin and Mayr (2012, p.207) argue that in order to successfully conduct a CDA some studies only require one or two items; this amount is not appropriate for the purpose of this study as it cannot provide a true insight into the broad range of perceptions expressed by library professionals, so it will seek to compile a corpus consisting of 10-20 blog posts.

The blog posts included in this corpus will need to be written in English in order to be relevant to this study. Beyond this, no further international bias will be given as to the author of the blog; this is because this study aims to gather the perceptions of library professionals worldwide and therefore assess the internationality of RDA.

This study aims to gather the perceptions of individuals using RDA and therefore will reject blogs written by institutions. Furthermore, blogs which are written for advertising or commercial purposes will be rejected as they are likely to hold a bias and not reflect a true opinion of the new code. Therefore, in order to be of acceptable standard for this study, blog posts must be published by individuals and state so in their blog profiles.

This study will not exclude blog posts before or after the implementation of RDA, instead it will consult relevant posts which have been published since the announcement of RDA. Through doing so, it is anticipated that this study will be equipped with the ability to track how the mood, concerns and praise of the new code as it developed over time.

3.5 Blog quality criteria

As aforementioned, the aim of this study is to produce a moderate corpus for analysis; therefore, it will be necessary to grade blog posts in order to discover which are worthy of inclusion. The following categories will help to distinguish whether posts fulfil the criteria for this study:

Poor	Lacking key components, such as: date of publication, focus on the subject of RDA, or written for promotional or institutional purposes
Medium	Includes key components, but does not show a perspective which is developed enough for inclusion in this study
Good	Includes all vital information, and provides a valid perspective of RDA
Very Good	Includes all vital information, and provides an original perspective of RDA

3.6 Ethics

This study is non-invasive and should therefore require few provisions in order to make it ethically sound. At no stage should the procedure outlined in this study require the author to contact or disturb blog authors or any other participants in order to collect data. Every effort will be made to ensure that data is dealt with in a confidential manner and that the one device storing data will be kept secure. Furthermore, this study will comply with the following ethical guidelines:

A) The Aberystwyth University Ethics Committee for Research Procedures
B) The British Psychological Society (BPS) Code of Ethics and Conduct

All blog posts will be anonymized in order to prevent this study from advertising the personal opinions of the library professionals included in this research.

Furthermore, this will remove the necessity for gaining permission from bloggers in order to include their posts.

The material being consulted in this study is not deemed to be sensitive or contrary to any legal restrictions. The intended outcome of this study is to produce an investigation for academic use and therefore does not require further ethical considerations before its publication.

3.7 Access

Access to the blog posts relevant to this study will be freely available on most devices that have internet access. The blog format does not require anything above an average level of internet access and therefore should be easily accessible. *Wordpress* is a free website which does not require an account to be set up in order to view or search blog posts and blogs that are set to private or require special privilege to access will be excluded from this study.

3.8 Safe storage of data

As aforementioned, all data will be anonymised for the purpose of this study, meaning that both the Results and Discussion chapters will not refer to the authors of the blog posts. In order to conduct this study, data will be recorded into a database which will link the posts collected with the URL and information on the author of the blogs. This data will be stored in a spreadsheet which will be saved on one external storage device which will be password protected; only the author of this study will have access to this data and will be responsible for anonymising it.

3.9 Procedure

The procedure used to conduct this research project will take a very structured approach. The following steps will be taken in order to collect, record and analyse a broad set or results in the succeeding chapters.

<u>Step one</u>

Appropriate blog posts will be gathered through searching the popular blogging platform *Wordpress*. In order to do so, this study will make use of *Wordpress's* designated search engine for retrieving blog-posts.
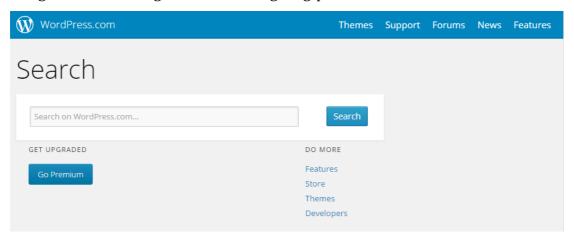

Figure 1 – *Wordpress* blog post search engine

The following search terms will then be used so that relevant blog posts can be retrieved:

"Resource Description and Access", "RDA", "Resource Description & Access"

Alterations will be made to searches in order to filter out results which are not related to this study through adopting a Boolean search process. This will enable use of quotation marks to ensure a full phrase is searched or a dash is used to ensure results are removed (such as ensuring RDA does not search for Saturday, which includes those letters in the same order). Also, this will allow well known instructional blogs by official bodies to be removed from the results as they will not be appropriate for this study.

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<u>Step two</u>

The posts will then be read through and categorized according to the principles outlined in the blog quality criteria. Only posts deemed to be Good or Very Good will progress through to the next stage. The URL's for posts will then be recorded into a database along with other key information, such as: blog title, post title, author, post length etc.

<u>Step three</u>

Once a list of blog posts have been compiled an iterative process of reviewing the collected results will commence. The purpose of this stage will be to extract meaning and key features from the texts gathered. In order to do so, two instruments will be utilized:

1. Firstly, a form will be filled out for each acceptable blog (Appendix 1 shows the format of this form and the required data). This will make the data clearer and aid the dissemination of results. The data extracted will then be coded and extracted so that key linguistic, grammatical and rhetorical devices are highlighted.

