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THE MODUS OPERANDI OF CREATING AN ONLINE DIRECTORY OF LIS PROFESSIONALS OF TAMILNADU, INDIA : A LIVE WEB PROJECT IN WORDPRESS DOMAIN

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Abstract

The present study is an online endeavour by the researchers to create a web directory to give a brief account of library and information science professionals working in different institutions in Tamilnadu. The researchers have chosen Wordpress – an open source blogging software and domain – to create an online directory of LIS professionals because of its simplicity and powerful features. The researchers who have a good understanding of Wordpress blogs, collected data about 50 LIS professionals working in universities and arts and science colleges of about 10 districts. They have created the online directory with the URL www.tnlisdirectory.wordpress.com. First of all they chose theme for the blog and decided upon its layout. Then, they customized the blog with various options like site title, tagline, font style, font colour, background colour and custom header. After customization, widgets required for the blog were added. Home page was designed as a static page. The data for about 25 LIS professionals – both teaching and practicing – of higher educational institutions of Tamilnadu are uploaded in the form of posts. Links were created for about 15 LIS professionals. Interesting quotes on Librarians were also included. Six galleries to showcase the photos of about 100 LIS professionals were created to add a colourful look of the blog.   Text widget and image widget were used to give 'about information' and 'motivating pictures'. Search option is provided in the blog to enable the online users to search for LIS professionals. A video about the life of Dr.S.R.Ranganathan is placed in the footer sidebar along with the archives option and calendar option. The feedback received from 15 diverse LIS professionals on the design, layout

and content of the blog was quite welcoming, motivating and positive. This endeavour was a different, fruitful, online learning experience for the researchers.

Keywords

Online directory, Library and Information Science, Wordpress, Tamilnadu

1. INTRODUCTION

The library and information centres are striving hard to fulfill the information requirements of the present GenX users with varied resources and services. The most sought after sources of information referred to more often by the respondents are reference sources. The reference sources like dictionaries, encyclopedias, handbooks, manuals, almanacs, yearbooks and directories are browsed for specific piece of information by the users. The Google generation users love to browse all these reference sources in digital form and in online mode. This gives the way for the emergence of online dictionaries, online encyclopedias and online manuals.

What about having online directories in our libraries? The online directories will list the names of persons, institutions, organizations, places etc in a logical order providing sufficient details about each one of the entries. The searching becomes easier and faster in online directories. Adding, modifying, improvising and deleting entries in online directories will be simple and less time consuming. The online directories may be kept live and updated with latest information.

There are online directories for different groups of professionals. But we have only one or two online directories for LIS professionals. The existence of online directory of LIS professionals will enable them share their ideas, exchange their practices, venture into collaborative research works, share the success stories, understand the experts in the chosen field of Library science and get contact details for building personal relationship, so on and so forth.

Thus, creating an online directory of the Library and Information Science Professionals using an open sources software has its own far reaching advantages both for the creator and the user community.

2. OBJECTIVES OF THE STUDY

2.1 Major objective

- To design and create a free blog for an online directory of LIS professionals of Tamilnadu

2.2 Corollary Objectives

- To show how a free blog can be created using an open sources content management system –i.e. Wordpress
- To show the step by step procedure in designing and creating a blog so that it can be replicated by other interested persons
- To upload the collected data (personnel data about various library professionals in tamilnadu) on the created website to form an online directory.
- To classify the library professionals district-wise, institution-wise, designation-wise and areas of interest-wise.
- To provide links to the personal profile / blogs of LIS professionals, if available.
- To act as a single window system sharing the information about LIS professionals of all sorts and nature.
- To get feedback from a select group of LIS professionals on the structure, design and content of the online directory, so created.

2.3 Future objectives

- To include information about more library professionals extending the scope to other states
- To improve the design, structure and content of the online directory in future with Google forms
- To create a sub-blog for the public librarians

3. RESEARCH METHODOLOGY

3.1 Research type

The study undertaken by the researchers is an experimental study. It involves creating a website to provide personnel information about library professionals of Tamilnadu, India.

3.2 Data Collection – LIS Professionals

Only secondary data is used to create the online directory for library professionals. The secondary data for this study was collected from various secondary information sources i.e. websites of various academic institutions, web blogs, social media, online forum etc. As a sample directory, it is decided to incorporate details about 50 LIS professionals of Tamilnadu representing different districts, designations and genre of work.

The collected data includes the following details about each of the 50 LIS professionals.

> - Name
> - Educational qualification
> - Job designation
> - Working place
> - Work experience
> - Research contributions
> - Areas of Interest / Specialization
> - Contact details
>   > - Address for Communication
>   > - Mobile number
>   > - E-mail id

3.3 Blogging Platform Used

After a careful analysis of the features available in various free and open source blogging tools like blogger, edublogs, weebly, webs, webnode and wordprees, the researcher has decided to make use of Wordpress blogging tool to create the online directory of LIS Professionals because of the following reasons as given by **Ramasamy and Padma (2013).**

- More than 110 themes to select from
- Ability to set static home page / vibrant home page
- Any number of pages / sub-pages

- Any number of categories / sub-categories / post
- Media library to store all wanted files that can be used later
- Support media of different file formats - ppt, pptx, doc, docx, xls, pdf, jpg, png, gif etc.
- Ability to display a group of picture files either as a gallery or as a slide show
- 3 GB of free space in the base install
- Space upgrde and video upgrade are available at a nominal cost.
- Link categories enable creating any number of blog rolls / website lists
- Link categories can be created to the files available in the media library.
- Secured blogging place; Akismet protects your blog from all spam comments.
- Provision to convert tags to categories and Vice Versa
- Tag Cloud - a cloud of tags in a single place to click and get the results
- Display of visitor's comments
- Easy to use Admin Widget in the blog
- Easy and powerful Dashboard for editing / modifying/ creating pages / publishing posts
- Easy to delete the pages / posts / blog
- An active wordpress form to support you 24 X 7 X 365
- Literature aplenty - to gain information and knowledge on how to blog at wordpress effectively (Wordpress Community)
- Dozens of plug-ins to support advanced customization functions
- Provides poll option to conduct polls
- Quick press for at-once posting
- Quick edit option for renaming posts / files / categories / changing the parent page or hierarchy of posts
- E-mail notification to the the subscribed users on all new postings
- E-mail alert on moderation of comments posted by visitors
- Ability to read the blog in 50 Native languages (Multi lingual menu option / search mode)
- RSS / RSS feed widget
- Tag surfer - to add tags other people use (relevant to your blogs)
- Publicize - connect your blog to popular social networking sites (face book / twitter / yahoo 360)

- Share button - add to your blog to allow your visitors to share posts with their friends (e-mail, print etc.)

- Privacy settings - make your blog visible only to listed users / everyone except search engines/ everyone including search engines)

- Post by e-mail - publish post using e-mail

- Import option - when you have posts in another system (blogger, livejournal, movable type etc) , you can import those into your wordpress blog

- Export option - can export your wordpress posts / pages / comments into a XML download file

- Add user from community - to assign different roles to different users (Admin, author, editor etc.)

- Pages can be arranged in the order of your wish

- Any number of tags for each post - the tags work like index terms at the time of search and retrieval

- Multi-author blogging

- Easy to publish the webpage without depending on hardware and html skills.

- Search option - to carry on searches within your blog

- Nested structure of hierarchy - helps to arrange entries in a more scientific and logical way.

3.4 Pilot Experiment

The researchers had created a sample site. With trial and error method, and the web resources on Wordpress, the researchers have designed and created the above sample blog and attempted to create a miniature directory to test the functionality of Wordpress domain. Then, once getting familiarized with 'Gutenberg Editor' of Wordpress, they started working on the online directory of LIS professionals.

3.5 Creation of the Blog in its Beta Version

The researcher has created a Beta Version of the online directory with the following URL.

www.tnlisdirectory.wordpress.com

Once the beta version is ready, a structured 10-item close-ended questionnaire was used to collect the feedback from 10 LIS professionals on the design, structure and content of the online directory. Based on the feedback from the 10 LIS professionals, Dr.K.Ramasamy, the blogger with more than 10 academic blogs in Wordpress and the College Librarian of M V Muthiah Govt. Arts College for Women, Dindigul and Dr.P.Padma, Asst. Professor, DOLIS, MKU have made certain sold changes to make the navigation simple and information retrieval easier with appealing look and feel appearance.

3.6 The modus operandi

The researcher has adopted the following model to run the project.

Input – Process – Output Model

Input

The data about LIS professionals collected by the researcher from various institutional and library websites and social forums.

Process

Wordpress is used as a tool to process the collected data – upload and organize the data about LIS professionals in a simple and effective manner.

Output

The output is an online directory of LIS professionals of Tamilnadu.

3.7 Feedback

The researcher has prepared a checklist that will be used to evaluate the plus and minus of this online project. The checklist will be mailed to a select group of LIS Professionals say 20-25 and based on the feedback, the future course of action will be decided the researcher. The checklist is enclosed as an annexure with this report.

4. CREATING ONLINE DIRECTORY – THE MODUS OPERANDI

4.1 Scope and Limitations of the Study

The present study has the following scope and limitations

- The online directory created provides information only about library professionals. It does not provide information about any other professional group.
- This study covers information about LIS professionals working in select districts of Tamilnadu namely Madurai, Dindigul, Sivagangai, Trichy, Coimbatore, Vellore, Chennai, Kanchipuram, Virudhunagar and Tirunelveli.
- The study covers the LIS professionals of higher educational institutions only. It does not include information about LIS professionals working in schools, polytechnic colleges and B.Ed colleges.
- The features, design, structure and content feasibilities are restricted to what is available in the free version of Wordpress blogging system.

4.2 Implications of the Study

The online so created will be useful in the following ways.

- Any interested person may get information about the LIS professionals of Tamilnadu.
- The LIS professionals may be able to get in contact with each other for sharing their ideas and practices.
- The LIS professionals may be able to get contacts of other LIS professionals who are interested in the similar fields for clarifying ideas and clarifying their doubts.
- It will improve the image of the LIS professionals where their visibility becomes better and broader.
- This online directory may be converted into print directory in the course of time.

4.3 Categorization of Phases of Work

- Creation and Login
- Customization
- Adding Widgets
- Preparing the homepage
- Creating Categories and Sub-Categories
- Adding Posts, Tags and Placement
- Adding Link Categories and Links
- Other routines.

4.3.1 : CREATION OF A BLOG AND LOGGING IN

Type www.wordpress.com to get the following home page screen of Wordpress.

Click 'Get Started'.
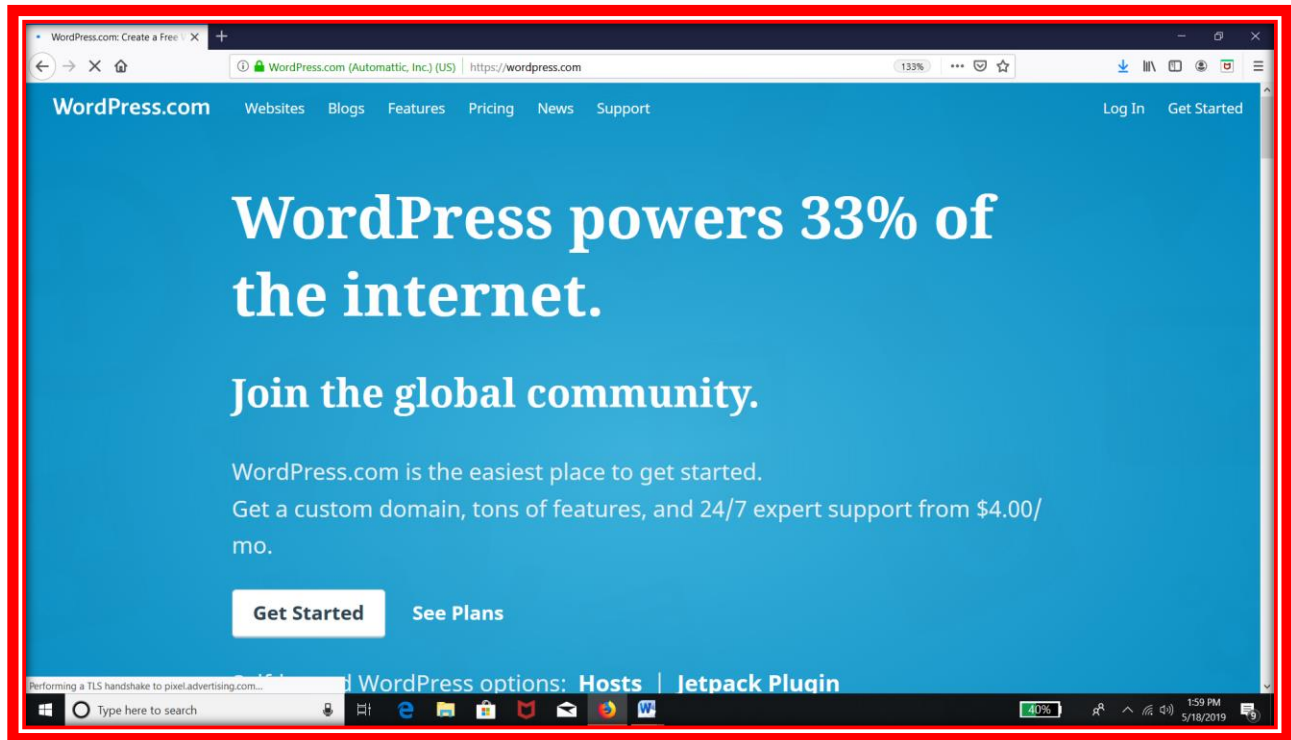
Figure 4.1 : https://wordpress.com Wordpress Homepage

There are six steps in the creation of a blog in Wordpress.

In the next screen window (Fig. 4.2),

Step 1 of 6 : Type a valid and active email address

Type the chosen username for logging into Wordpress

Type the chosen password for logging into wordpress.

Click ' Create your account'.
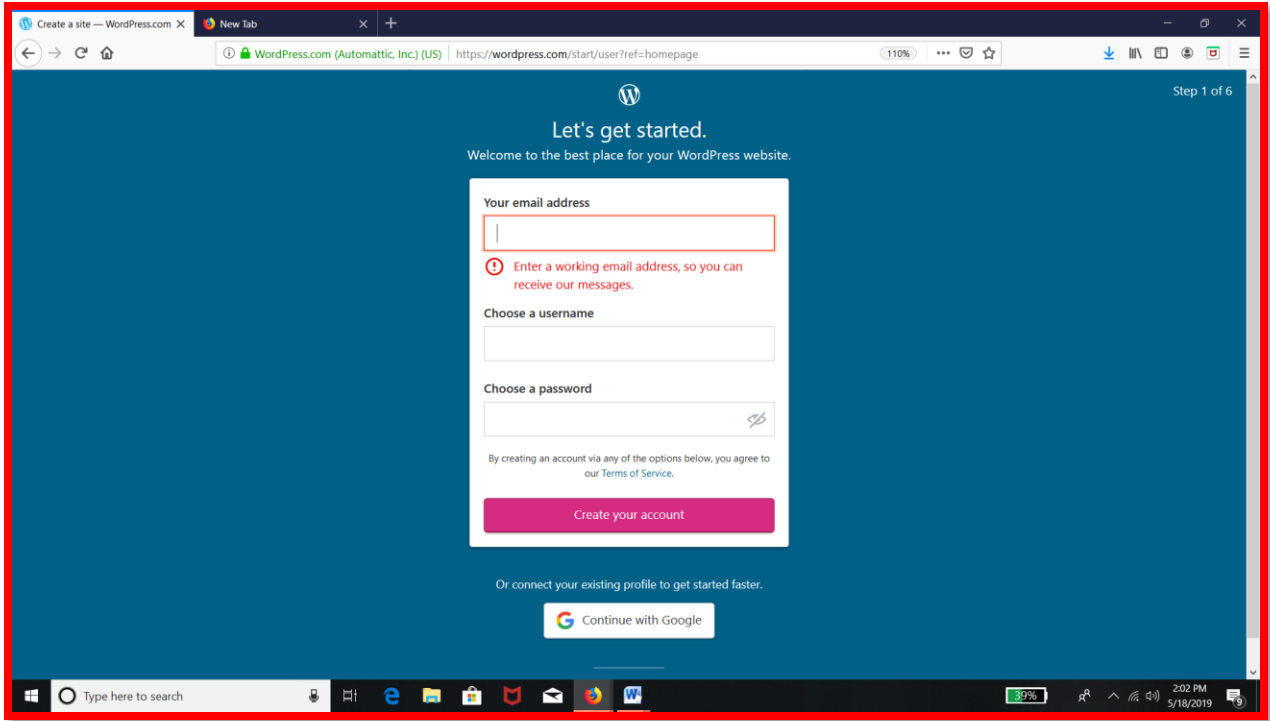
Figure 4.2: Step 1 of 6 in Creating a blog – Plain Screen
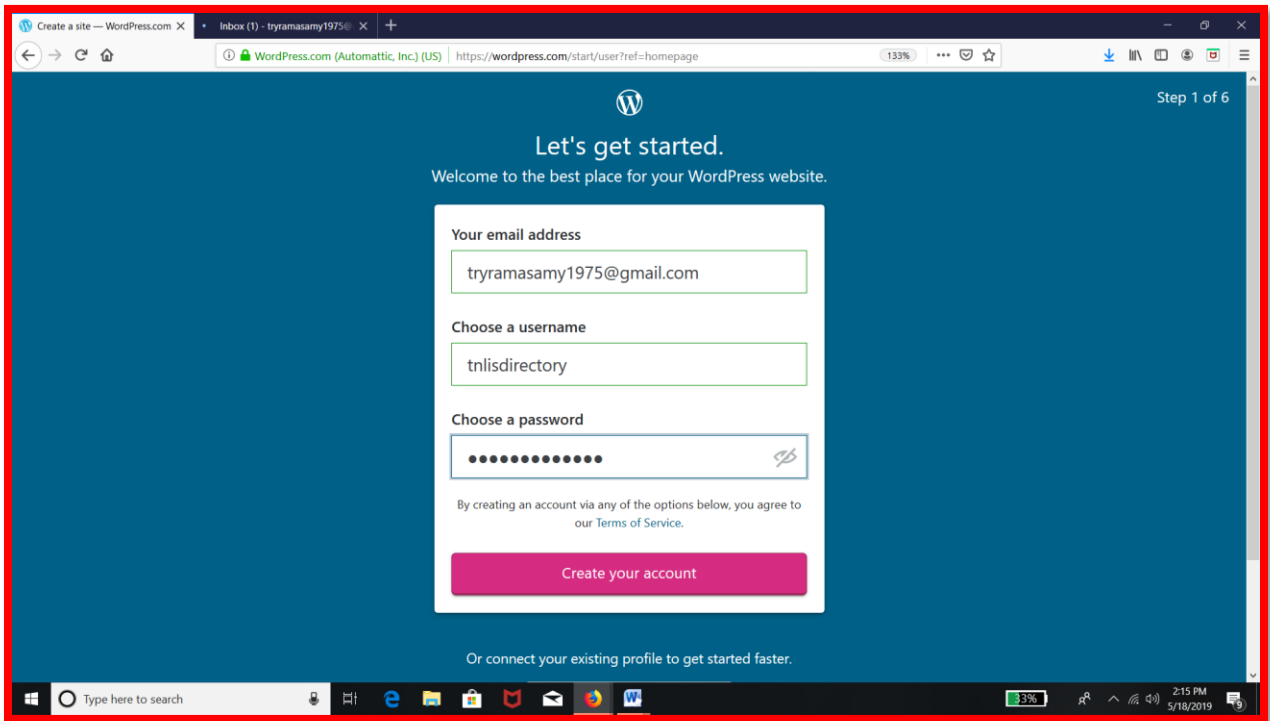
Figure 4.3: Step 1 of 6 in Creating a blog – Filled in Screen

In the Second step, I have selected Professional'.