2. Secondly, this study will make use of Microsoft Excel software to aid the dissemination of data. This will enable features such as the filtering of frequently occurring terms and highlighting extracts for further examination. Blog posts will be downloaded into Excel using the 'From website' tab, as demonstrated in the example below:
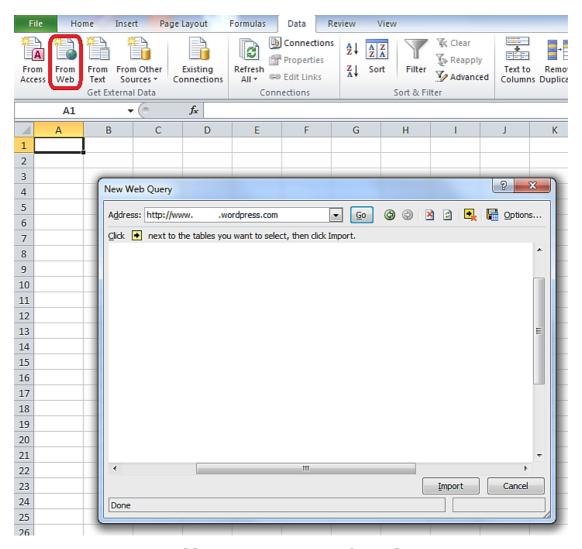
Figure 2 – Importing a blog post into Microsoft Excel

Step four

Once data has been collected, organized and disseminated, this study will progress to display these findings in the Results chapter. This chapter will present findings in a mixture of ways, but will primarily highlight, compare and contrast relevant features discovered within the collected corpus.

3.10 Literature search

The literature review for this study attempted to review all the scholarly literature surrounding the creation, inception and reception of RDA. In order to achieve this, the following databases were consulted:

The Library and Information Sciences Abstracts (LISA)

The British National Bibliography (BNB)

The British Library catalogue

Cambridge University Library catalogue

Aberystwyth University Library catalogue

Search terms centred on the focus of this research study which included 'Resource Description and Access' and 'RDA'. Use of Boolean searches (for relevant databases) also included terms such as 'perceptions' or 'reception'. Further to this, issues that are related to RDA were searched for, such as 'FRBR', 'AACR2' or 'The Joint Steering Committee'. The results of these searches was a broad variety of books, articles and reports that were consulted at the British Library, Cambridge University Library and Aberystwyth University Library.

Use of aggregated catalogues, such as Google Scholar, COPAC and Scopus, were also helpful for identifying relevant material. In order to stay abreast of developments within the field of cataloguing codes a notification system was set up with these websites in order for the author to be notified should relevant articles be published. The terminology listed above was also put into search engines, such as Google, in order to find relevant reports, presentations and other irregular sources that give insight into the area being investigation. Further to this, a method of investigating links provided by relevant websites was used in order to discover institutions and consortiums which provide useful publications.

3.11 Summary

This methodology has justified and explained the necessity for conducting a Critical Discourse Analysis to collect perceptions of RDA. It is evident that in order to find expressive and naturally occurring language relevant for a CDA, this study will need to collect material from social media; it is also clear that this medium has many benefits, such as its ability to be searched and the creative license afforded to bloggers. Furthermore, this methodology has outlined a structured procedure which will enable blog posts to be searched and analysed in a uniformed manner.

4.0 Results

4.1 Results harvested

The methodology outlined in the preceding chapter was largely successful at producing a moderately sized yet broad corpus. The initial search of *Wordpress's* designated search engine retrieved 48 responses, all of which were considered for this study. As this search engine only retrieved blog posts which had been tagged with the terms 'RDA' or 'Resource description and access' as a user assigned taxonomy, an attempt was made to use the 'related topics' tab supplied by the search engine.

Figure 2 – 'Related Topics' suggested by *Wordpress*

Use of this tool greatly improved the number of results and helped the retrieval of a broader spectrum of perspectives. Many relevant blog posts retrieved via this method included opinions and perspectives of RDA which spanned from an understanding or appreciation of the related terms, but the blogger did not use the term 'RDA' as a tag for the post. Further posts were found by looking at the contents of blogs which had already posted an opinion on RDA; through doing so, this study was able to find results which demonstrated a change and continuation of perspectives.

What followed the collection of blog posts was a process of review which complied with the principles set out in the methodology; these primarily involved the provenance, credibility and focus of the posts. Upon completion of this task, a spreadsheet was compiled which held information on the URL of the posts, the quality of the posts and the amount of posts that were relevant. In this collection, the oldest post was dated August 2007 and the most recent July 2014 with an even spread of dates in between. The length of the posts was also varied, spanning from 84 words to 1391 words.

URL	Amount of posts	Grading	Biography	Date of post	Word count
.wordpress.com	2	**Very Good**	Y	Dec-12	726
.wordpress.com	1	**Medium**	N	Jul-12	883
.wordpress.com	1	**Poor**	Y	Aug-07	379
.wordpress.com	1	**Poor**	N	Jul-09	1061
.wordpress.com	1	**Poor**	N	Feb-14	197
.wordpress.com	1	**Good**	Y	Dec-12	1391
.wordpress.com	3	**Very Good**	N	Jan-09	280
.wordpress.com	1	**Very Good**	N	Aug-13	894
.wordpress.com	1	**Very Good**	Y	Sep-13	267
.wordpress.com	1	**Good**	Y	Sep-13	799
.wordpress.com	1	**Poor**	Y	Aug-11	768

Figure 3 – An anonymised extract of the primary results

This list was refined so that only the posts considered 'good' or 'very good' blogs were consulted. The result of this filtering was a moderate corpus of 15 blog posts which held the linguistic, grammatical and thematic devices necessary for this CDA. This collection was then imported into Microsoft Excel where it was analysed and disseminated; this procedure included highlighting and selecting relevant features that will be discussed later in this chapter.

4.2 Unexpected outcomes

During the process of conducting the research this study came across unexpected outcomes and restrictions which had not been considered in the Methodology chapter. This was mostly due to the unregulated format of blogs and the lack of requirement to include specific data; for example, some did not include a biography of the blogger, which raised issues over the intentions of the post. Also, a few posts did not include information on the date they were written or published, therefore making it impossible to give context to their debates. Blogs that did not conform to the standard of having a clearly stated date of publication, or posts which omitted similarly vital information, were not included in the collection deemed suitable for analysis. This study would also have taken interest in the locations of bloggers in order to trace any national trends in terms of discussing RDA or perceptions of RDA, however, such data was not always made freely available either.

4.3 The online librarian community

This study set out a methodology aimed at identifying perceptions and expression within a defined professional community, so the first task of this chapter must be to identify the extent to which this community was evident in the corpus. The assumption that such a community exists was validated by the familiar and cohesive language that was evident in the corpus. Primarily, this professional community is proven by the pronouns used throughout, which demonstrate a common cause and a shared status. Two examples of this are "We

have the opportunity" and "We have the technology", both of which use pronouns to make their posts sound more engaging. Furthermore, the language used and the familiarity with which it is disposed in the posts suggests a common understanding of both the technical terminology and a shared history. One example introduces the issue of RDA through first adding the context of "our past" and continues to recite the plight of cataloguers to understand MARC and AACR2 before addressing RDA. Further examples also demonstrate that the main target audience of these posts are for "fellow library professionals" who can empathise and understand the issues being raised. Many posts even reach out to fellow librarians, such as a post that asks: "OK, maybe I'm over reacting ... but I don't think I'm alone"; the ellipse and the candidly uncertain use of the word "think" can both be seen as attempts to draw a cohesive response through indirectly approaching members of the library community.

4.4 Evidence of anticipation

The preceding literature review gave cause to believe that a great deal of anticipation would be expressed in the corpus and this study can validate that claim. This anticipation expressed can be divided between those who felt strongly either in favour or against the proposition of a new code, but very little evidence was found to support a middle ground.

Some of the posts that were published before the release of RDA were very explicit and personal about their sense of excitement, which is evident in quotes such as "I'm looking forwards to seeing the final draft". Another post employed persuasive language to encourage such positivity through enticing uninformed librarians "It's time to get excited and up-to-date". Such language is cohesive and not only suggests that the adoption of RDA will have a positive effect, but it also implies that anyone who is not knowledgeable or excited is an outsider and different from the norm. This also suggests that the anticipation was driven, at least in part, by the people who would use RDA; therefore they can be identified as a powerful community that shape each other's opinions.

Such positive anticipation also speculated about the possibilities which may come about with the introduction of RDA. An example of this is seen in a post that considers the advent of RDA as bringing about "an opportunity to integrate data". Another post furthers this wonderment by considering RDA as a trigger to ending current library management systems and declares that "…catalogues will truly be there for the benefit of the user!". The use of such a visionary style of writing and the exclamation mark demonstrates the fervour and interest which existed amongst elements of the library community prior to RDA's release. Some bloggers even went so far as to express impatience while waiting for RDA to be released and implemented; one post included the phrases "tick-tock" and "any minute now…". Another put it more bluntly: "let's get on with it". The use of informal and playful rhetoric demonstrates the widespread anticipation that existed; the humorous and sarcastic linguistic devices are also evidence of the exhaustion surrounding RDA's release. Furthermore, the comfort with which these discussions were conducted suggests a sense of understanding that existed between librarians over the wait for RDA's arrival.

At the same time as this excitement and positivity, there is also evidence of a strongly pessimistic opposition to RDA which anticipated a far darker future under the new code. One post in particular suggests that a mixture of RDA's implementation and the decreasing skills set seen in cataloguing and considers: "Not sure how we are going to deal with this dilemma" and argues it fails to "paint a rosy picture". The use of such dramatic language demonstrates the real panic and concern which existed prior to RDA's release. It is also interesting to note that this pessimism is expressed alongside a casual colloquialism; this can be seen as a light hearted way of expressing concern, but this casual rhetoric is also very familiar and engaging. Some of the pessimistic anticipation is also a response to the excitement which spread prior to RDA's release, one quote that supports this is "RDA will not be the solutions some might expect"; this opinion can be seen as the voice of those who have identified the optimism and perceived possibilities of RDA, but reject their findings. It is therefore evident that although there was both pessimism and optimism in the anticipation prior to RDA, the two

sides expressed their concerns in equally engaging ways and used the same style of rhetoric.

4.5 Images

Out of the fifteen posts deemed adequate for this study, only two included images that related to the subject matter as opposed to the blog itself. This study was surprised by this outcome as it is not representative of blogging practices as a whole; evidence of such can be seen on other platforms such as Tumblr and Twitter, which both depend heavily on imagery. The first post to use imagery included a picture of a sign in the wilderness which stated "Do not pass this point"; behind the sign the reader can see a barren desert land and barbed wire, suggesting danger. The positioning of this image at the top of the post works as a prepositioning device that enhances a sense of negativity prior to reading the succeeding text. This demonstrates the negative tone that carried throughout some of the concerned and tense posts.