In the third step (Fig. 4.4), I have chosen 'Education'
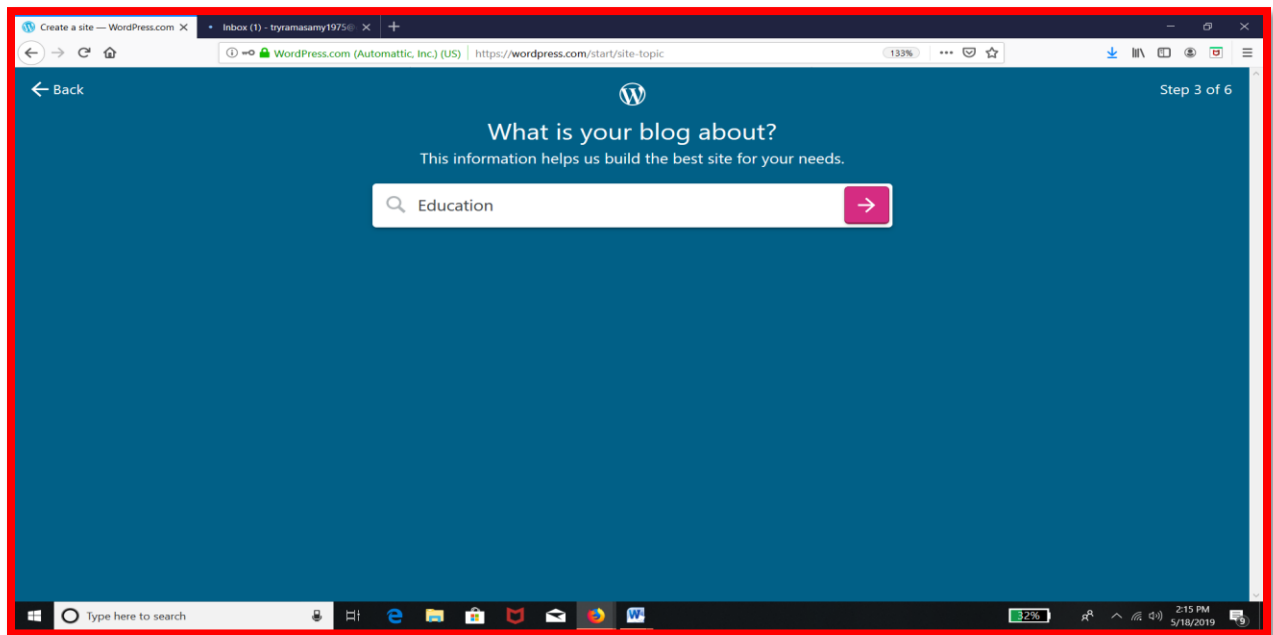
Figure 4.4 : Selection 'What is your blog about?'

In the next step, type the site name. (Fig.4.5).
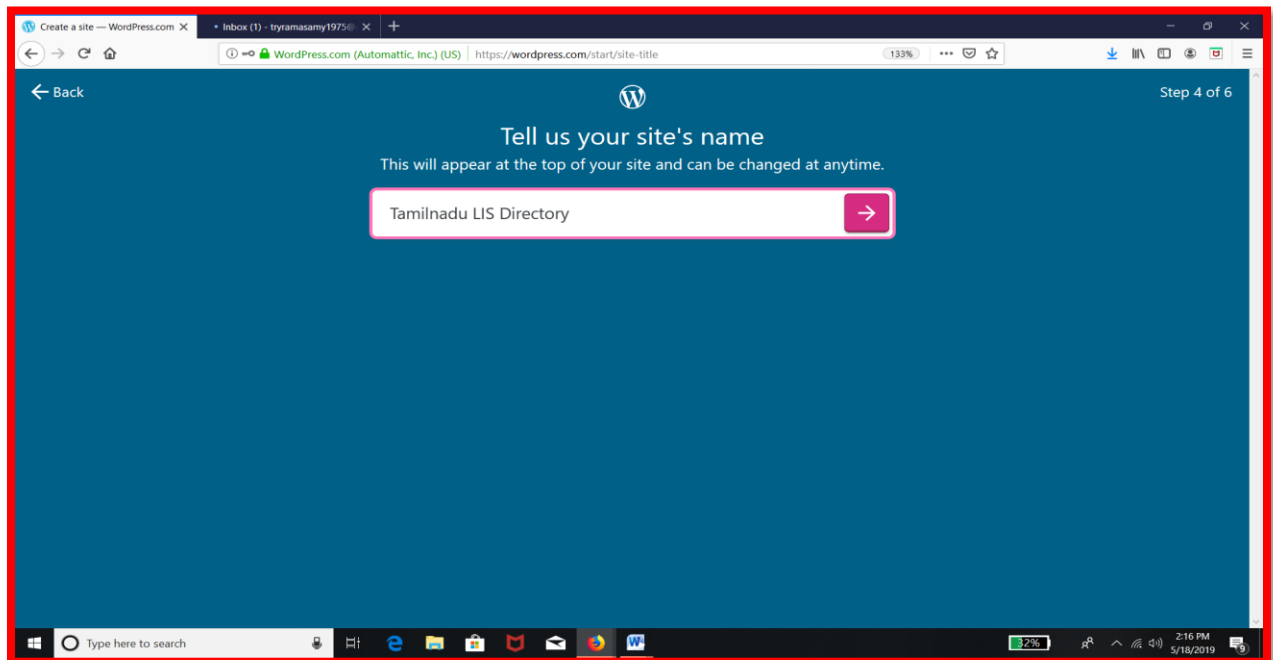
Figure 4.5 : Choosing Site Name

In the next step, choose the URL which is given as free. Fig.4.6 shows the given free URL is tnlisdirectory.wordpress.com. Click ' Select'.
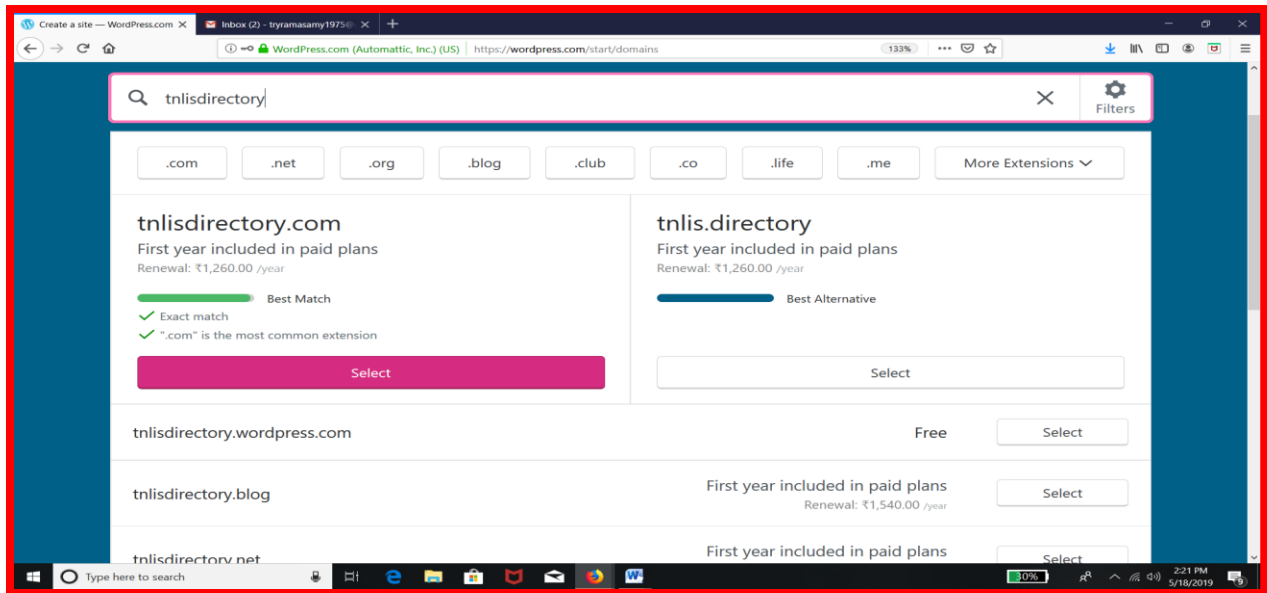
Figure 4.6 : Choosing the Free URL

In the next step, click ' Start for Free' to start the blog in a free hosting platform (Fig.4.7)
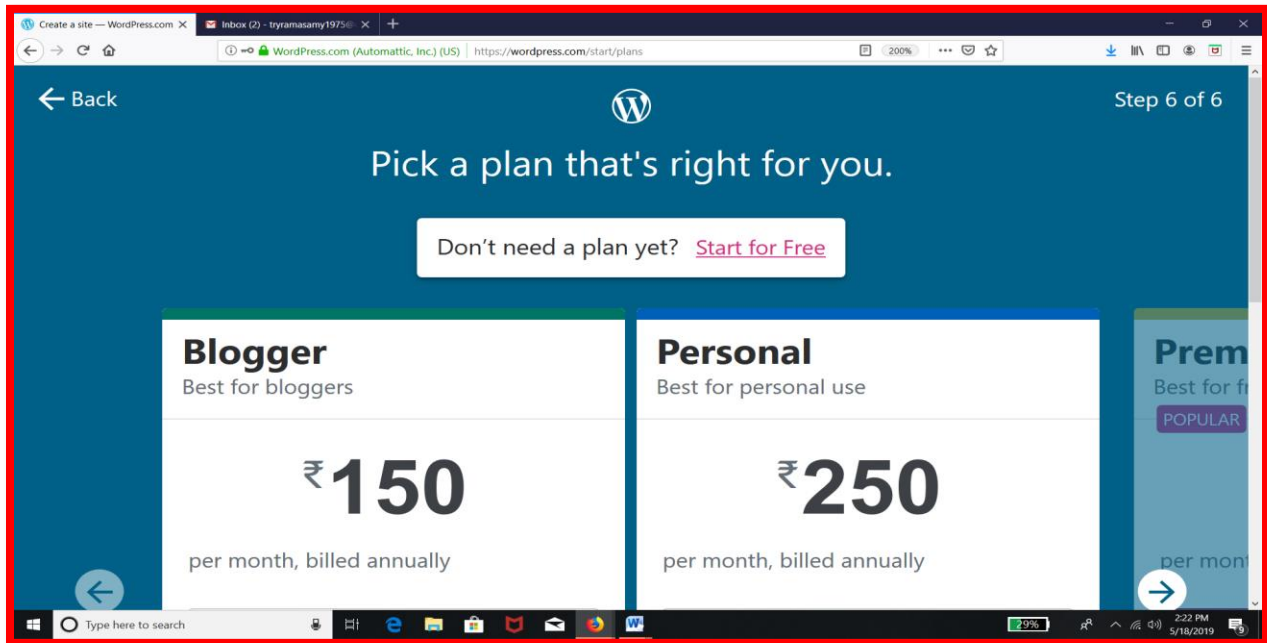
Figure 4.7 : Choosing the Free Hosting Option

The blog has been created (Fig.4.8) as per the message in the screen. But WP asks you to confirm our email address.
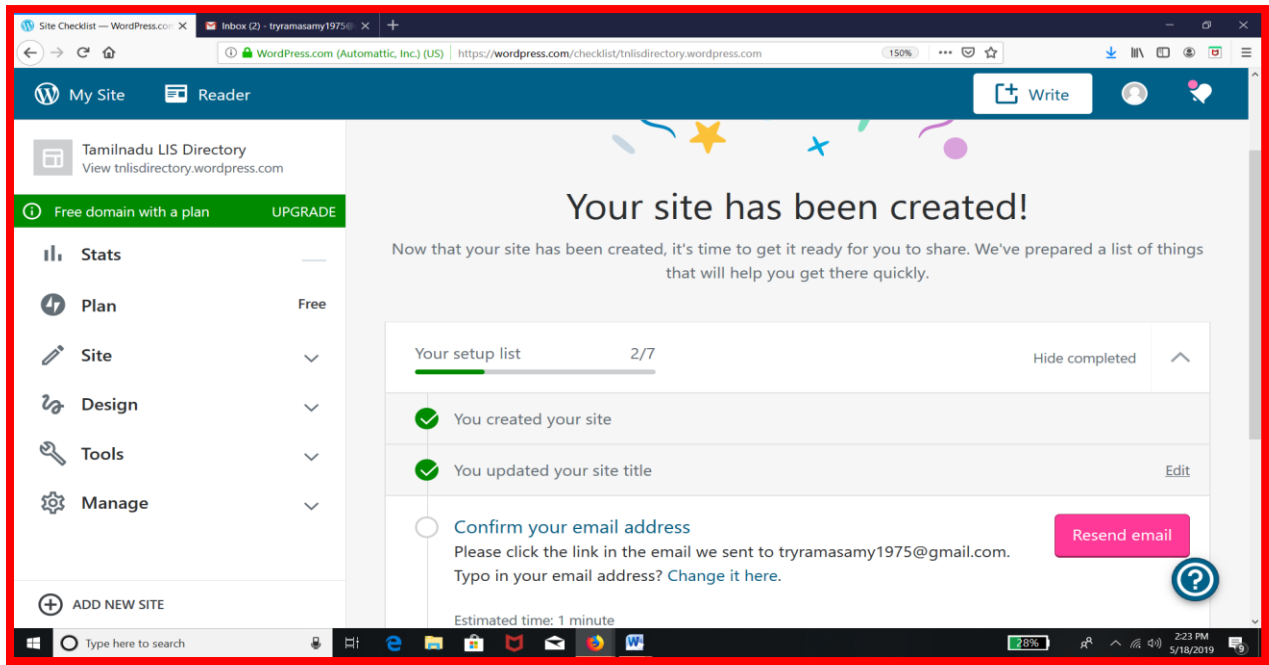
Figure 4.8 : Message on Creation of blog

Opened the email and clicked on 'Click here to conform now' (Fig. 4.9)
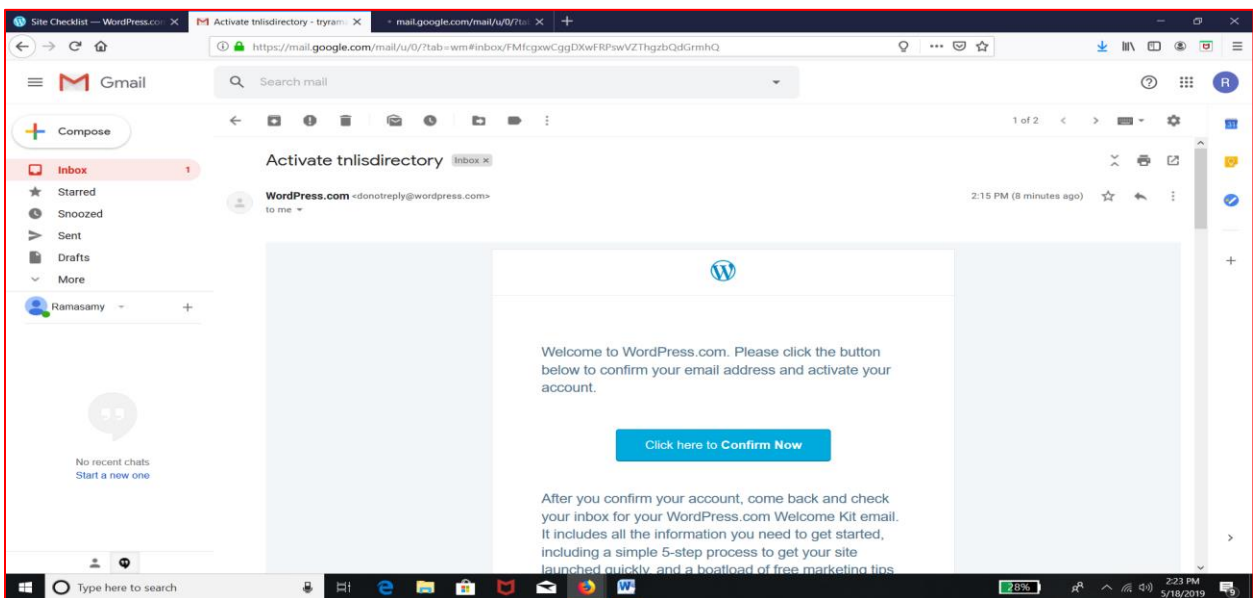
Figure 4.9 : Confirming the email id

The message that the blog ' tnlisdirectory.wordpress.com' is created and it is up and running has appeared in the mail. Now we can log in to WP (Fig. 4.10).
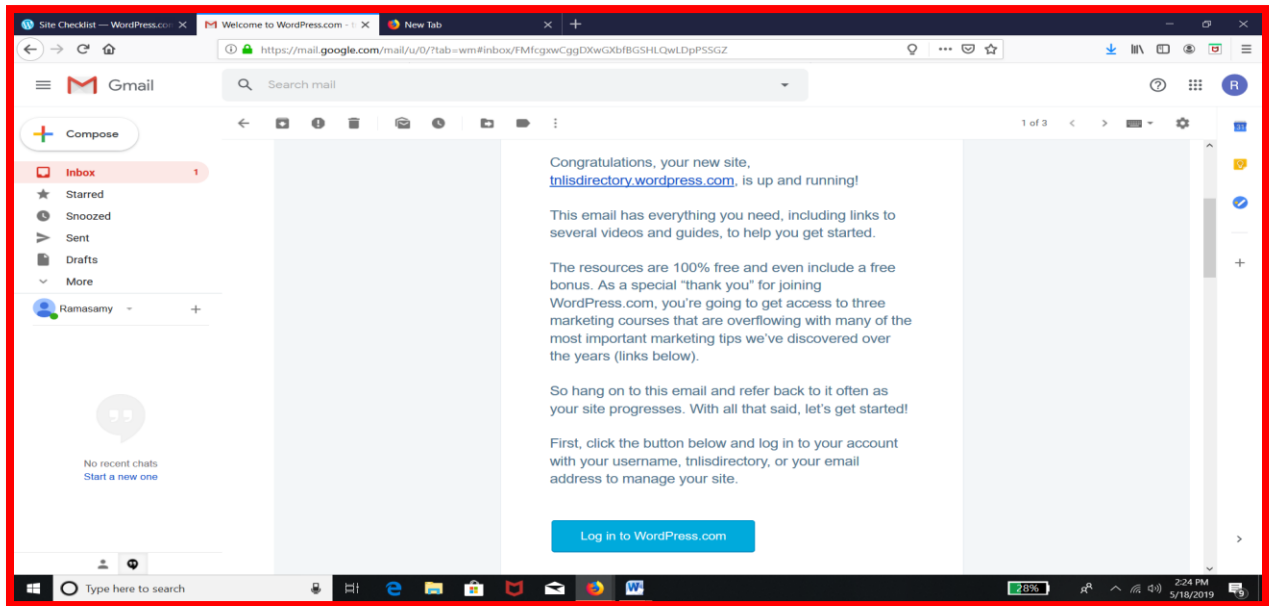
Figure 4.10 : Email-confirmed Notification

Type the URL in the web browser's address bar (Fig. 4.11).
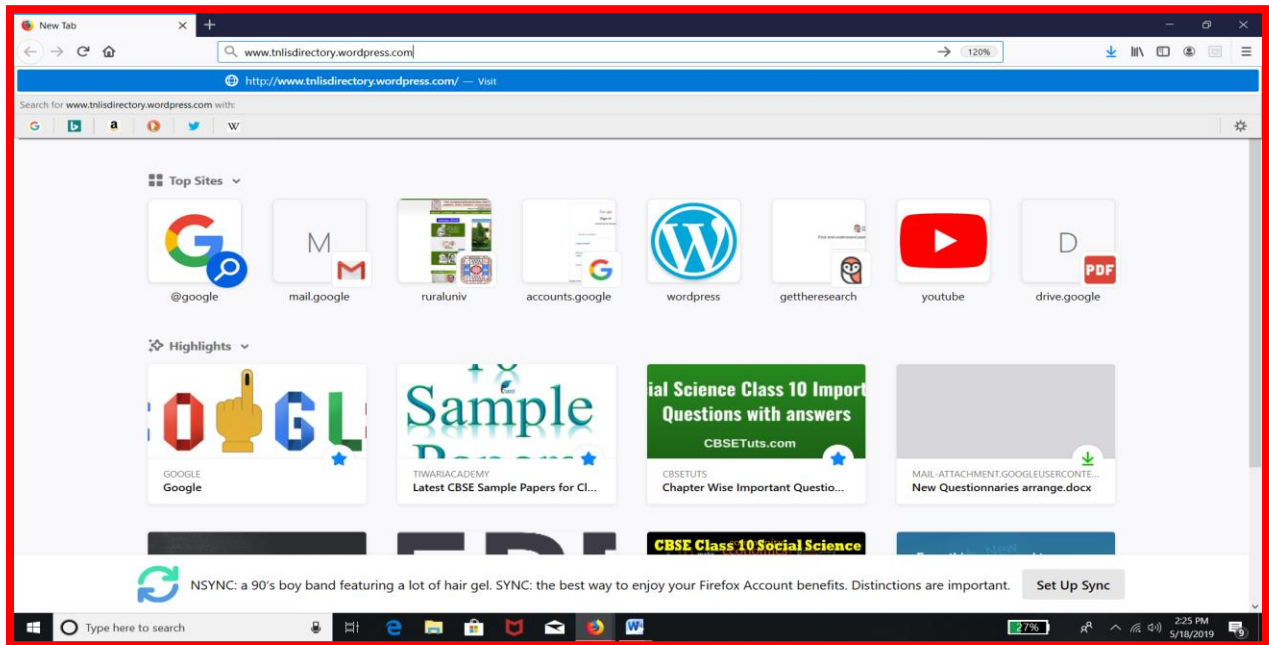
Figure 4.11: Typing URL in the Address Bar

In the login screen, type the username or email address and click 'Continue' (Fig.4.12). The username 'tnlisdirectory' was typed.
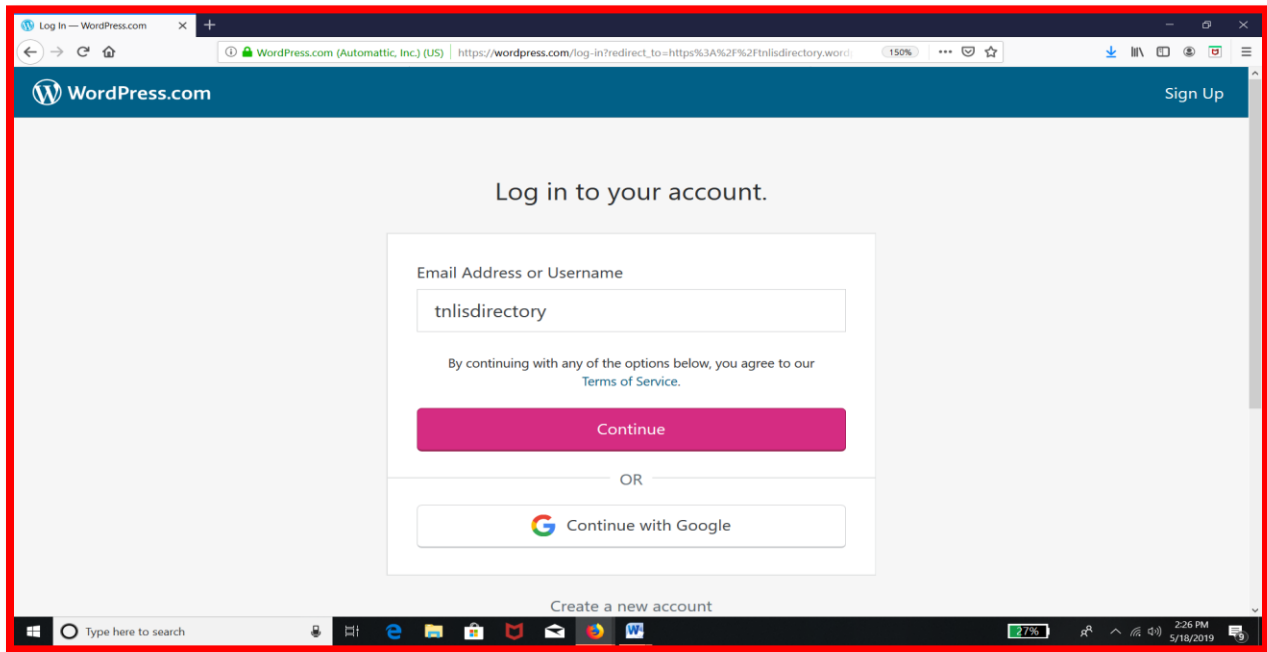
Figure 4.12 : Login Screen – Typing Username

Type the password (Fig.4.13)
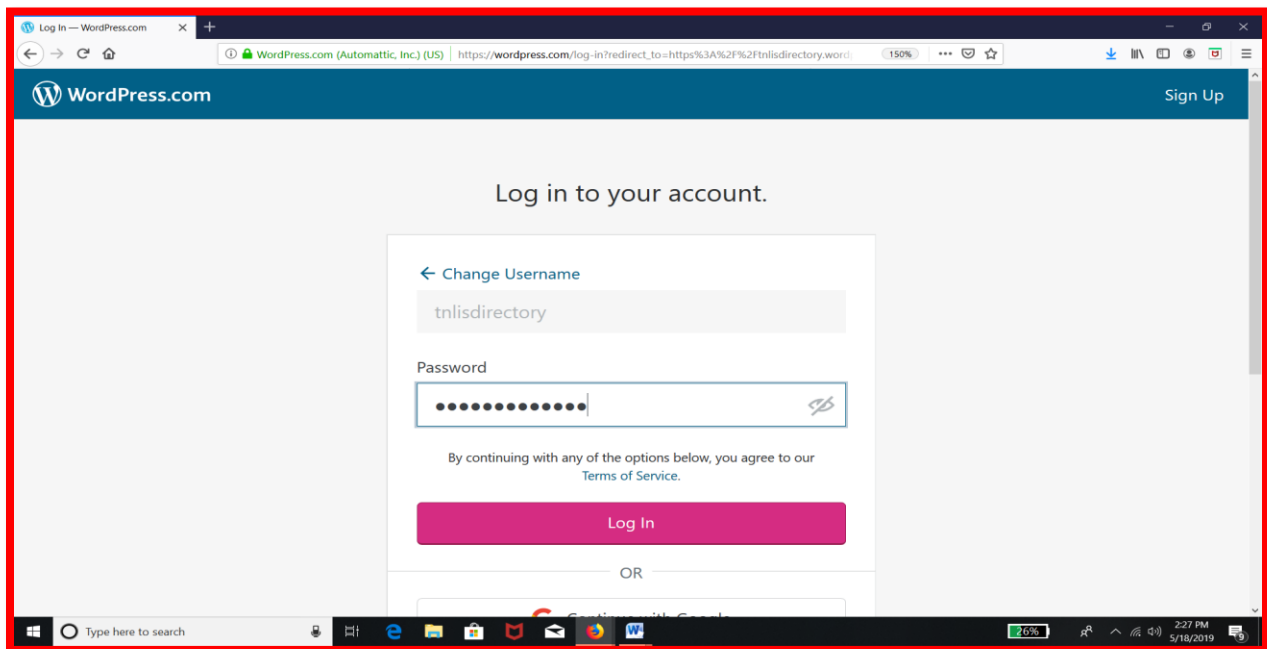
Figure 4.13 : Typing the password to log in

4.3.2 : DASHBOARD AND MENUS

Dashboard is the administrator area where the blogger will add, modify, delete contents and decide upon the design, theme and layout of the blog (Fig. 4.14).
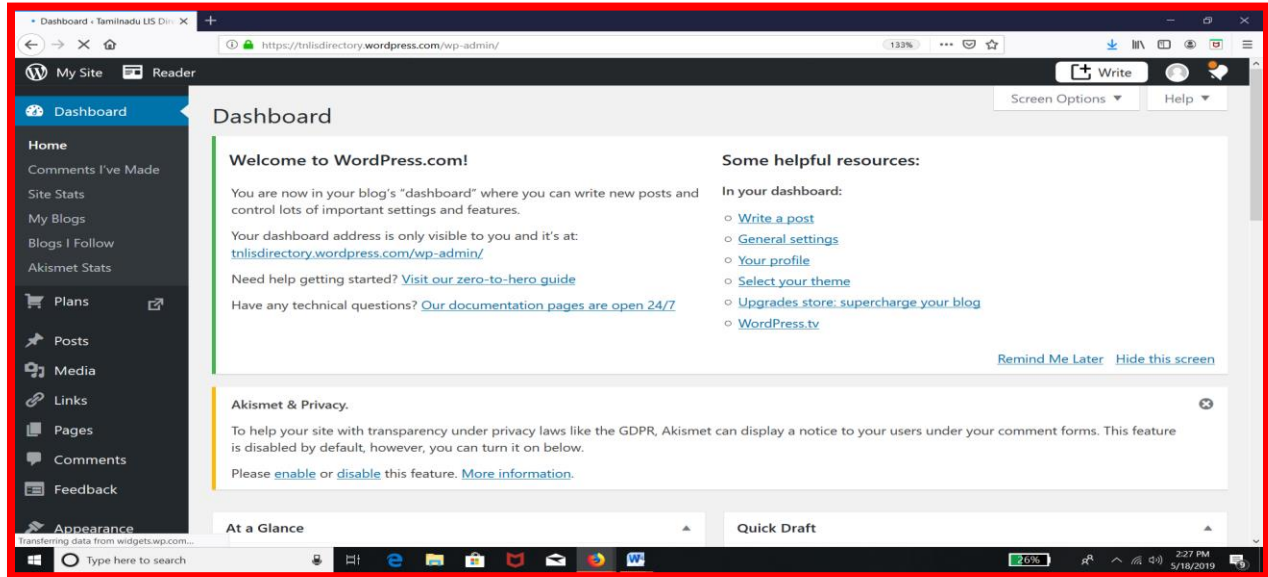
Figure 4.14 : Welcome to Wordpress – Dashboard Home Page

Menus are available in the leftmost panel of Dashboard. Posts, Links, Pages, Appearance are the important menus to be noted down (Fig. 4.15)
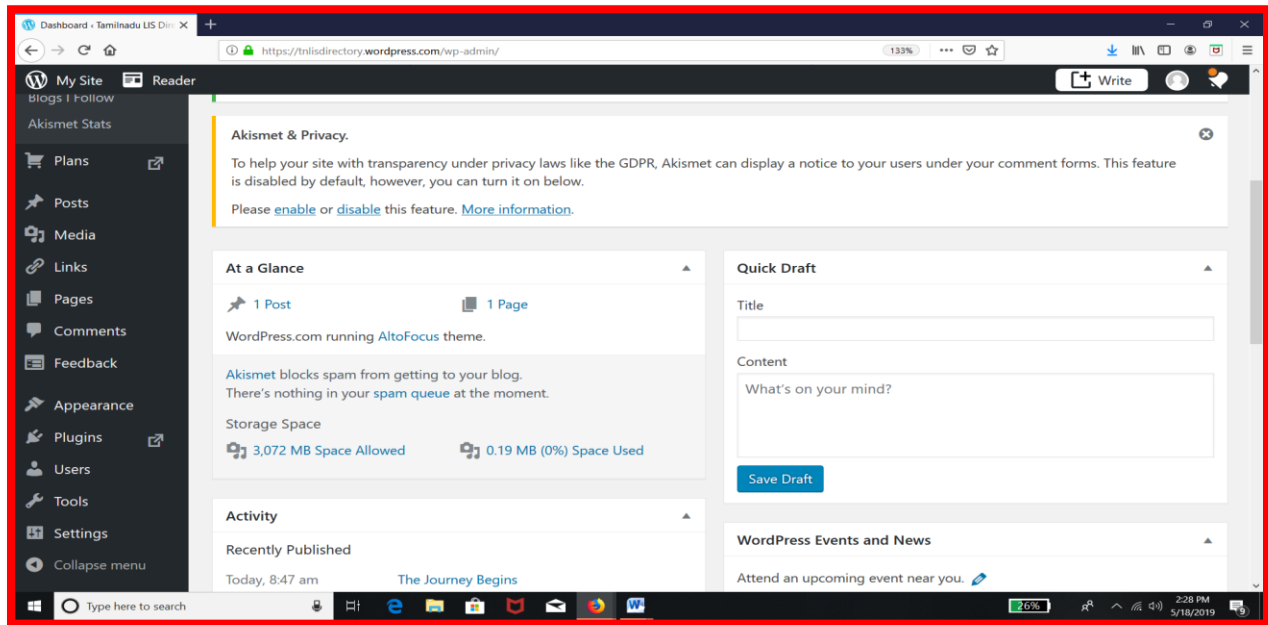
Figure 4.15 : Menus available in Dashboard

4.3.3 : CUSTOMIZATION

Choosing Themes is the first step after logging into our blog. In the menu bar, click appearance. In the pop-window, choose Themes (Fig.4.16)
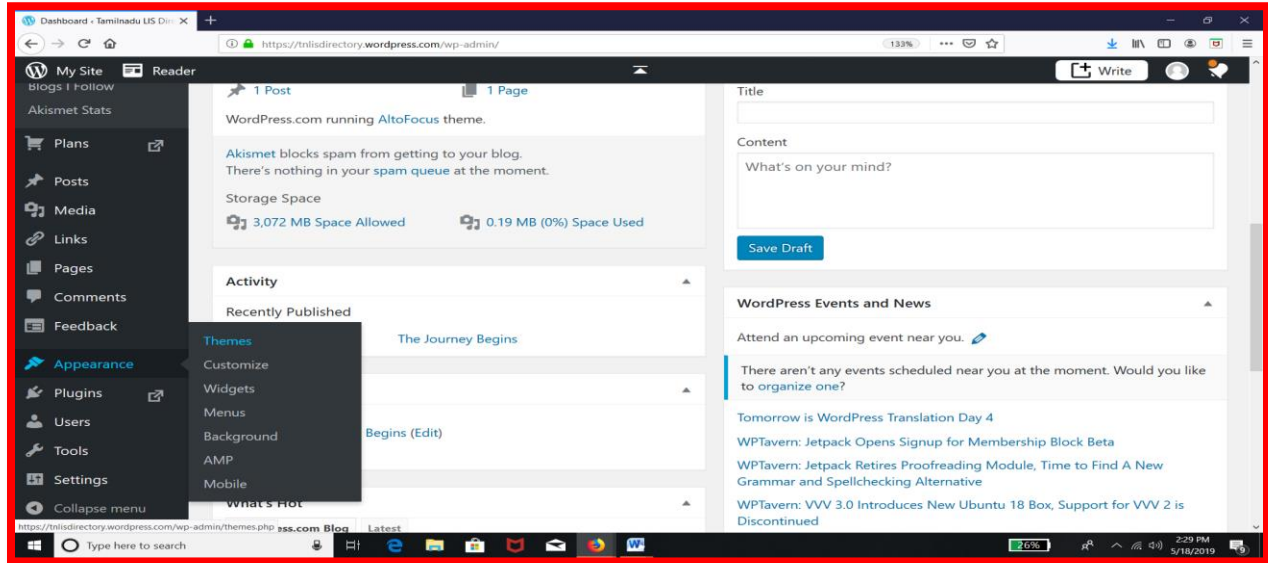
Figure 4.16 : Choosing Theme option from Appearance Menu

All the WP themes will be displayed (Fig.4.17)
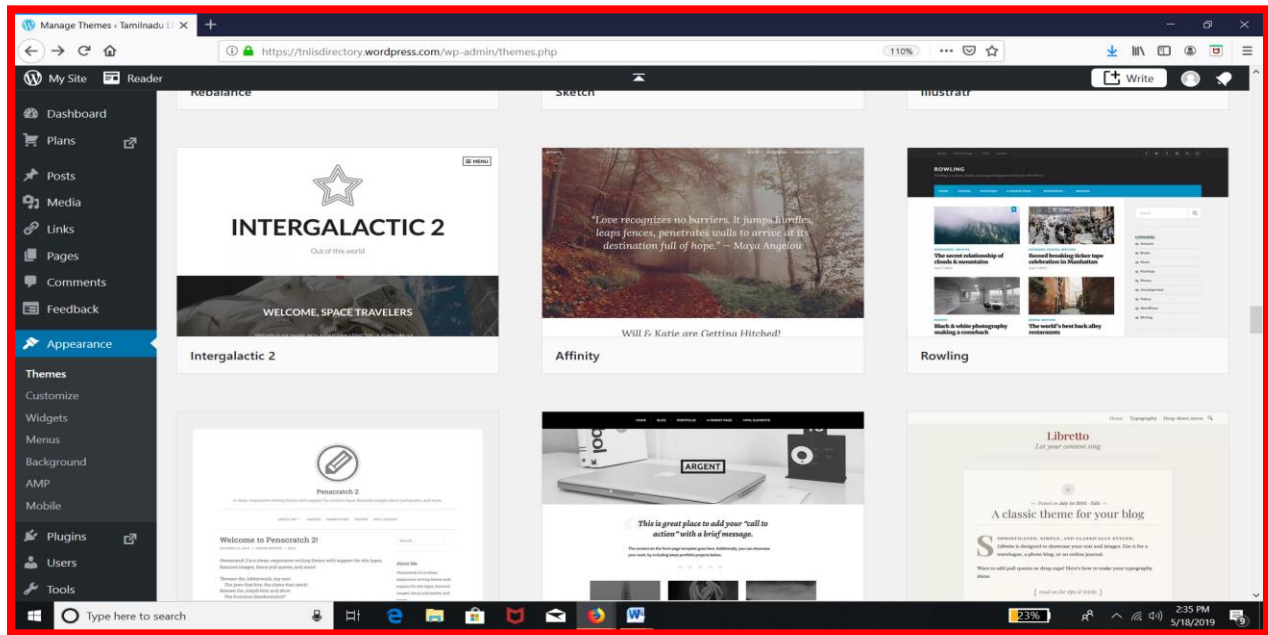
Figure 4.17 : Gallery of WP Themes

After going through the features of various themes, Cerauno was selected. In fact, that was later changed (Fig. 4.18).
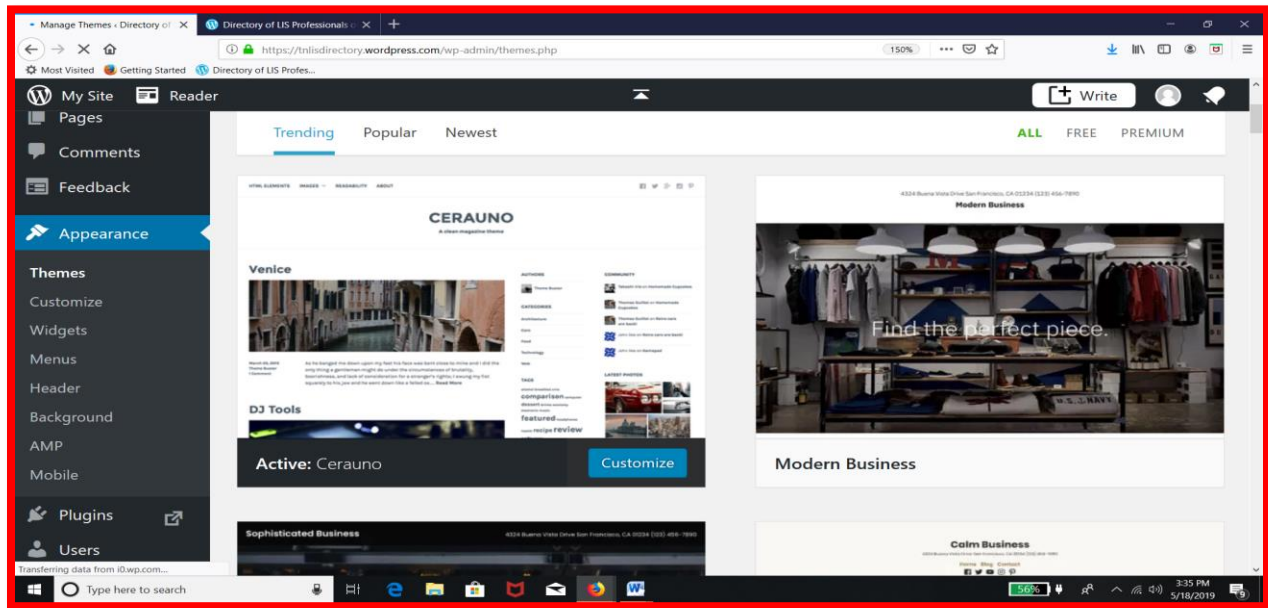
Figure 4.18 : choosing Cerauno theme