The second post that uses imagery does so to give it additional credibility through displaying the logo of RDA which works as a link to the official site. Alongside this, there is a photograph of an early 20th century library setting complete with card catalogue. This imagery is representative of an overall theme that spans many of the posts, which is the sense of history that is shared by all libraries and library professionals. A deeper meaning behind this is that through using reference to the past while talking about future practices, the blogger is implying that the adoption of RDA represents an historic change and one which merits reflective pause. Another post condones this assertion through stating "Traditional library data has had its day", suggesting that the adoption of RDA and all the changes that accompany it are almost revolutionary as they break from the past.

This historic imagery is not only seen in the photographs included in the blogs, but also through metaphors which are littered throughout the corpus. Most of

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this linguistic imagery is used to express the enormity of RDA's impact and the size of its written text; an example of such a metaphor is seen in one post which describes it as "a bit of a beast". This has two connotations: firstly, that RDA is grand in scale, and secondly, that it is intimidating. Perhaps the most telling metaphor used in the corpus is the assertion that the "future is as murky as reading tea leaves".

4.6 Formatting and style

This study has previously recognised that blogs allow stylistic freedoms which are not available in scholastic or regulated publications, therefore it has taken particular interest in the formatting employed to express perceptions. Most decided to conform to a standard format that is similar to the conventional blog style of having a title and a body of text underneath. The structure of the majority of posts was similar to those of essays or academic articles; furthermore, just under half of the posts had references to works which had been cited. Quotations were also used to good effect, especially by one blogger in particular who used their post as a critique of an extract of a scholarly article. This attempt to replicate the article format demonstrates a desire to present findings and opinions in an authoritative manner which is clear, coherent and professional. It also shows that discussion of RDA has moved beyond moaning and simply commenting on it, but it is in fact a developed debate which is widely researched and full of intelligent discussion.

While the formatting of posts mostly complied with the same conventions of their scholarly counterparts, the contents of these extensive blogs were littered with grammatical devices which stressed their concerns with RDA. One post, for example, uses italics in each of its three paragraphs to ask "*Why?*" RDA was created, developed and implemented. This has a powerful effect on the post because it stresses the confusions and frustrations of the blogger; furthermore, its repetition makes this post sound more like a political speech which stirs up a cohesive response. A similar effect can be seen in the use of capitalisation in a different post that "... it is NEITHER QUICK OR EASY to make a record!" while

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using RDA. Once again, this grammatical device suggests frustration and seems to simulate shouting in order to stress the point to the reader. This post repeatedly uses capitalisation for a multitude of reasons, such as to point out: "… there are SO MANY acronyms…"; using this device serves a powerful purpose as it helps the blogger to express their feelings, but it also makes the post seem more as a rant than a persuasive text.

4.7 Emotional and opinionated responses to RDA

This study primarily set out to retrieve perceptions of RDA that are expressive and based on personal experience; this venture was largely successful as the corpus revealed a great deal of emotive language relating to library professionals' experiences. The overall mood of the corpus was that RDA is, as one post considered, "extremely difficult". Another described staying abreast of RDA's developments as the "toughest" part of studying librarianship and learning RDA as "the most difficult portion". A further post condones this, arguing that discussing RDA with colleagues is "the most challenging" thing a librarian can do. This lexical choice demonstrates a fatigue with RDA and it is interesting to note that each term is similar and carries the same theme as one another. A few positive responses were found in the text, however, most were expressing excitement in the lead up to RDA's release which has been discussed above. It is interesting to note that the only positive opinion responses that were found in the corpus related to user experience, some of which consider that the user will find RDA "easier" to use and that RDA "allows more clarity" which will be well received. At no stage in the corpus did this study find evidence of library professionals' claiming that RDA would improve their workflows, efficiency or ability to perform their roles.

While the opinions of RDA were mostly negative, the emotional responses were worse. By far the most commonly used emotion, which was repeated throughout the corpus, was frustration. While this terminology was the most used emotive word, other phrases demonstrated the same emotion, such as "it makes me kinda

crazy". Another post argues that since the adoption of RDA they have become "frustrated and discouraged" due to its difficulty. This theme of exhaustion, frustration and disillusionment carries throughout the corpus and always relates to the personal experiences of the blogger while learning and practicing RDA; it is therefore interesting to note that there is a disconnection between the positive anticipation of RDA and the responses collected after its adoption.

4.8 Concerns relating to RDA

While some of the posts collected were opinionated pieces that expressed the emotional response librarians had to RDA, others raised specific concerns and experiences. The most passionately expressed issue was the cost of implementing and maintaining RDA, which is highlighted in one especially emotive post. It begins by listing the cost of the product, the cost of training, the cost of on-going purchases and the cost of not changing before stating "RDA is not free". The listing of expenditure and repetition of the word "cost" is a forceful way to make the case that RDA has put increased economic pressure on smaller libraries. This convincing post concludes: "To perhaps put it crassly: theoretical purity was a higher concern than access". This powerful and accusing statement, mixed with the enumeration of costings, demonstrates a strong disagreement and detachment with the conduct of RDA's governing body and clearly highlights the impact of RDA as a procedural wrong within the librarianship community.