Once theme is selected, then the site can be customized. Go to Menu, Click Appearance and choose 'Customize'. The result is given in Fig. 4.19.
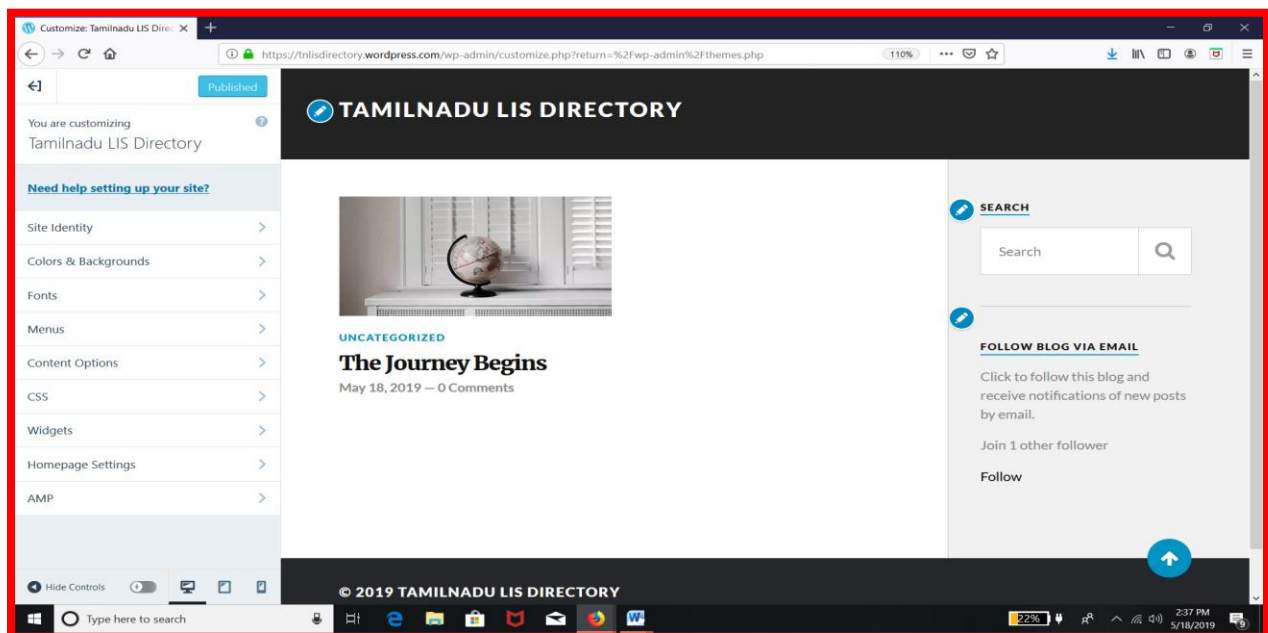
Figure 4.19 : Customization – Home Page

Site Identity : Site title and site tagline – are customized. Type the title. Type the tagline. Click the button 'Publish' (Fig. 4.20).
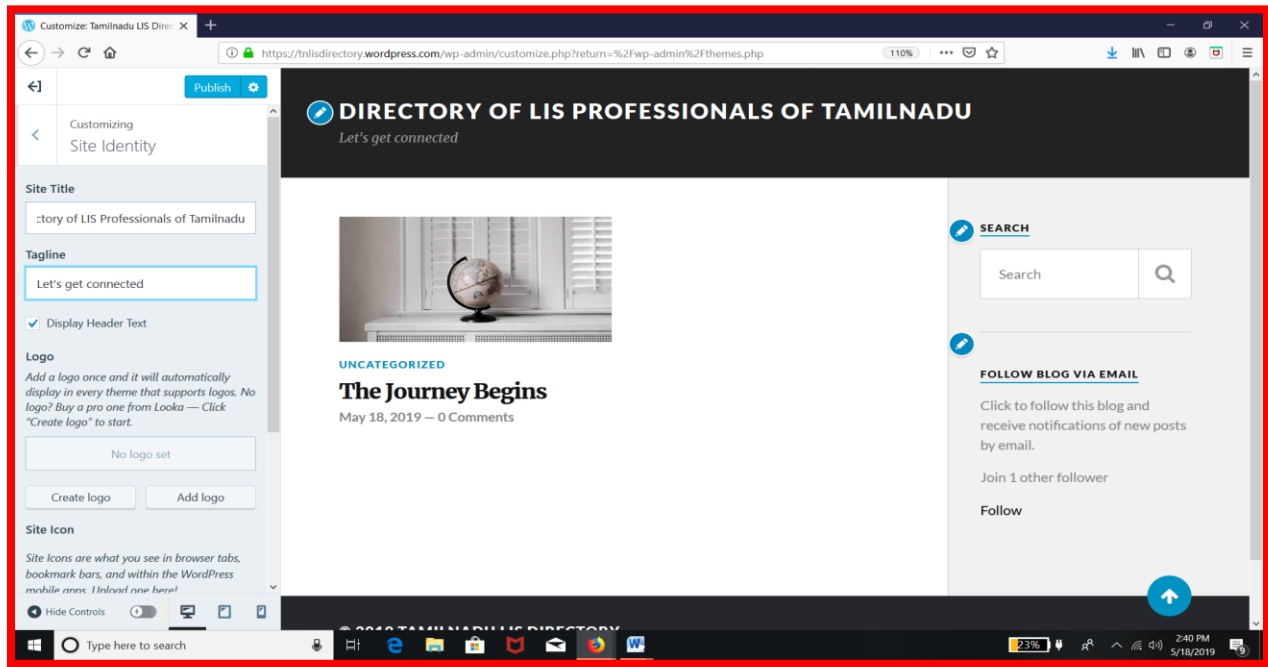
Figure 4.20 : Customization :Site Identity

Colours and Backgrounds : Colour is selected from the Palettes given (Fig.4.21)
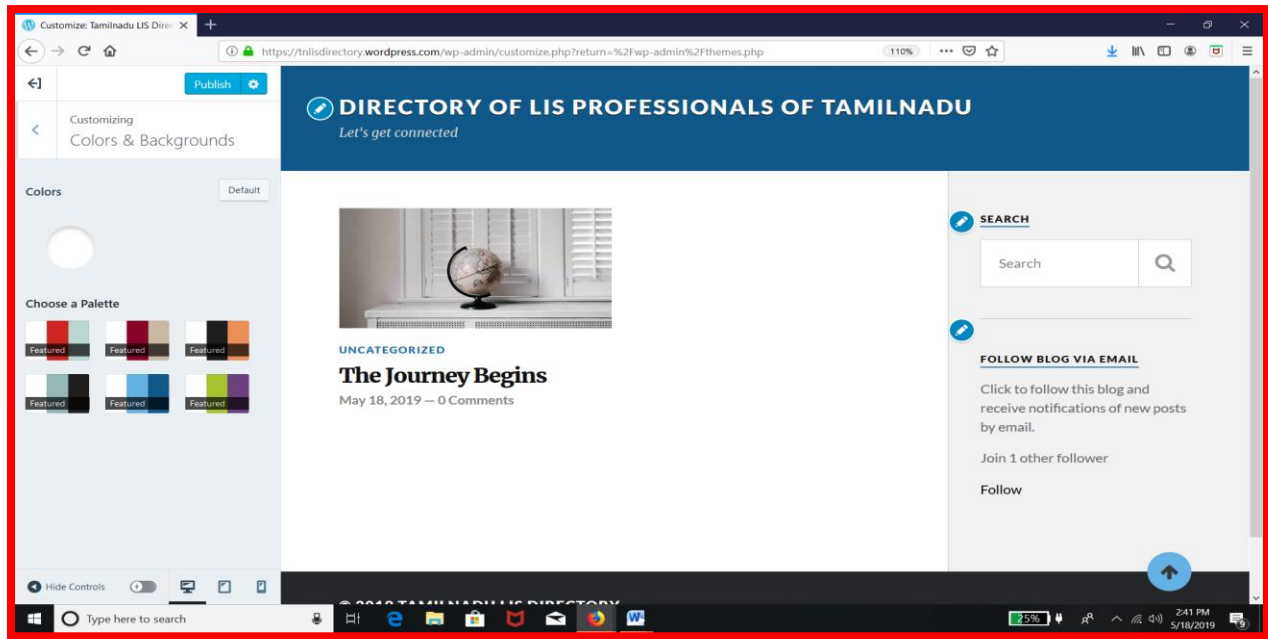
Figure 4.21 : Customization :Colours and Background

Fonts : Fonts and font size for heading and base font. Set Headings to have Karla in normal size. Set Base font as 'Open Sans' in normal size (Fig. 4.22 and 4.23).
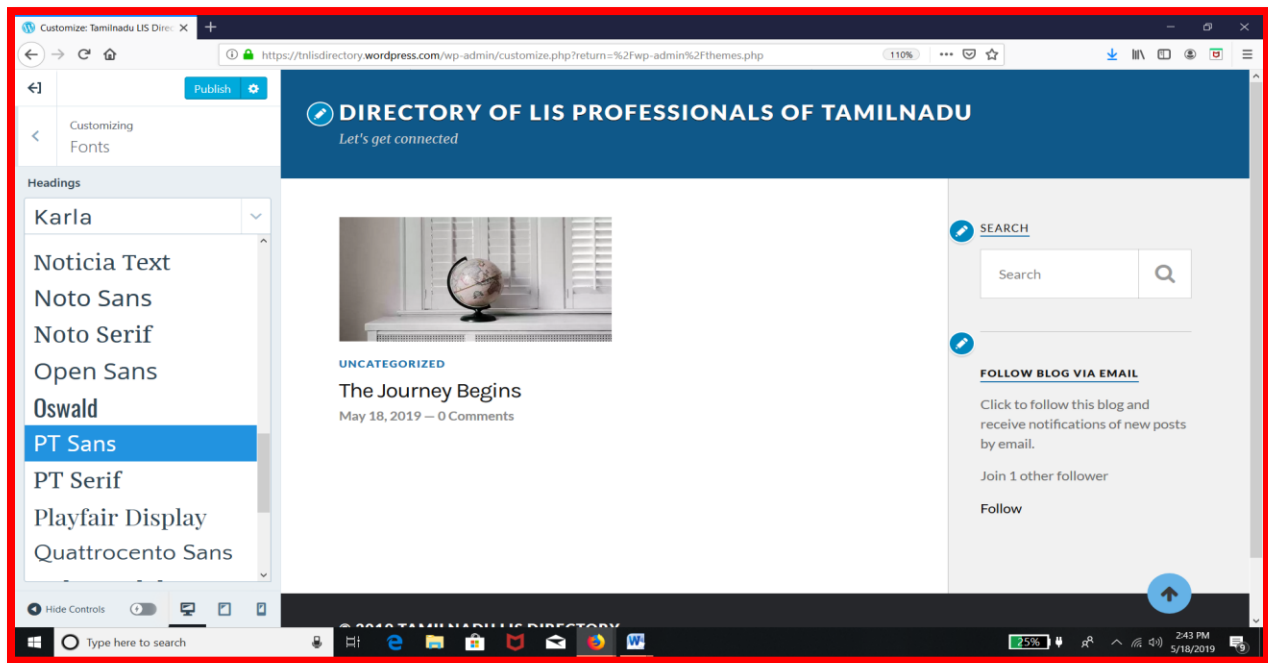
Figure 4.22 : Customization : Fonts for Headings
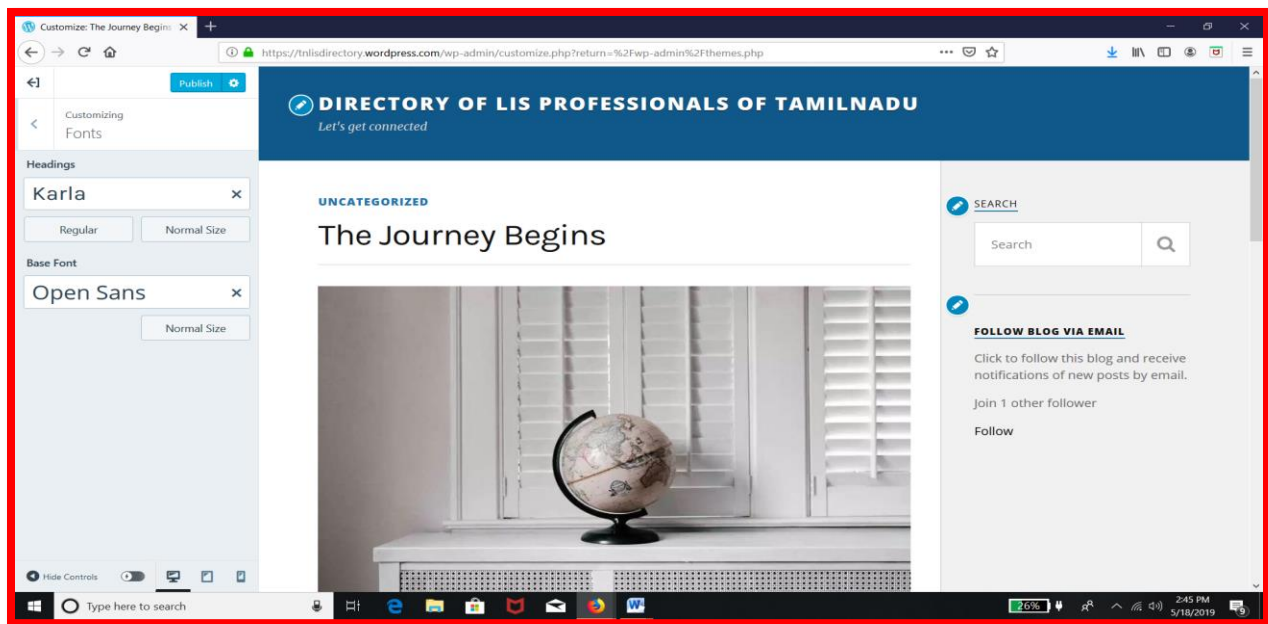
Figure 4.23 : Customization : Fonts for Base Font

Custom header : To have our own localized header. Click on ' Add Image' (Fig. 4.24).
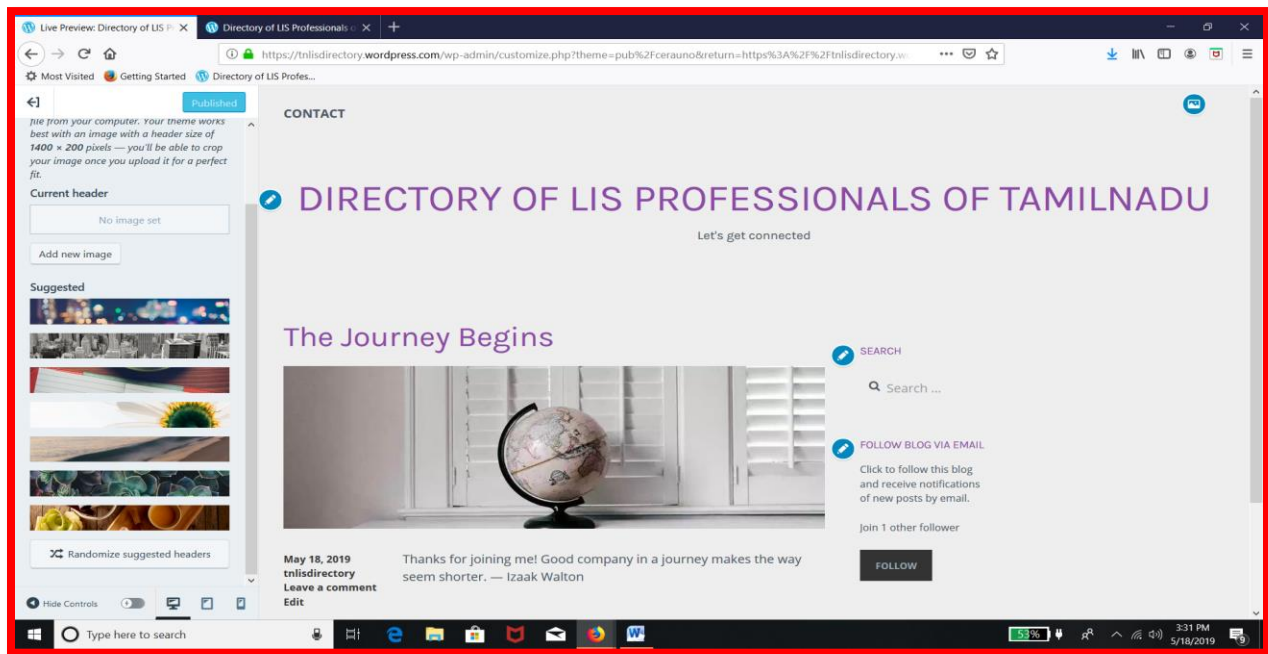
Figure 4.24 : Customization : Custom Header

Choose an image available and click ' Select and Crop'. Crop the image and click ' Insert' (Fig. 4.25)
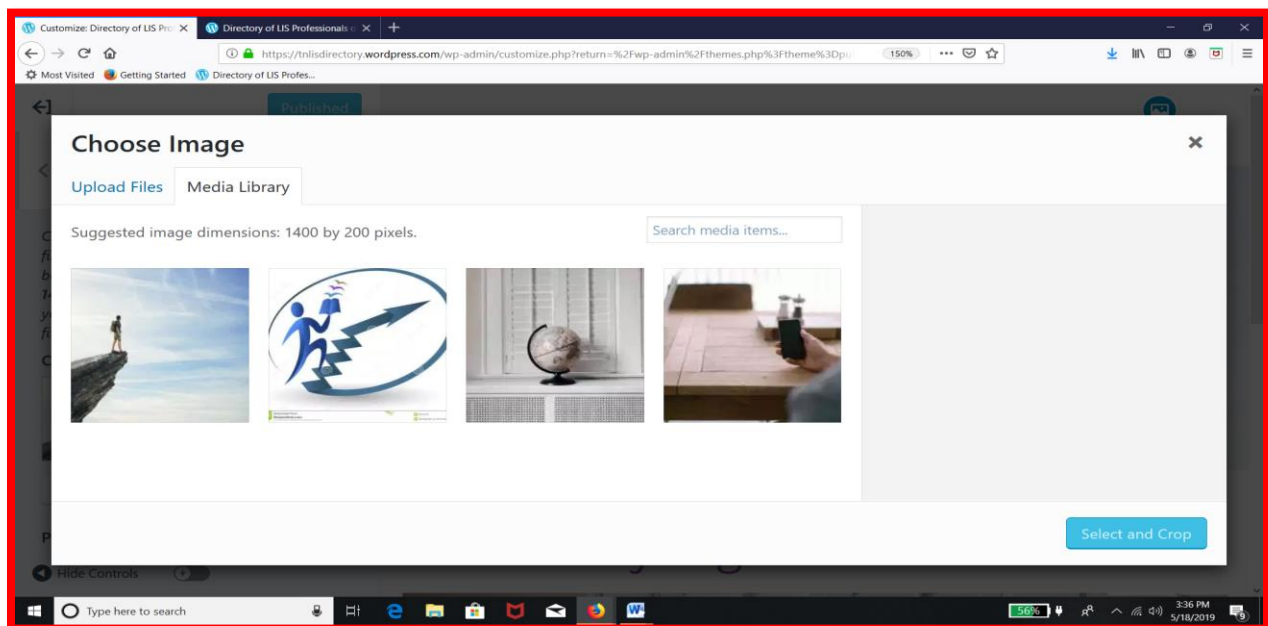
Figure 4.25 : Customization :Selecting image for Custom Header

Fig. 4.26 shows the website with all the customized routines – with new background colour, custom header, selected font and font colour.
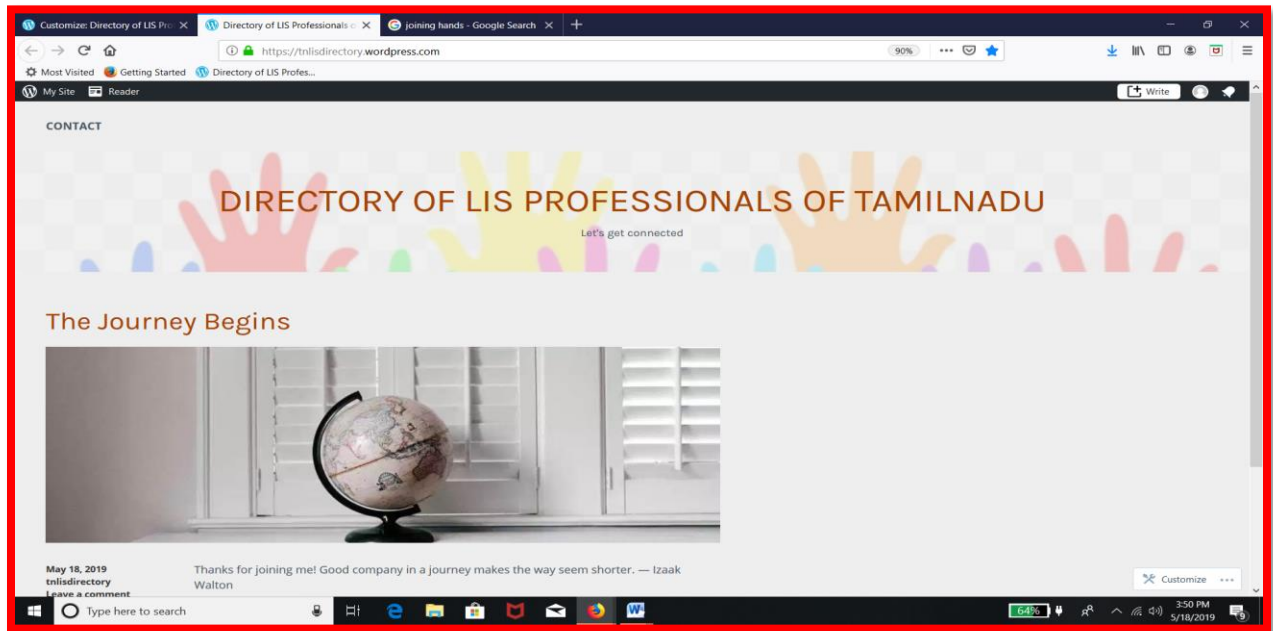
Figure 4.26 : The output of all customization routines

4.3.4 : ADDING WIDGETS

Adding Widgets : Go to Menu, click Appearance and select Widgets (Fig.4.27).
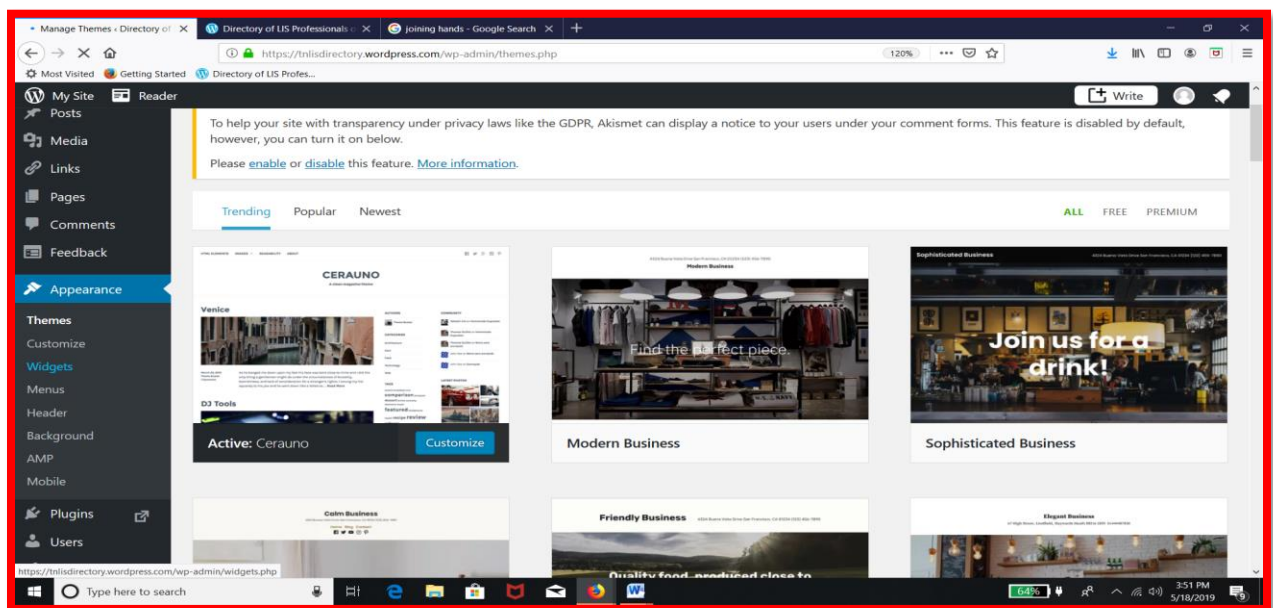
Figure 4.27 : Choosing Widget option in the Dashboard Menu

Menu bars supported by the chosen theme : The chosen themes supports two sidebars and three footer sidebars, as shown in the right hand side of the 'Available Widgets' Screen (Fig.4.28).
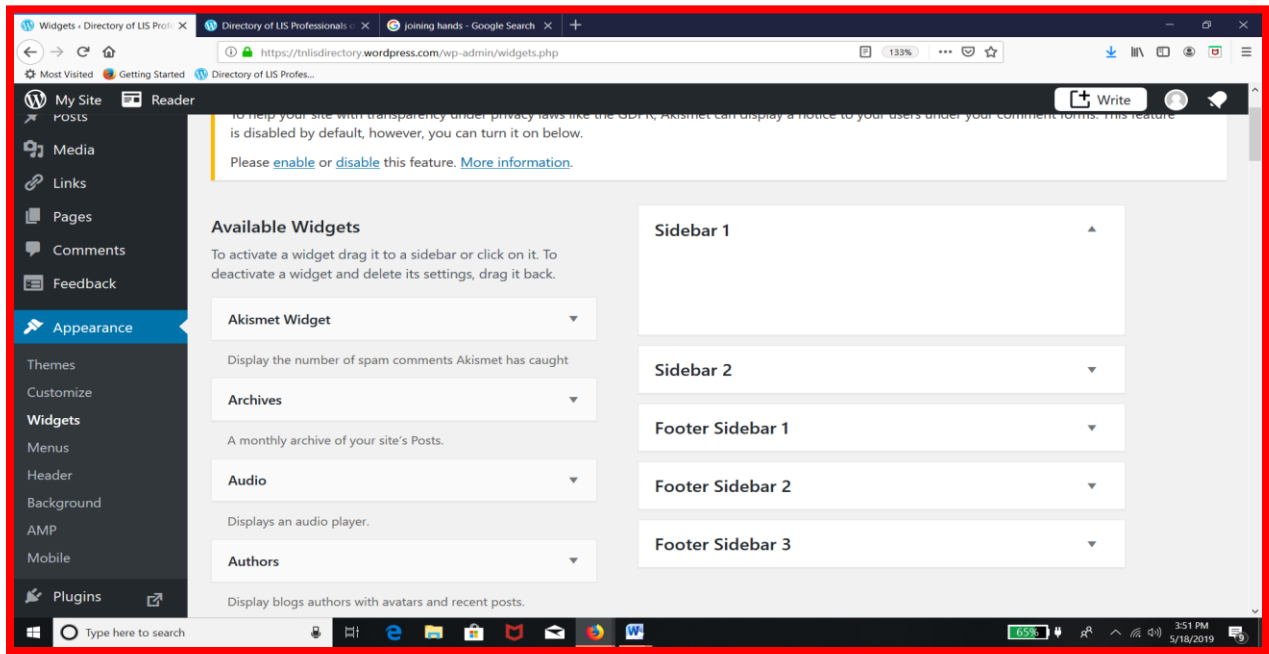
Figure 4.28 : Available sidebars in the Chosen Theme

In the left hand side, the available widgets are listed alphabetically (Fig.4.29).
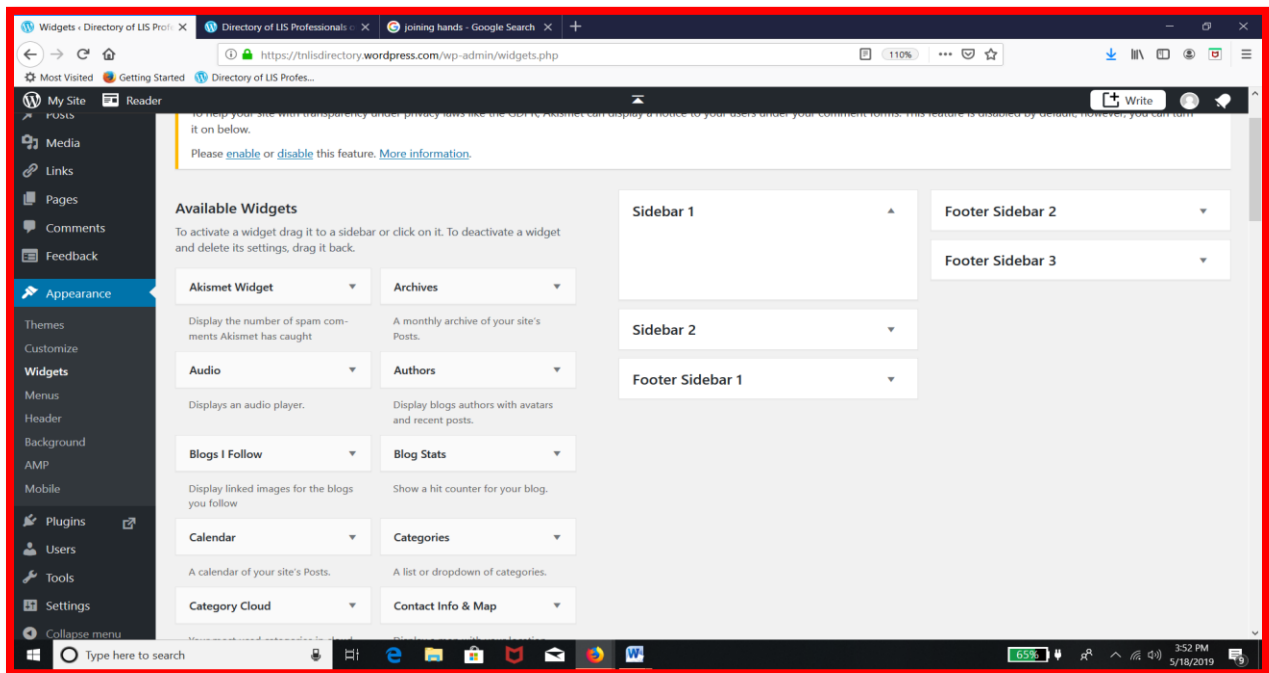
Figure 4.29 : Alphabetical listing of available Widgets

Choose the ones and decide where it should be placed in your website i.e on sidebar 1, sidebbar2, footer sidebar 1, footer sidebar2 or footer sidebar3.

Adding the widget 'Pages' in Sidebar1 (Fig. 4.30).
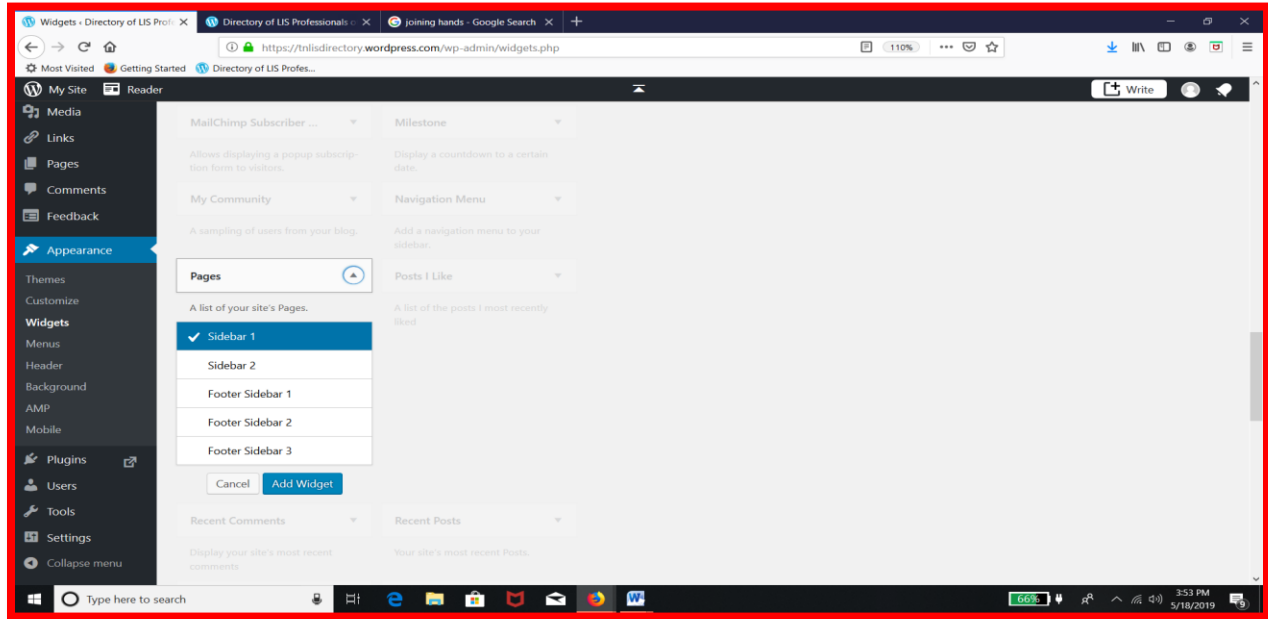
Figure 4.30 : Choosing Page Widget and Its location

Fill the details (page title and order, if any) and click save (Fig.4.31).
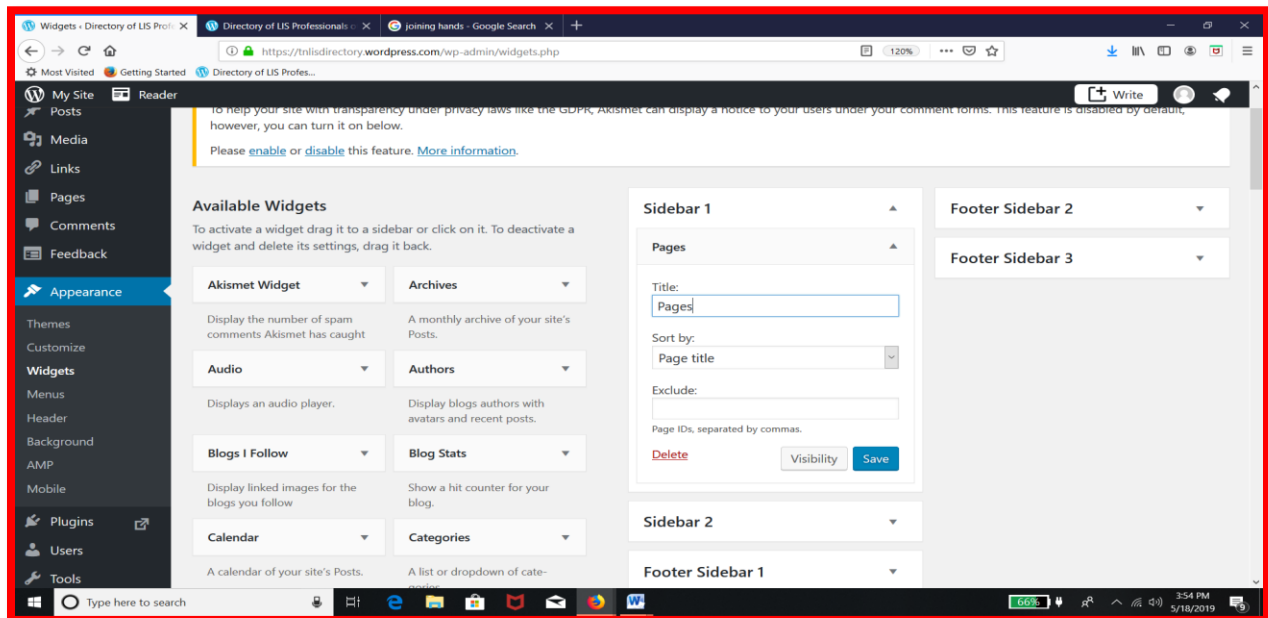
Figure 4.31 : Page Widget - Configuration

Adding the widget ' Blog Stats' in sidebar2. Click Blog Stats Widget and choose 'Sidebar2' as its location in the blog (Fig. 4.32).
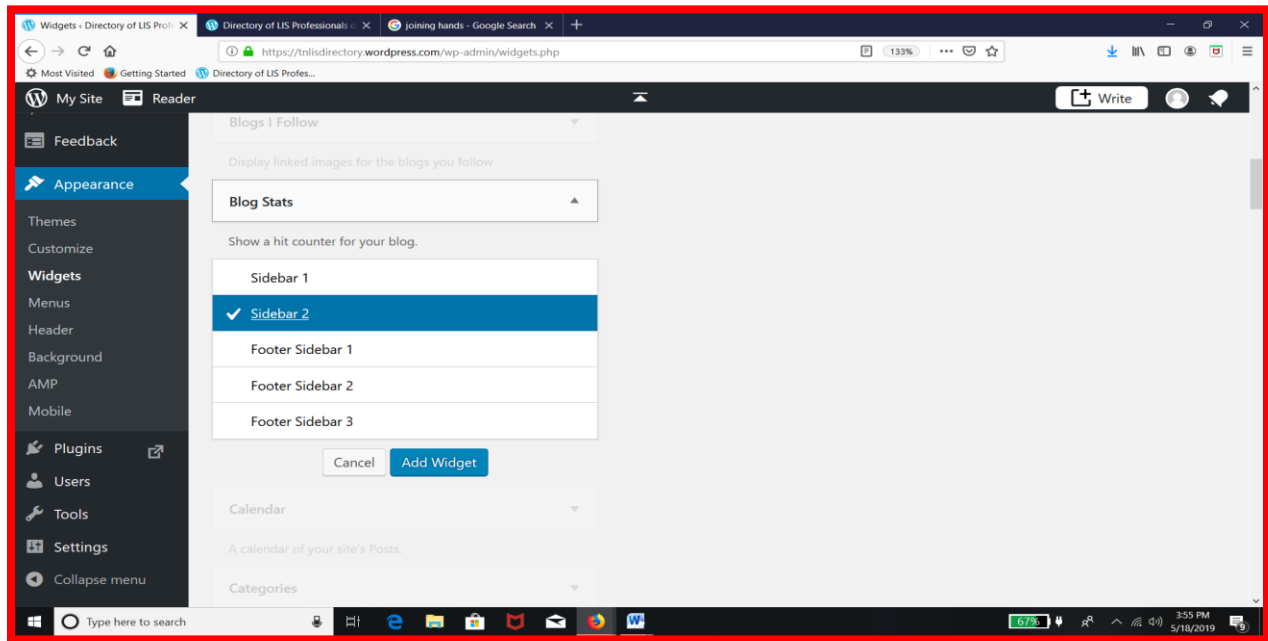
Figure 4.32 : Choosing Blog Stats Widget and Its location

Adding 'Categories' widget in Sidebar2 (Fig. 4.33)
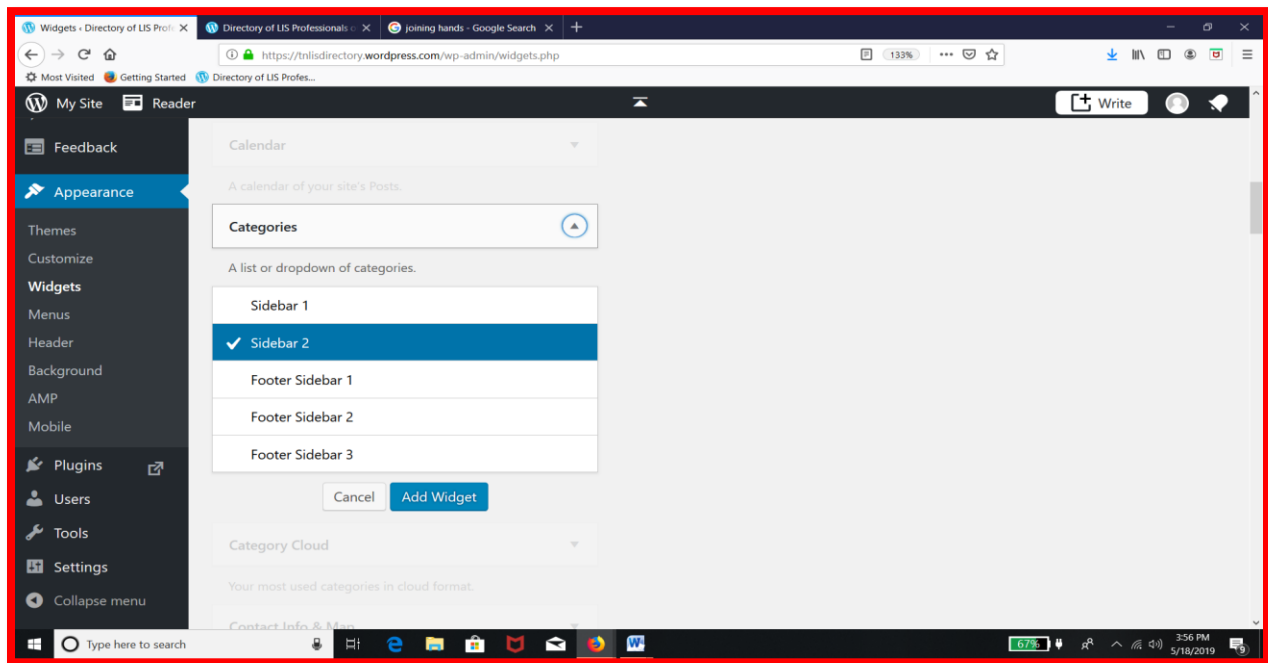
Figure 4.33 : Choosing Categories Widget and Its location