A similar emotion is expressed towards the structure and size of RDA in its printed format, which is demonstrated in another post that claims "It's hard to really get the structure of this massive document". This statement embodies the sentiments of many posts as it suggests that RDA is structurally flawed, too big and too hard. Once again, it enforces the notion that RDA is a procedural wrong and suggesting it is "really hard" is representative of the feelings of frustration which were previously examined. The corpus also saw a degree of pessimism aimed towards RDA Toolkit, such as one post that predicted "Fewer libraries will purchase the RDA Toolkit than ever purchased AACR2" and most people would

come to depend on "lovely cheat sheets". The use of sarcasm to describe the cheat sheets and the negativity expressed in the prediction demonstrate a continuation of negative anticipation analysed earlier in this chapter.

This study predicted that perceptions of RDA would be shaped by understanding and appreciation of FRBR as the two are so closely related. Many references to FRBR were made in the corpus and most of them were positive, claiming RDA as a stepping-stone to achieving a truly integrated online catalogue which espoused the ideals of FRBR. One post stated "If the proposed vision of a FRBRized internet future could be realised, it would revolutionise the library and information world". It is worth noting the future tense of this extract as it does not give any indication of when in the future such a vision could be achieved; furthermore, it does not directly link RDA to FRBR, but more suggests that RDA could work as a trigger for FRBR's ideals. The transformation of FRBR from an acronym into a verb is also a demonstration of an understanding of FRBR's purpose and suggests a big change happens to a record which is created using FRBR. Another blogger argues that a mixture of RDA and FRBR "collates different versions and editions of the same work so that the user can find and compare these more easily"; once again, this viewpoint is shaped by the needs and experience of the user, rather than the impact that FRBR has on library staff or their understanding of RDA. Another blogger condones this stance by arguing that RDA and FRBR "can provide a very rewarding user experience".

While many interesting perceptions are found in the corpus, it is worth noting lexical suppression and omissions, such as the lack of certain terms that were found in the review of scholarly literature. It is particularly interesting that none of the blogs mentioned the international nature of the new code or discussed the wider implications of using a code that could more easily integrate records in different languages; instead it wholly focused on the ability to display different formats together. Another area which was not highlighted in the corpus was how the new rules related to creating records for bibles; while this issue may not be a big concern for the majority of cataloguers, such ethical and political concerns were key reasons for the abandonment of AACR3. Therefore, the lack of

discussion about the internationality of RDA and its ability to cope with religious texts could suggest a lack of understanding and context surrounding the origins and necessity for RDA.

4.9 Summary

The results from this study have revealed a hitherto unexposed undercurrent of discontent, frustration and anticipation among library professionals' perceptions of RDA. Furthermore, a persistent focus on user needs has been identified throughout the findings. These results have also been successful at producing findings which are useful and relevant to the purposes of this study. This study will now progress from revealing these findings to assessing how they relate to the wider academic debates over RDA and discuss the wider contexts of the themes discovered in the corpus.

5.0 Discussion

5.1 Summary of results

This study set out to gather expressive and credible perceptions of RDA from library professionals' on a blogging platform; both the nature of the corpus collected and the linguistic and grammatical devices discovered within the posts have made this study successful in its goal. The results were broad, yet identifiable themes and moods were found within the corpus, which demonstrate a diverse and cohesive response to RDA's creation and adoption. Furthermore, many aspects that were highlighted in the scholarly literature review were also mentioned in the corpus, which has equipped this study with the ability to assess how RDA has been discussed between the two communities. Also, some themes were original in the corpus which suggests a disconnection between the theoretical discussions of RDA and the nature of discussion held by those required to put it into practice.

5.2 Themes

Although the corpus was broad and the searching process was not restricted by author specialism, location or qualification, there were still identifiable themes that were almost universal throughout the posts. The first and most striking of these was that RDA was expected to be, and proved to be, a big change and worthy of widespread debate. The large yield of results that were found on a single blogging platform was a demonstration of how one aspect of such a broad profession was so hotly discussed. This trend is reflective of the literature review which saw an impressive body of scholarly literature focused on the scale and pace of change brought about by the creation and adoption of RDA. Furthermore, much of the scholarly literature discussed was written with the intention of convincing readers that RDA is a break from the past; in order to achieve this a mixture of enumerating and describing the differences was employed, which was

a device also used throughout the corpus. It is worth noting, however, that some of the scholarly literature did attempt to present RDA as a continuation of AACR, such as Adamich's (2008) article, *RDA: The New Way to Say AACR2*. This perception was not expressed in the blog posts collected, which suggests a disconnection between the theory of applying RDA and the practice of using the new code. Alternatively, it could be argued that the blatant continuation of certain aspects of AACR2 have been ignored on purpose by the bloggers in an attempt to present an exaggerated perception of how different RDA is.

The assertion that big change was afoot due to RDA's creation was also backed up by a persistent theme of reflection and historic significance. This recurring theme gave the impression that RDA was a turning point and almost a revolutionary transition for record creation communities; furthermore, it was used as a tool to identify cataloguers and metadata librarians as a single profession which has its own past, rhetoric and sense of community. In many ways, historic imagery was used to rally readers and give gravitas to the persuasive texts through using empathy and a common cause. This sense of history was not evident in the scholarly literature in the same way; much of this literature chronicled the history of cataloguing practices in order to give context to the debates surrounding RDA's implementation and creation, but they were void of pronouns such as "we", "us" and "they". It is therefore evident that while both the scholarly texts and the corpus used historic imagery, they used them for different reasons and with different effects.