Adding 'Search' widget in Sidebar1 (Fig. 4.34).
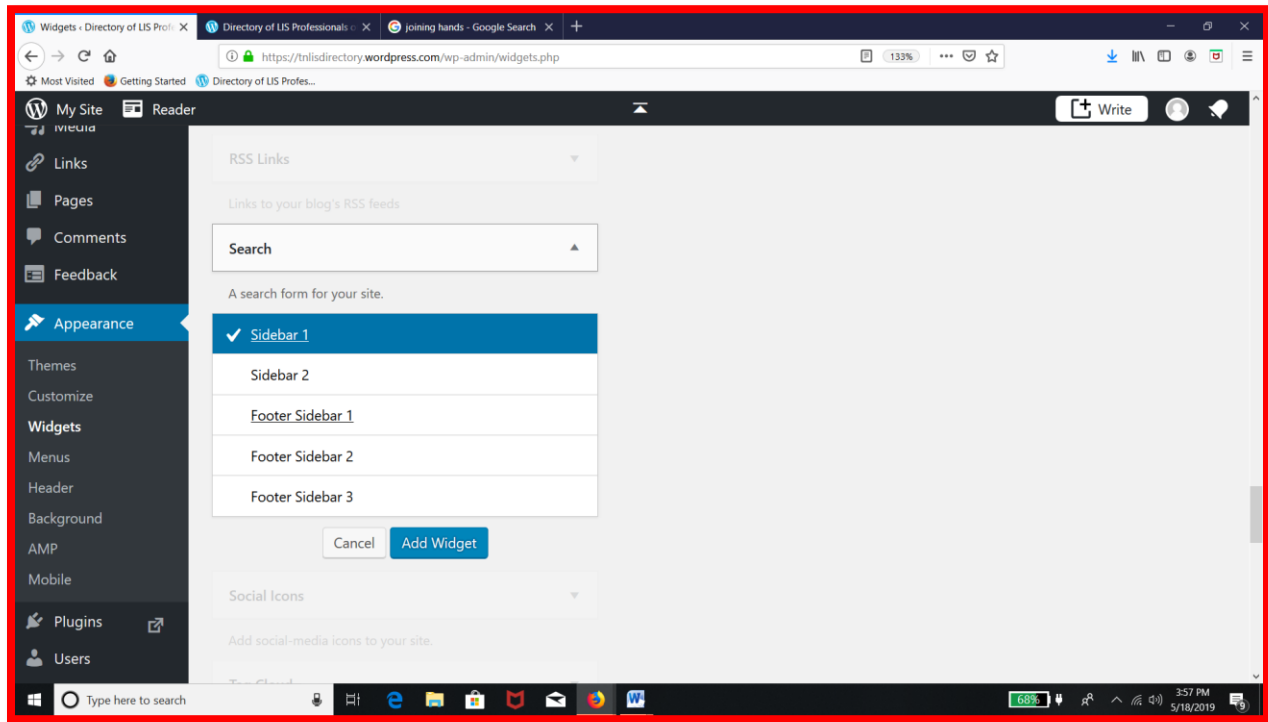
Figure 4.34 : Choosing Search Widget and Its location

The added four widgets are now available in their respective sidebars (Fig. 4.35).
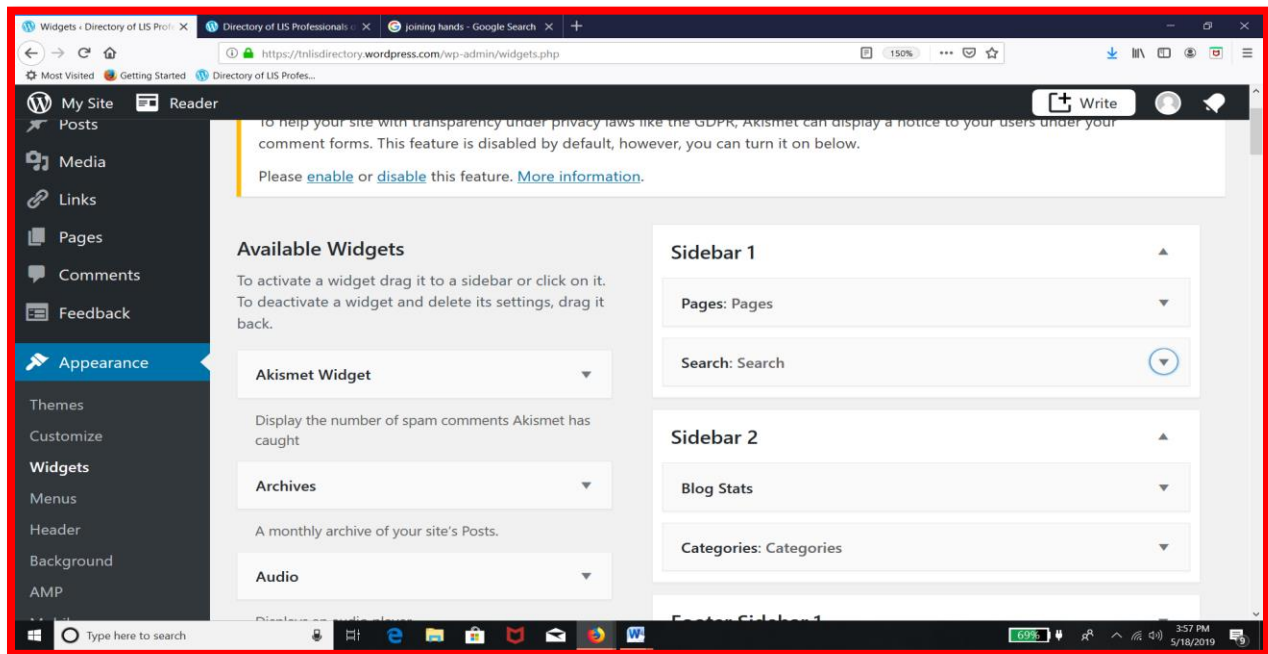
Figure 4.35 : Added four widgets in Dashboard

The blog with the added four widgets is shown in Fig.4.36.
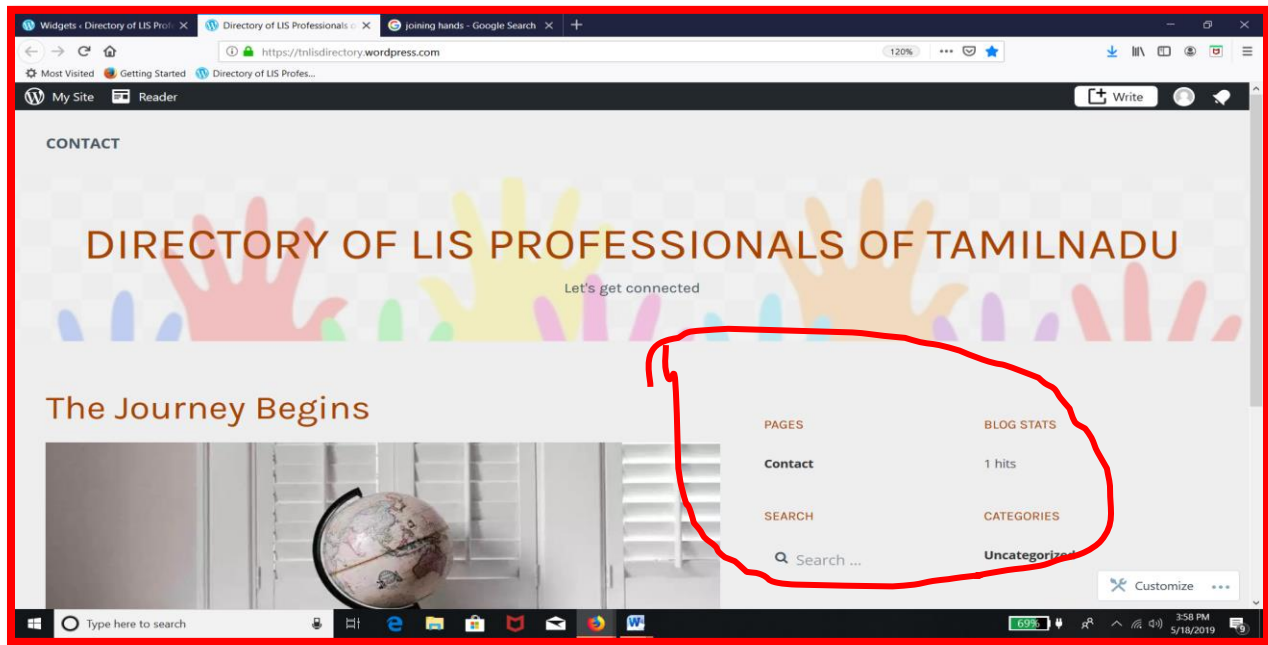
Figure 4.36 : Blog with the added four widgets

Adding 'Text' widget in sidebar1 (Fig. 4.37).
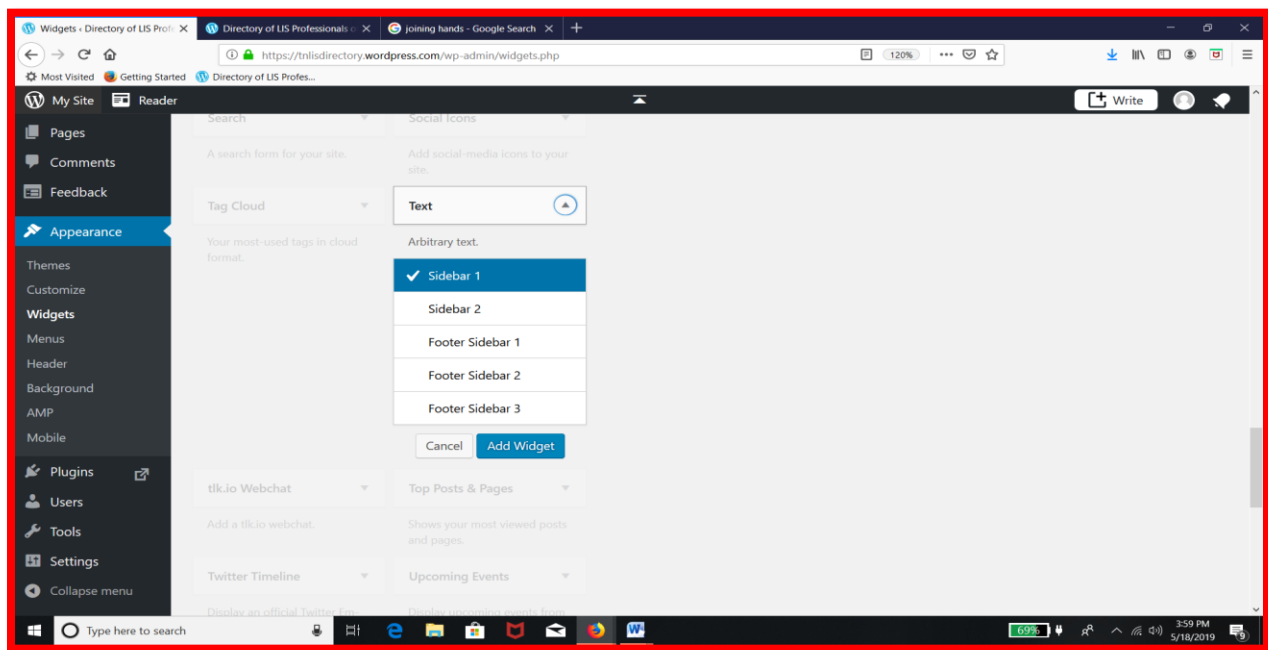
Figure 4.37 : Choosing Text Widget and Its location

Type the tile and the contents in the widget ; then click Save (Fig.4.38).
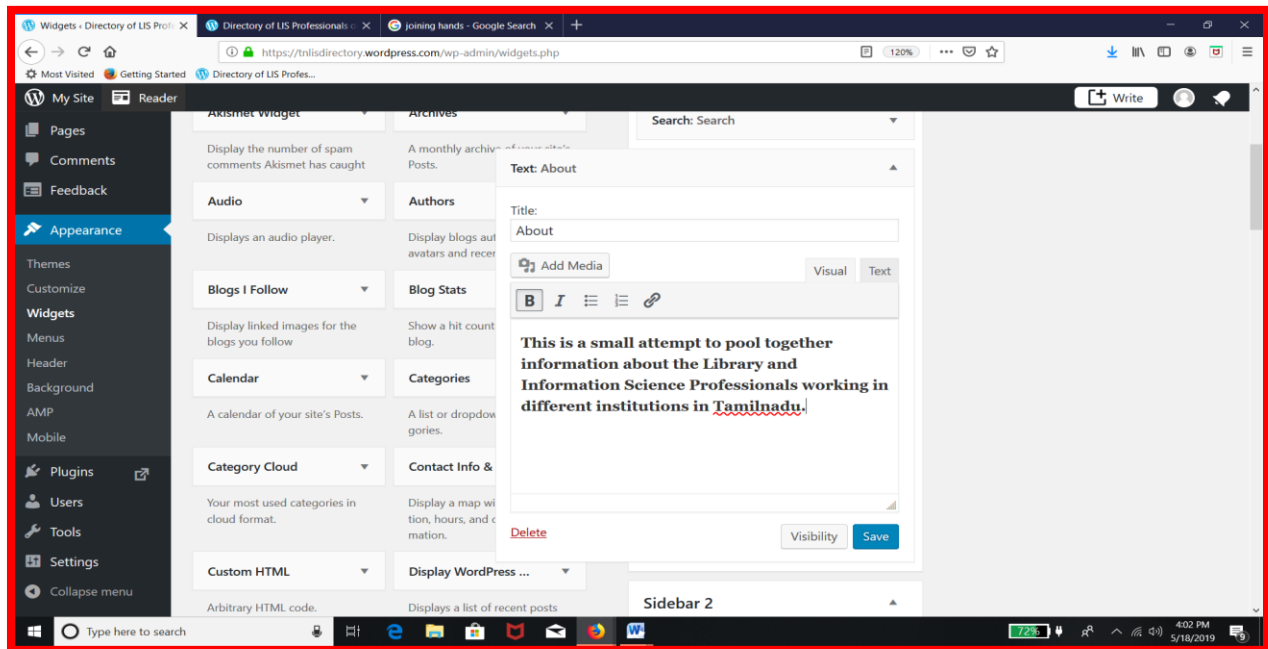
Figure 4.38 : Configuring Text Widget

The text widget appears this way in the blog (Fig. 4.39).
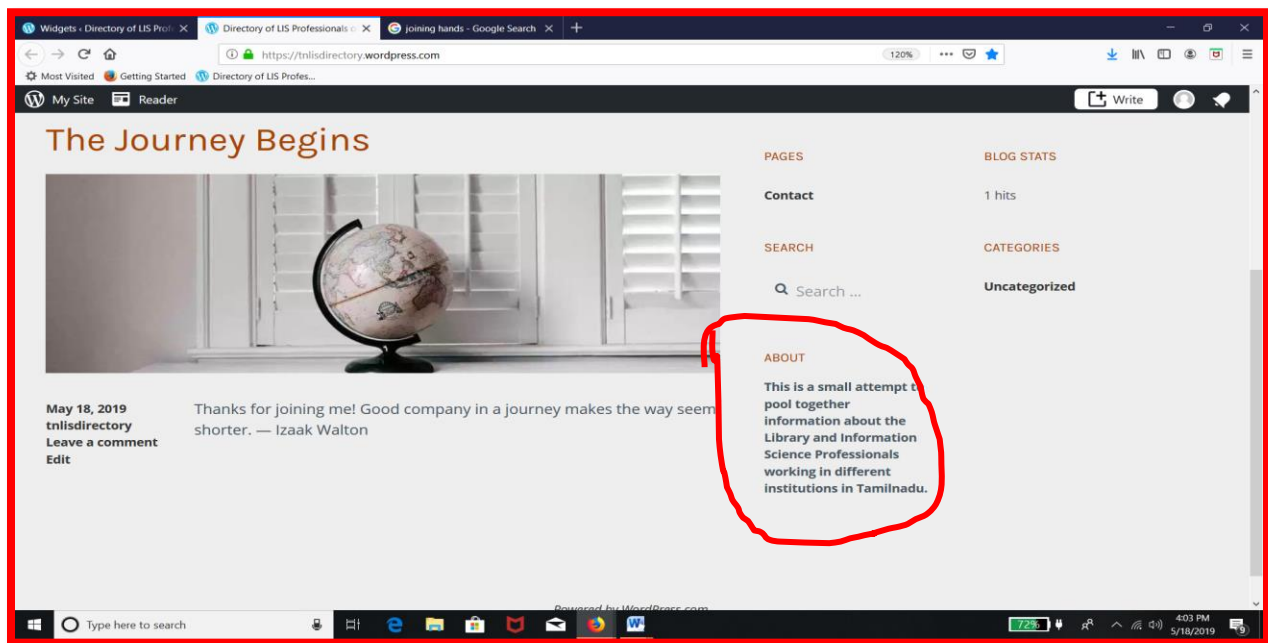
Figure 4.39 : Display of Text Widget in the Blog

Adding 'Gallery' widget in Footersidebar1 (Fig. 4.40).
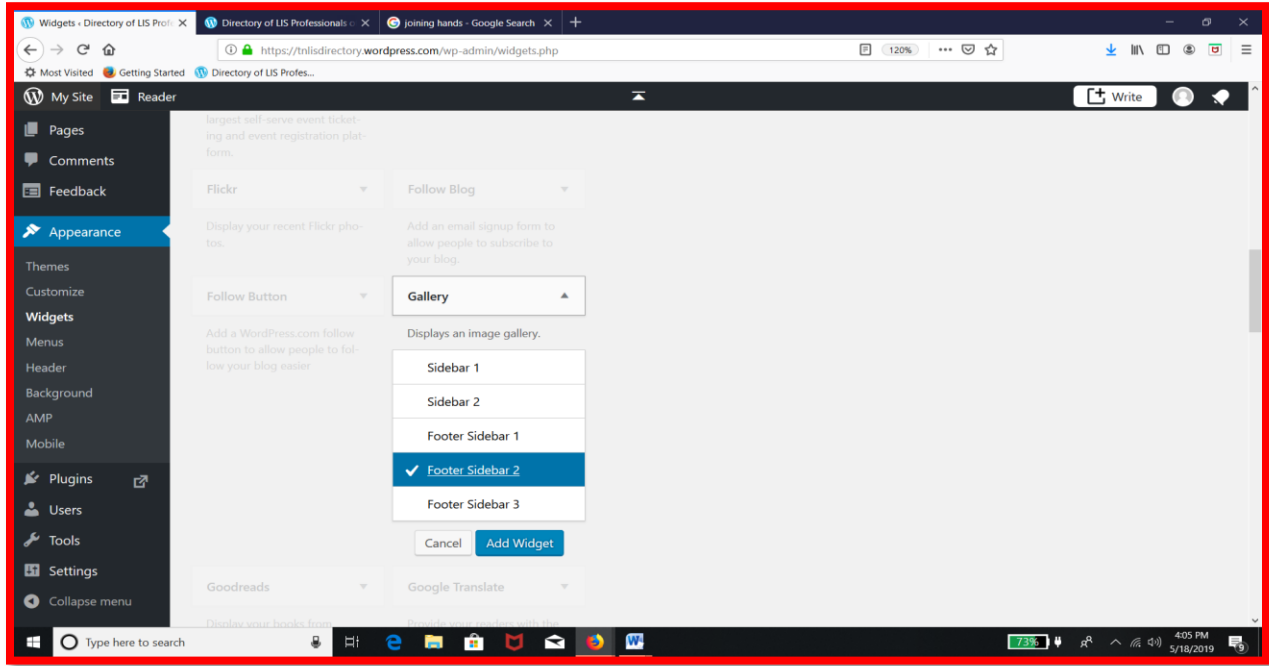
Figure 4.40 : Choosing Gallery Widget and Its location

Give the name for the gallery and click 'Add Images' (Fig. 4.41).
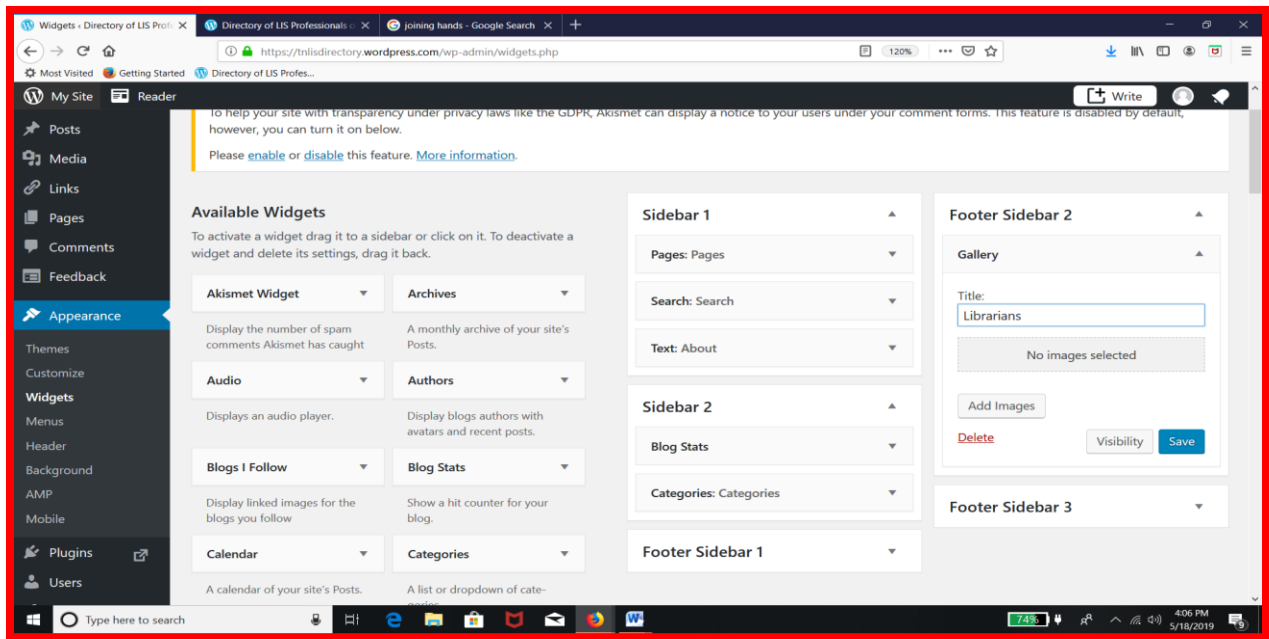
Figure 4.41 : Configuring Gallery Widget

Adding images – Select all the images you want to include in the gallery – click ' Create New Gallery' (Fig. 4.42).
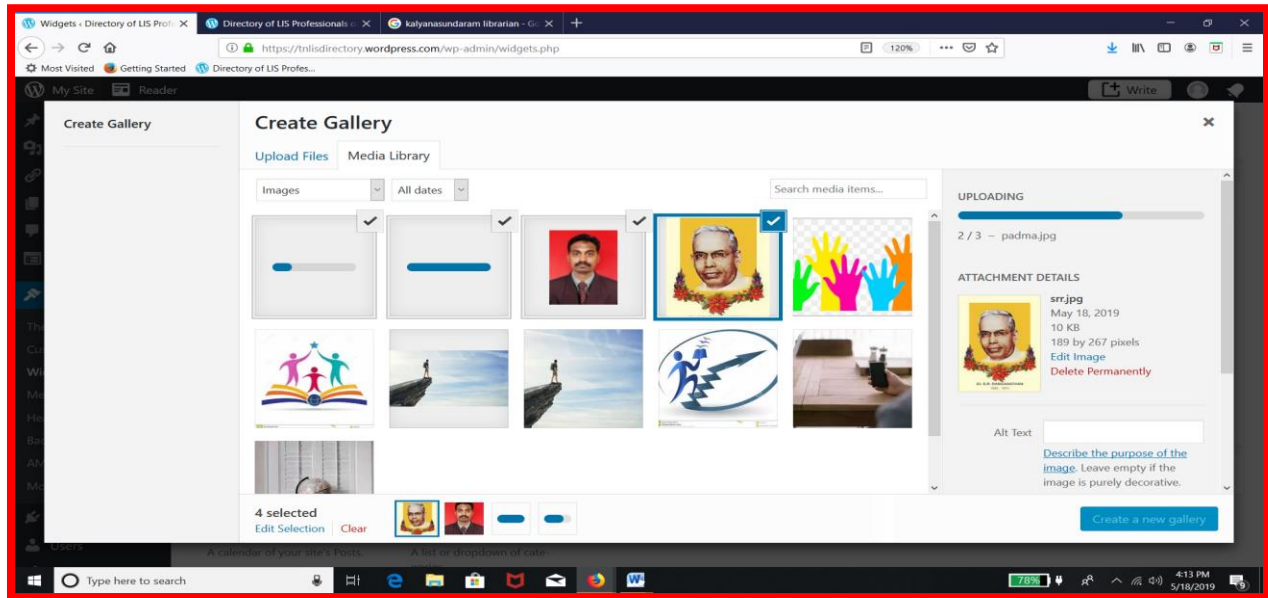
Figure 4.42 : Selecting images for the Gallery

The selected images are now available in the screen – Decide how many columns – size and type (Thumbnail Grid). The, click 'Insert Gallery' (Fig. 4.43)
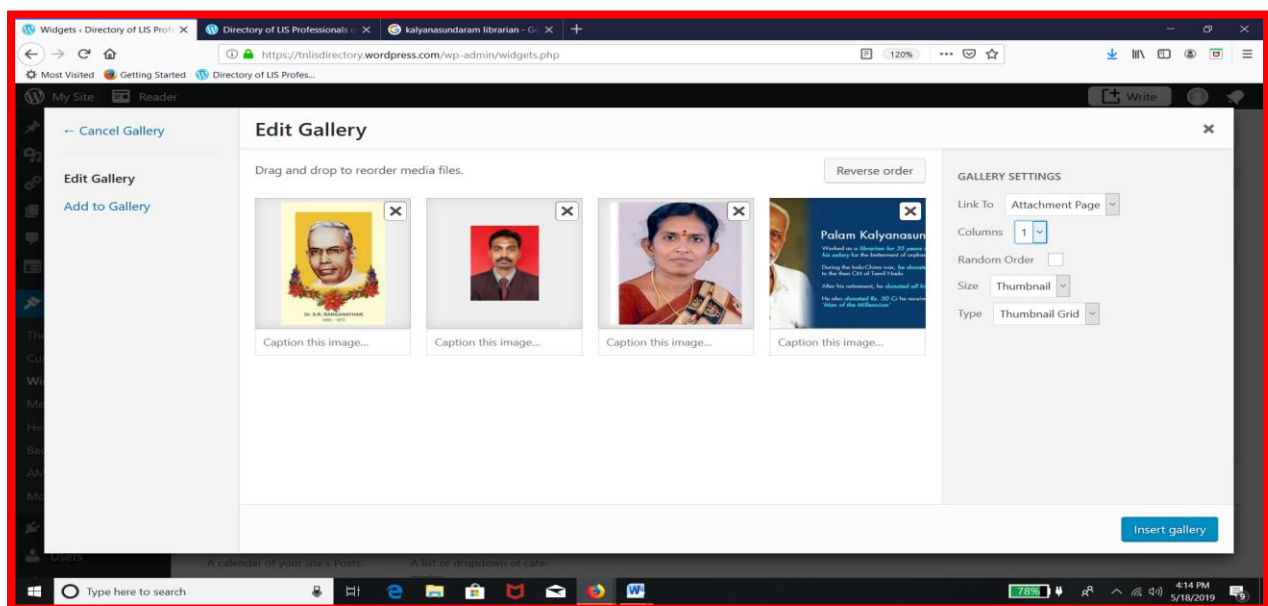
Figure 4.43 : Customizing Gallery Options

Now, the gallery is visible in the blog footer sidebar1 (Fig. 4.44).
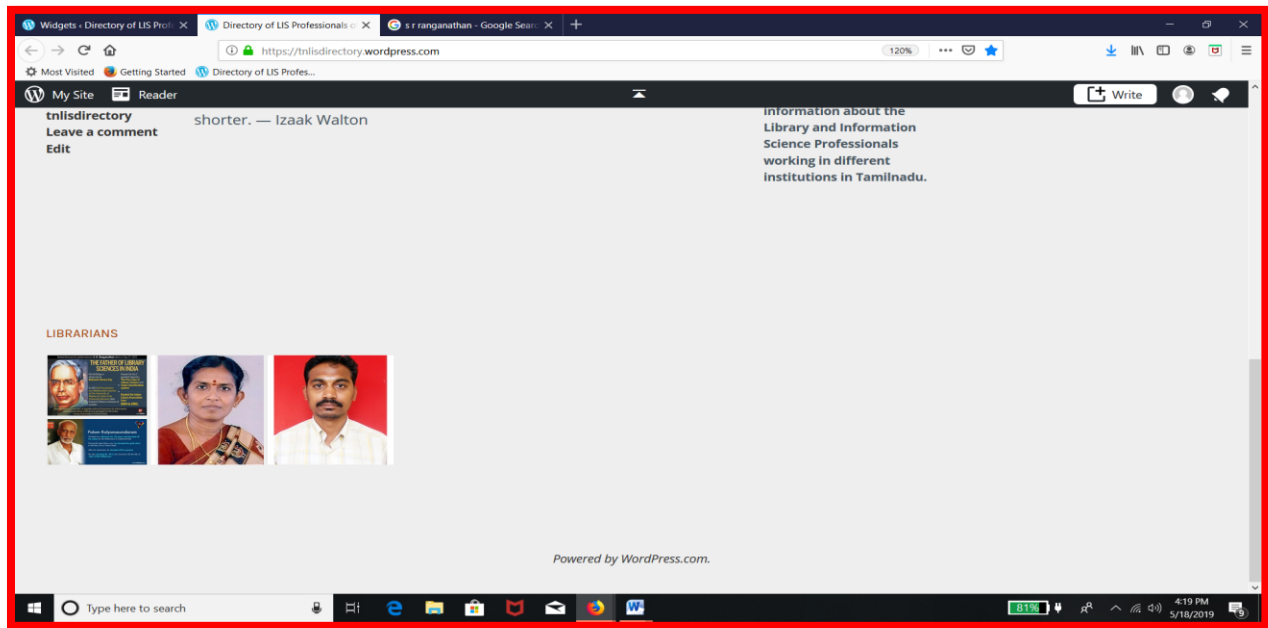
Figure 4.44 : Gallery displayed in the Blog

After changing the background colour, the blog looks the following way (Fig. 4.45).
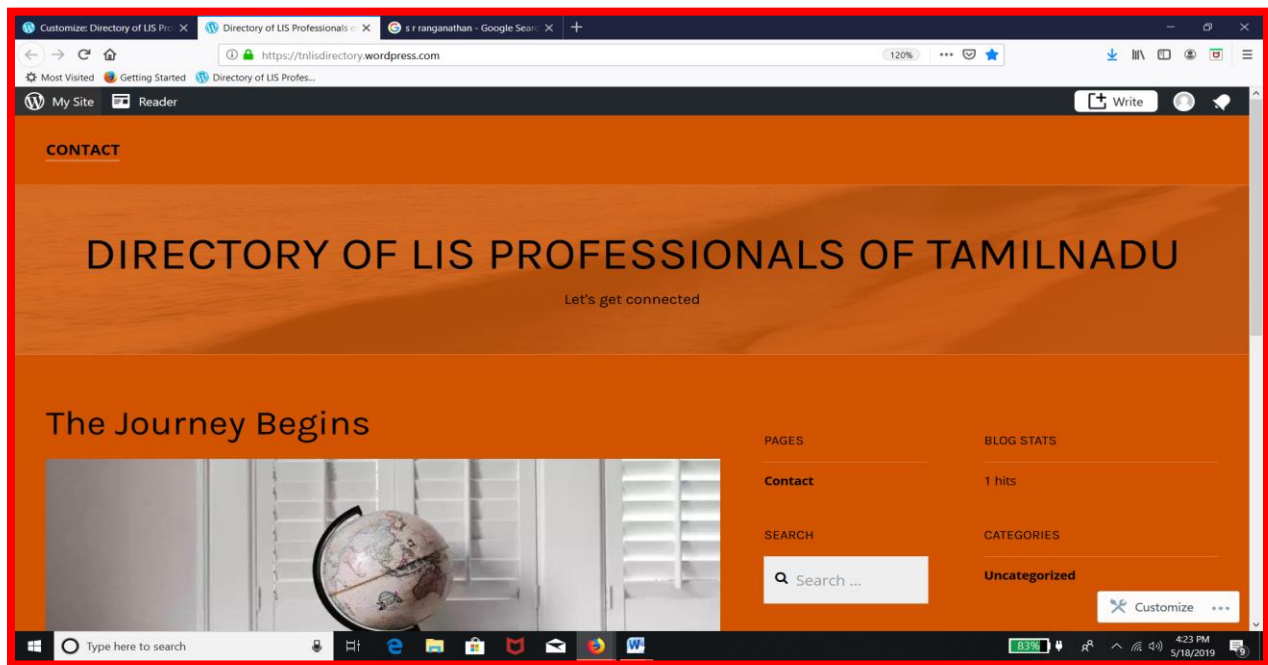
Figure 4.45 : Blog with a different background colour

The image gallery displayed in the newly selected background colour (Fig. 4.46)
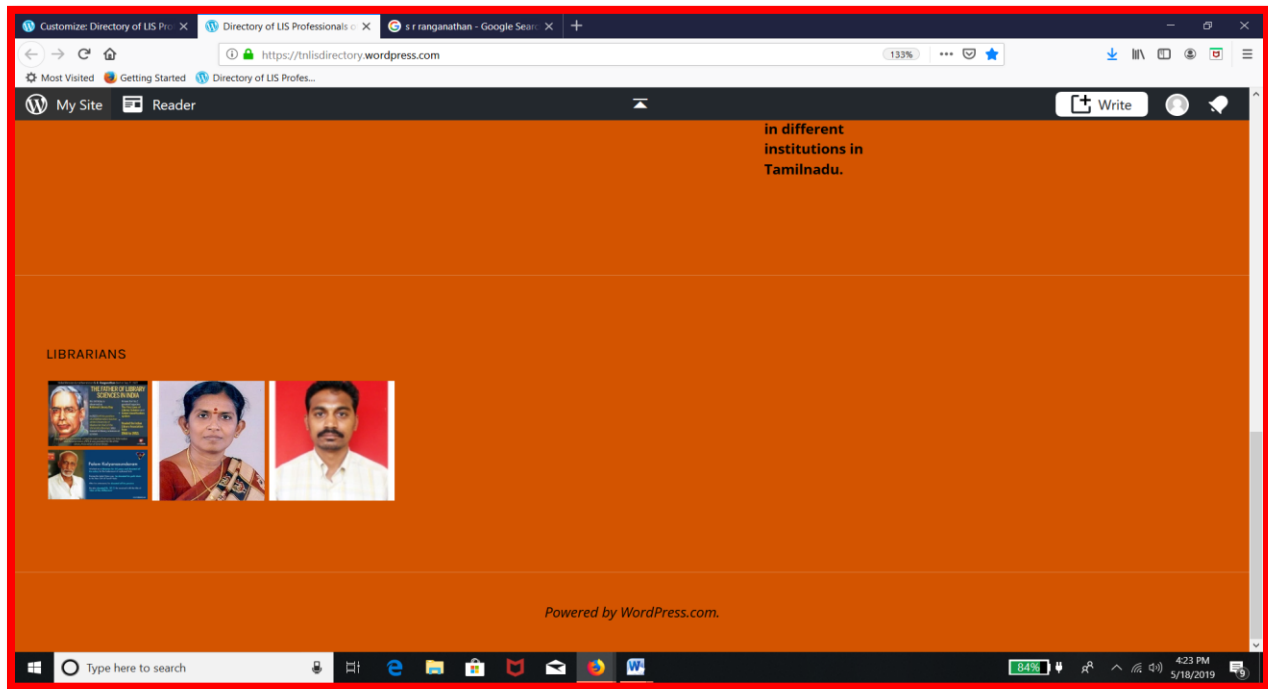
Figure 4.46 : Gallery displayed in the new blog in a new background

Adding ' Links' widget to Footer sidebar 2 (Fig. 4.47),
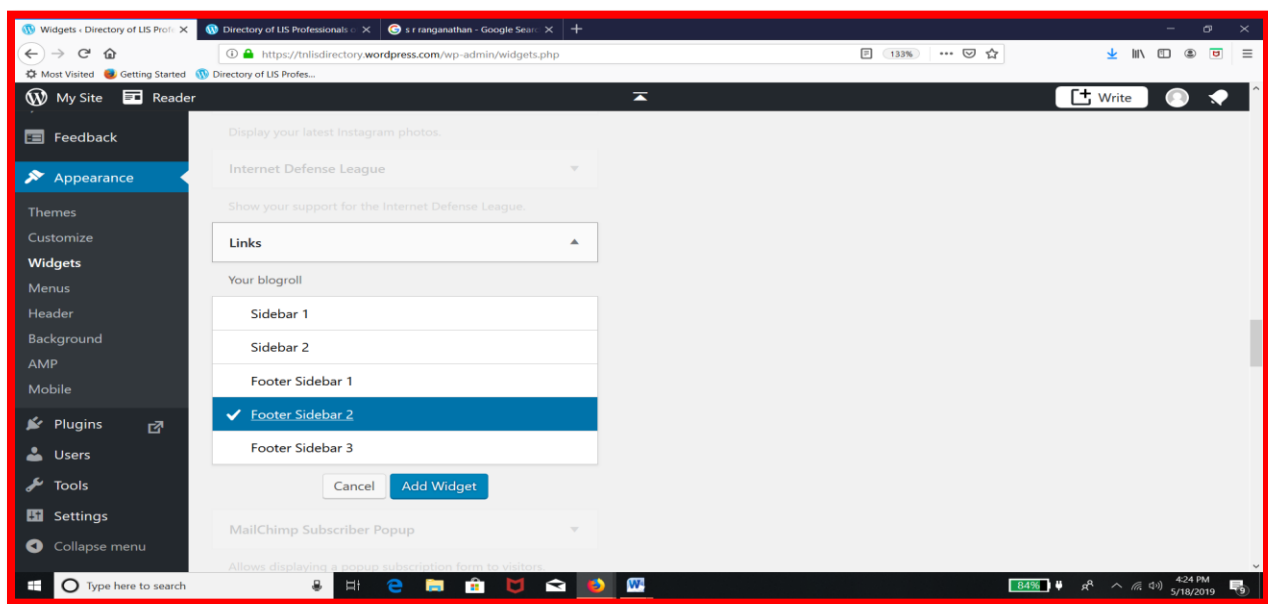
Figure 4.47 : Choosing Links Widget and Its location

Adding Calendar Widget in Footer sidebar 3 (Fig. 4.48).
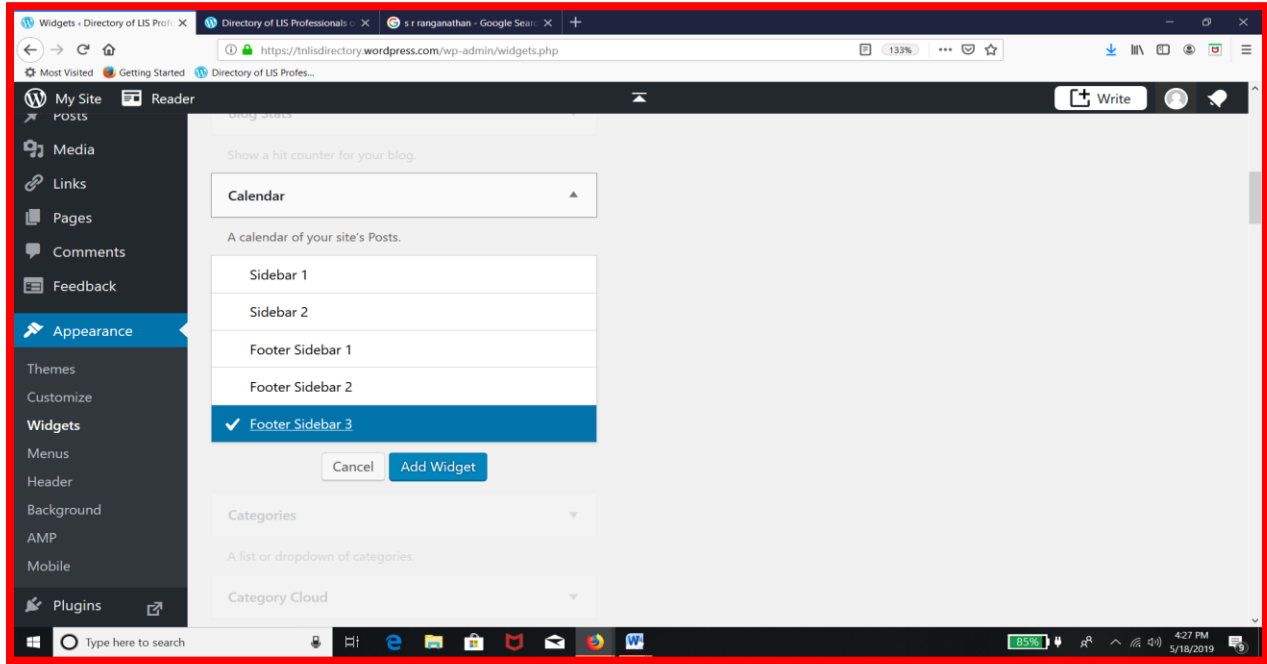
Figure 4.48: Choosing Calendar Widget and Its location