The preceding chapters of this study anticipated a degree of affection for AACR and remorse over its removal and replacement. This assertion was due to the body of scholarly literature that expressed a degree of consternation at the JSC's decision to discontinue efforts of producing AACR3. Such revolt was not passive in its approach, but instead saw well-known commentators such as Randall (2011) and Gorman (2007) make impassioned pleas for the successful continuation and development of AACR. While the corpus did not universally welcome RDA, it displayed no encouragement of these sentiments, nor was AACR discussed with any fondness or affection. The historic imagery in the corpus

almost completely omitted AACR and instead focused on the history of evolving and upholding standards. It is therefore evident that there is a disconnection between the sentimentalism of the scholarly literature and the more future-focused and practical views expressed in the corpus.

5.3 Power

Due to the increasingly affiliated nature of librarianship and the record creation community, it is impossible to see libraries as singular units or librarians as free agents. This is especially true when considering the necessity of libraries to train one another, ensure financial stability and trade in metadata. Added to these complicated relationships that bodies such as the JSC and CoP exist, it is evident that a power network has developed that aims at controlling and determining the procedural developments of libraries worldwide in unison. It is therefore necessary for this study to consider how power has been exerted and what reaction to this was evident in the corpus.

The results show that very little reference was made to the JSC, but indirect comments on the power they exert were littered throughout. The most direct criticism was that "... theoretical purity was a higher concern than access"; as aforementioned, this statement refers to the cost of buying a subscription to RDA and implementing it in a workplace. This is evidence of a wider concern expressed in the posts that relates to the structure of the JSC as a body that aims to act as a democratic institution and treat everyone equally. This statement can be seen as a rebuttal of these ideals in light of the cost it imposes on smaller libraries. The fact that the JSC is not mentioned by name in this post, or others, is also of great significance; it demonstrates that the blogging community was not aware of RDA's creators or the reasons for their decisions. Instead, the JSC was alluded to through suggestive pronouns such as "they" and "them", demonstrating an otherness and continuing the theme of detachment.

The fact that RDA was created by the JSC and is being implemented and debated is a sign of how powerful the Committee is; also, the fact that no real alternative has been discussed is proof of the autonomy that they hold. It is therefore interesting that the bloggers employed a range of linguistic and grammatical devices to give the impression that they themselves were also a powerful, monolithic and professional community who unite for the good of their profession. The Results chapter identified that a strong sense of community existed between the bloggers through reciting a common history and cause, but it also noted the cohesive and persuasive language that was used in an attempt to sway readers' perceptions of RDA. The use of engaging questions, dramatic rhetoric and structuring posts to read like political speeches equipped with listing and repetition are all examples of how the majority of posts were not written to inform readers of their perceptions, but rather they were attempting to convince others that their concerns and enthusiasm were legitimate. It is therefore evident that a power struggle was persistent throughout the corpus; it can be seen as a battle between an unnamed yet powerful body that created RDA, verses an opposing community which is cohesive and considers itself united.

5.4 RDA as a procedural wrong

As aforementioned, the metadata and librarianship community gathered together to discuss RDA in detail for a variety of reasons. Amongst the most expressive and persuasive of these posts were those which were aimed at highlighting elements of RDA (or RDA as a whole) as a procedural wrong, in the similar sense that a political text might consider its theme as a societal wrong or a justice wrong. The proponents of this view found their voice through using emotive rhetoric that focused on their experiences of RDA. This method for presenting RDA as a procedural wrong is different to the way in which the scholarly literature attempted to do so; instead of focusing on the technical aspects of RDA and how they disagreed with them, the corpus saw more personal statements, such as "It makes me kinda crazy", which were designed to

make the posts informed a reliable. Through introducing a perception of RDA by presenting an emotional approach, the bloggers attempted to present more than a technical opposition to RDA, but instead argued that it was in contrast to the very nature of the community on which it was imposed.

The rhetoric used to describe RDA as a negative force was, at times, dramatic and employed emotive language in order to create a sense of disaster. This led to the tone of the posts being tense and meant that the texts could be read more as a rant or a speech than a persuasive text. This mood is symbolic of the atmosphere that RDA was welcomed into, but it can also be seen as a byproduct of blogging culture which, by definition, is unregulated and a cathartic release for those who use it. The results chapter discovered that the most used expressive term found throughout the corpus was frustration towards learning and applying RDA. The recurring reference to frustration can be seen as a continuation of the themes of uncertainty which characterised the lead up to RDA's implementation, such as impatience, anticipation and concern. It also gives insight into the applicability of RDA and its ability to mould into previous cataloguing conventions; it suggests that RDA is not a continuation of AACR, but is a change that is difficult to learn and takes time to fully implement.

5.5 Anticipation

The preceding literature review gave forewarning that the corpus would demonstrate a degree of anticipation in the lead up to RDA's implementation. The results validated this theory and also highlighted areas that were not expected. The most prominent concern expressed while anticipating RDA was an impatient and exhausted tone that considered the lead up to its final draft as tiresome. This sentiment is representative of anxiety held within the library community prior to RDA's full release and gives insight into the environment that welcomed RDA. It is also a demonstration of library professionals' perceptions of the JSC and the pace of their work. This sense of angst while waiting for RDA's release also adds to a tense tone that is evident throughout the

early posts; this tension suggests that change was afoot and the library community was toiling over its future.

An interesting omission from the corpus was the lack of disagreement over the necessity for a new cataloguing standard; instead, the posts represented a real desire for a new and improved cataloguing code that could display library holdings' clearly and make the searching process easier. Furthermore, a great deal of positive anticipation was expressed towards the ideals espoused by FRBR and linked data, which even went so far as to call for a change in Integrated Library Systems (ILS) and a revolt against MARC. It was evident that early on in the process of announcing and creating RDA there was a great deal of support for a new code which was eagerly anticipated and widely discussed. It is also important to stress that this anticipation was excited and apprehensive, but the overall theme that carried throughout the posts that were written prior to RDA's release was that constant information and debate were required.

The positive anticipation found in the corpus was filled with enthusiasm and opportunity as library professionals moved towards a long awaited change. It is therefore interesting that positive anticipation did not develop into a positive perception of RDA after its implementation. Instead, the corpus shows a proportion of the population eagerly awaiting RDA, but no validation of these claims in later posts. It is therefore possible that RDA was over-hyped prior to its release, or even that the application of RDA was a disappointment. It is also possible that the positive anticipation prior to RDA's release was too forward thinking or too focused on user experience, but did not consider the practical realities of implementing RDA. While the cause of this lack of positive perception is unclear, it is evident that the results make no attempt to promote its ease of use. Furthermore, none of the posts spoke positively about the effect RDA had on workloads or procedures, suggesting that RDA did not improve the data creation process and reinforcing the notion that it can be seen as a procedural wrong.

The rhetoric and tone of the posts collected were professional and written to inform and persuade others who practice librarianship; as a result, the posts

were more focused on the needs of library users rather than the theoretical attributes of RDA. In many posts the benefits of easier searching and access to a broader range of formats within a single catalogue were cited as justifications for the frustrations and difficulties of learning and implementing RDA. This perception highlights an area omitted in the scholarly literature, which is that RDA was not created for the benefit of inward looking and exclusive library professionals. Instead, as is explained in the corpus, it was created for a new generation of library users who have grown up using web search engines that treat resources differently from traditional OPACs. It is therefore evident that the focus and concerns of library professionals is more directed towards the needs of users than the internal difficulties associated with implementing RDA.

5.6 The library professional community

The methodology of this research project stated that it would take interest in the perceptions of all library professionals providing they related to RDA; it is therefore surprising to discover that only librarians who dealt directly with RDA chose to do so. This is an important issue, because it gives the context of the debates within the corpus and dictates the language and nature of the posts. The issue of authorship is also an indication of the scope of debate held over RDA. As aforementioned, RDA was created in order to cater for more than just libraries and works as an adaptable code for creating records; it is therefore interesting to discover that RDA was only discussed with reference to librarianship. Also, the content of discussions only referred to cataloguing and user experience; it did not mention surrounding issues such as shared cataloguing, acquisitions or publisher liaising. This reflects both on the nature of the online library community and the perceived applicability of RDA. Furthermore, the narrow scope with which it was discussed represents the degree of naivety that welcomed RDA.

This study also notes with interest the relaxed yet professional manner and rhetoric that library professionals used to discussed RDA and its impact. The

results chapter found engaging questions, colloquialisms and even humorous imagery amongst the professional discussion; this can be seen as evidence of a community which is well connected, comfortable and engaging. It is also clear that the online library professional community is well informed and determined to present credible and authoritative opinions through referring to scholarly and official works. This is evident through both the content of the posts collected in the corpus and their structure, which is similar to their academic counterparts.

5.7 Recommendations for further study

This study has been largely successful in achieving its goals, both in terms finding a varied selection of results available to include in a corpus and analysing the attributes these posts had. However, due to the scale of this study, it has been limited and leaves open further questions which established research has not covered. For example, an investigation into historical concerns over the implementation of AACR could have helped to gauge and calibrate a shift in mood over the past half a century. Also, a different method of data collection could be employed, such as interviews, surveys or focus groups. A broader study may be able to conduct more than one method of data collection and compare the results for trends and anomalies.

The results of this study highlighted many areas that warrant further investigation; perhaps the most compelling of these is how the adoption of RDA has affected library users and their perceptions of the new code. An interesting follow-on study to this project would ask readers directly what affect the new code has on their searching and understanding of the online catalogue. A further discussion of how user needs are met through applying a universal code would be an interesting opportunity to explore the themes of uniformity and global consortia from the perspective of users; it could examine the extent to which a single code aids the searching process and ask if the benefits of shared cataloguing and aggregated catalogues are mostly for library professionals. It would also be interesting to study the extent to which library users are conscious

of the structure of library catalogues and seek to identify what effect being aware of RDA has on the searching process.

The results identified a trend that suggests library professionals consider RDA to be frustrating and difficult to apply, which is a perception that was at odds with the intentions of the JSC. It would therefore be interesting to investigate the extent to which this perception is shared with library users. Alternatively, this type of study could investigate the extent to which users believed RDA exhibited some of its intended benefits, such as clarity, greater international application and a better catalogue searching experience with more format variety. It is also worth noting that RDA is still in its infancy and is likely to undergo much development in the near future; therefore, it could be useful to repeat this study when enough time has passed for the code to have become more established. A repeat of this study could then seek to identify if perceptions have changed and if they ever did live up to the anticipation which was expressed prior to RDA's release.

5.8 Summary

This discussion of the preceding results has explored the themes, rhetoric and wider debates discovered in the corpus. Through doing so, it has highlighted a detachment between the scholarly community and library practitioners in terms of focus and priority. It is evident that the corpus of blog posts presents a more futuristic and user focused perception of RDA than their academic counterparts; however, it is also clear that the two communities emulate one another in the way they express their different perceptions. Furthermore, this discussion has given context to the anticipations and concerns raised in the results and attempted to give reasons for an identifiable lack of enthusiasm after RDA's implementation.

6.0 Conclusion

The advent of RDA introduced a period of transition and change for librarianship. It exchanged a well founded and deeply established cataloguing code in favour of a modern, more explicit and technologically advanced alternative. This upheaval has been met with a diverse range of debate, discussion and disagreement amongst both library professionals and the scholarly literature. The results of this study have identified that the outcome of these discussions is a fragmented community which is both apprehensive and hopeful in its perception of RDA's capabilities. Furthermore, this study has managed to identify that the anticipation that existed prior to RDA's release was more positive than opinions expressed afterwards, suggesting that RDA was a transition that has not lived up to expectations.

The changes brought about by the creation of RDA were bold and political; in essence, the desire was to democratize the code and remove outdated conventions that were vague and confusing. While this study has identified discussions about the pace and scale of change brought by RDA, it has not found evidence of an awareness for some of the key reasons why RDA was created. The corpus suggested that the library professional community was not aware or concerned about the removal of AACR's Anglo-centricity or its inability to deal with socially sensitive concepts; these issues were, however, debated in the scholarly literature which discussed how RDA had set itself a challenge to overcome AACR's shortfalls. Furthermore, a clear disconnection between the JSC and library professionals is evident throughout the corpus of blog posts, which suggests that library professionals were either unaware of the JSC or were alluding to them in order to not recognise their authority.

The corpus demonstrated a broad range of perceptions, but it also had identifiable trends and themes; the most prevalent of these was the focus on user experience and RDA's ability to provide a clearer and more interoperable catalogue. This focus on user experience was unique to the corpus as it was not covered in the scholarly literature. This suggests that the librarian community is

not as concerned about the technical advances lauded by the scholarly literature, but they are more interested in the practicalities of implementing RDA. This focus on the practical implications was also seen in discussions about the cost of implementing RDA and the work involved. It is therefore evident that the perceptions of library professionals were more focused on the practical issues affecting the implementation of RDA than the theoretical discussions held by their scholarly counterparts.

The reason for using a Critical Discourse Analysis as the methodology for this study was to identify an online library professional community and analyse the way they communicate and influence one another. This study has been successful in discovering an online community that focuses on discussing their opinions and perceptions of library related trends. Furthermore, it is clear that this community uses rhetoric which is cohesive, authoritative and passionate in order to sway opinion and exert power. In many posts the authors wrote about RDA as a procedural wrong and used their status as library professionals to write persuasive arguments in an attempt to unify opposition against the JSC. It is evident from the grammatical and linguistic devices employed by the online library professional community that they consider themselves unified, powerful and knowledgeable.

The perceptions expressed in the corpus were divided between those written before RDA's release and those written after it's implementation. While the former was filled with anticipation, the latter expressed negative opinions and emotions, the most recurring of which was frustration. This sense of frustration was evident in the rhetoric used in certain posts; some of which were dramatic and employed grammatical devices, such as capitalisation, to stress their feelings. Some posts were so expressive that they were written similar to political speeches in an attempt to express a deep opposition to RDA. While the anticipation leading to RDA's release encouraged library professionals to join the fervour for the new code, the opposition that developed afterwards discouraged it and used emotive language to present RDA as a procedural wrong.

It is evident that the intentions of the JSC and the perceptions of the scholarly community did not match the perceptions found in the corpus. The JSC had high ambitions to democratize and update cataloguing standards, the scholarly community apprehensively applauded these aims, but the library professional community have demonstrated scepticism and questioned RDA's application. Despite these concerns, the corpus identified a community that is focused on progressing towards a better service for their users and did not question the necessity for AACR to be made redundant. This perception is similar to the JSC's, but it is contrary to some of the scholarly literature which encouraged the continuation AACR.

This study has demonstrated that library professionals have moved from being a community waiting in anticipation for RDA, to one which continues to debate its merits and drawbacks. Furthermore, it has found evidence that the implementation of RDA has been a stressful time for both library management and library assistants; this is a perceptions which also qualifies the theory that RDA is a big change and worthy of scholarly debate. It has found that there is a disconnection between the perceptions of the library community and the intentions of the JSC. It is also evident that the scholarly literature focuses on different areas than the corpus, which led to a different perception of RDA. Furthermore, it is clear that there is a cohesive, intelligent and forward-focused community of library professionals who use social media to exchange perceptions.

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Appendix 1

Blog and blog post particulars	Blog author (job, age, biography), length of the post, title of the post, date of the post, structure the post is written in
Lexis and rhetoric	Over lexicalisation, suppressions of lexical absence, genre of communication, recurring words, lexical choices, formal of informal language
Grammar	Pronouns, tense, length of sentences, direct and indirect speech
Purpose and nature of the text	Informative? Persuasive? Pro-RDA? Anti-RDA? Well informed? Opinionated? Fact filled?
Linguistic features	Conjunctions, sentence adverbials, cohesions, prepositioning phrases with certain words, indirect statements, sarcasm, dramatisation
Salience	Transitivity, formatting features (underlined, bold, large, colourful words), images, logos/symbols
Additional comments	