Widgets added in sidebars shown in the Dashboard Area (Fig.4.49).
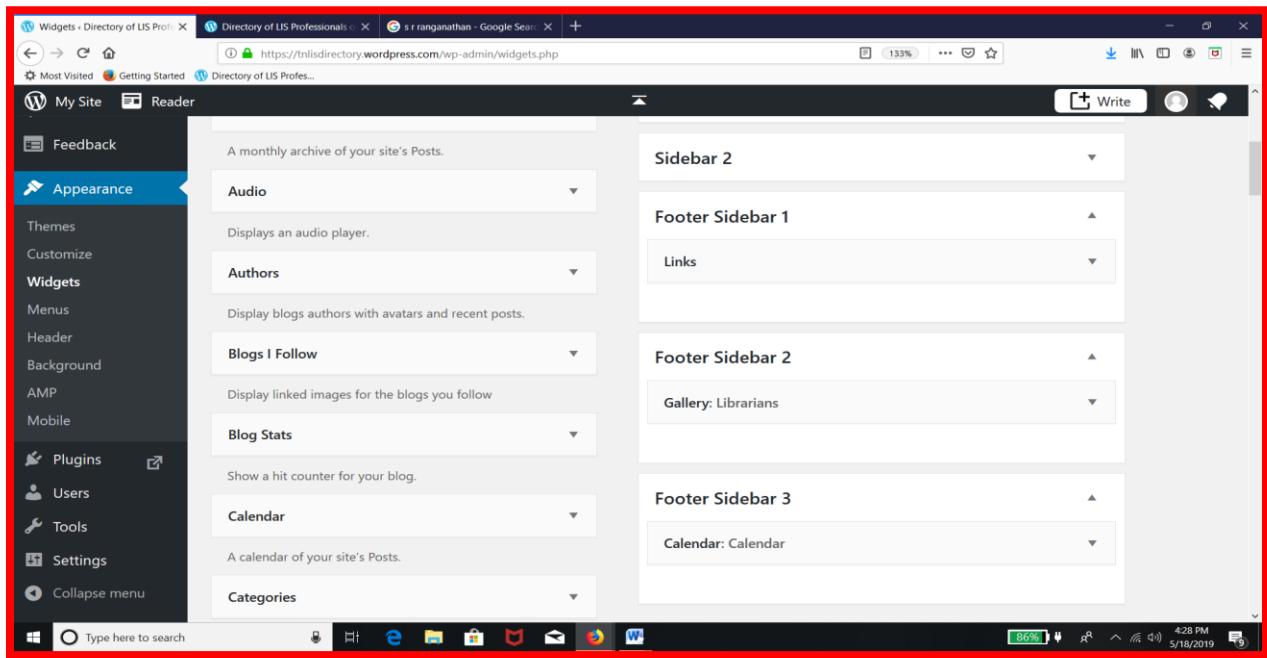
Figure 4.49 : Available widgets in footer sidebar 1, 2 and 3

The newly added widgets look in the blog sidebar as given in Fig.4.50.
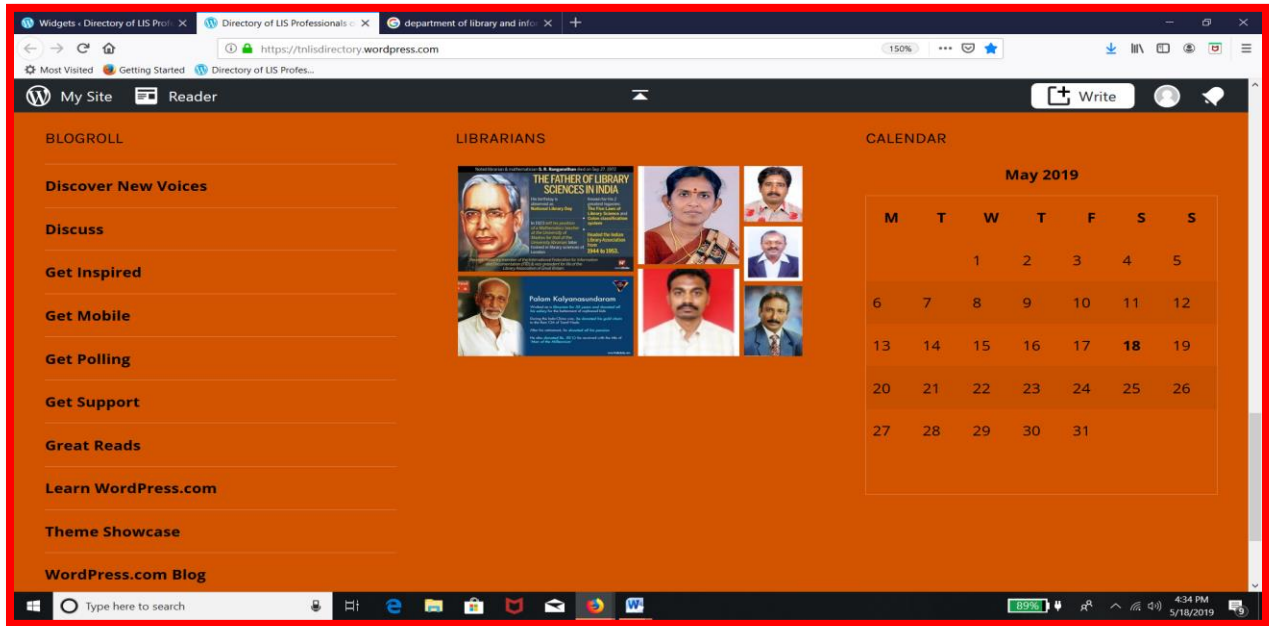
Figure 4.50 : Display of Footer Sidebar Widgets in the Blog

4.3.5 : PREPARING A HOMEPAGE

First, let's add a new page. Go to menu, click Pages and Choose ' Add New' (Fig. 4.51).
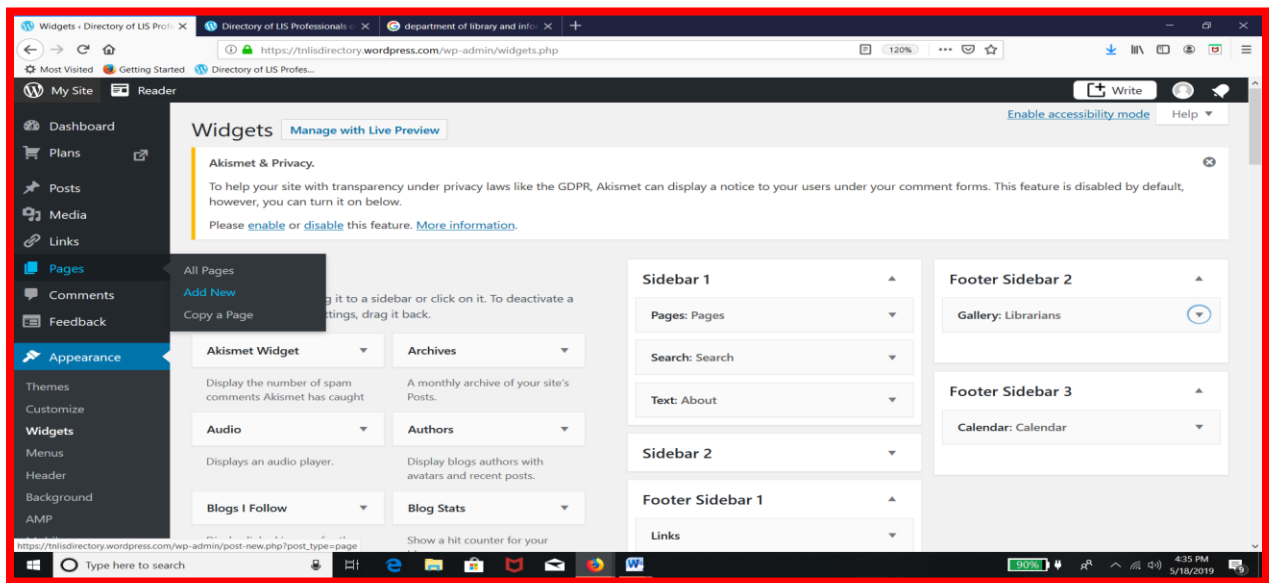
Figure 4.51 : Choosing New Page option from the Menu

Now, we get a plain page as shown in Fig.4.52.
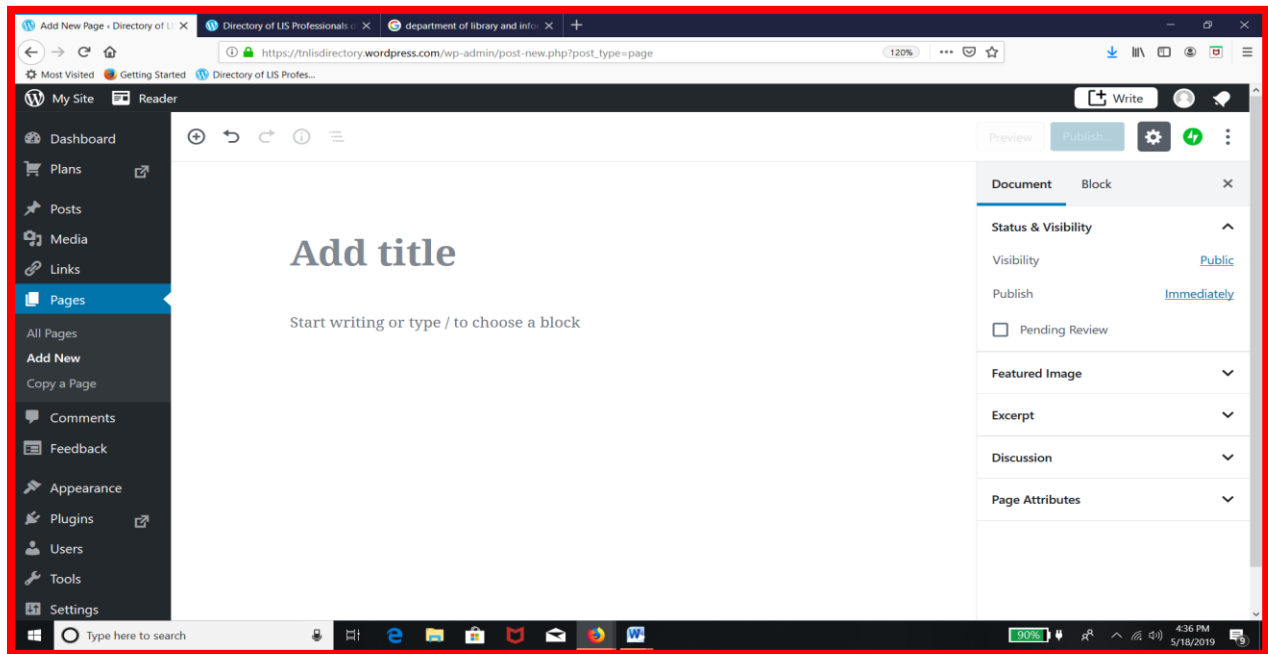
Figure 4.52 : Plain Page

Type the title in the area 'Add title' (Fig. 4.53).
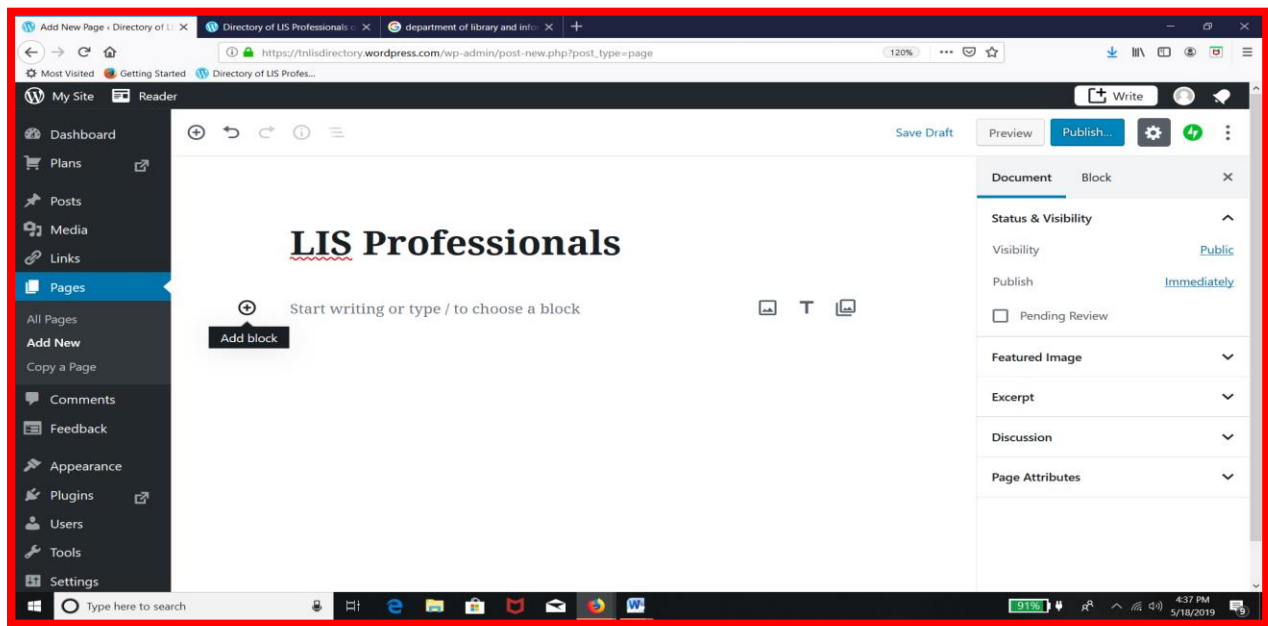
Figure 4.53 : Typing Title for the New Page

Click the + symbol to add block to the page. Select Paragrah block. Type the content (Fig. 4.54).
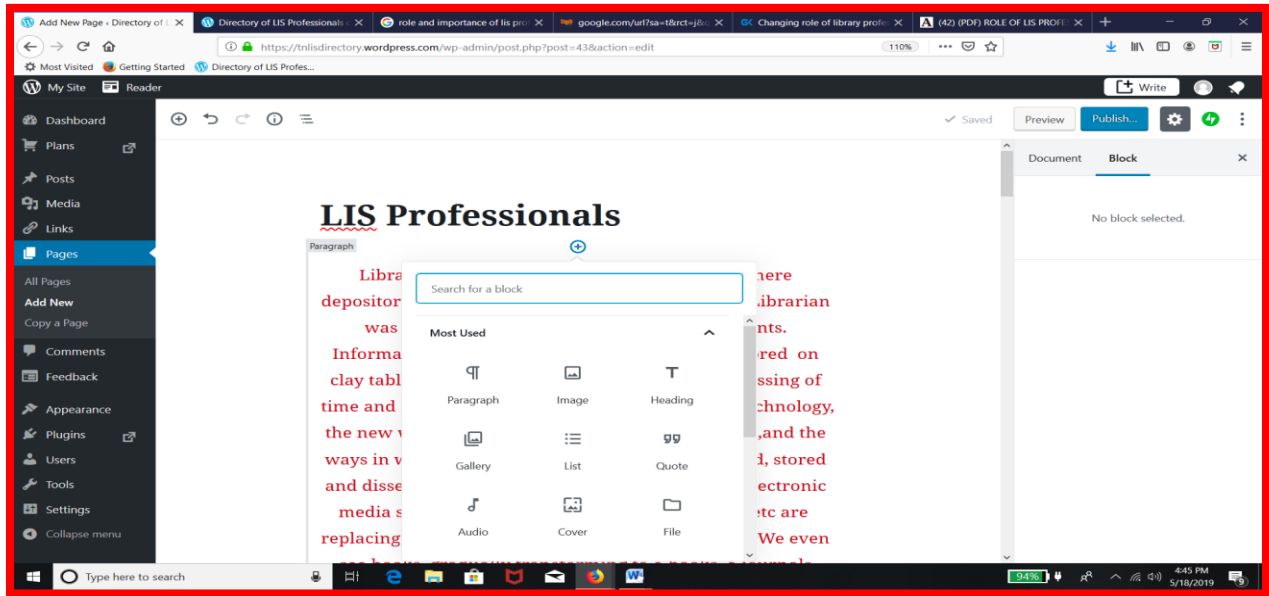
Figure 4.54 : Adding Paragraph Blok

Select the colour for font – right side – block options (Fig.4.55).
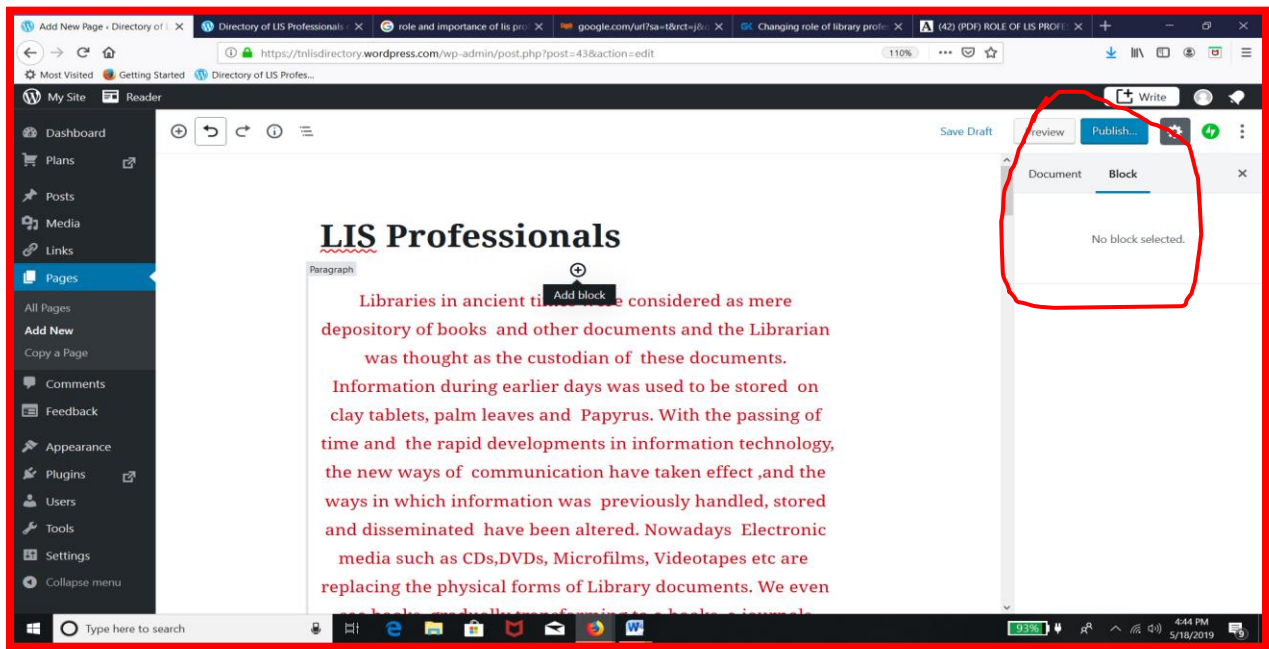
Figure 4.55 : Paragraph Blok with content and different font colour

Adding an image in the page : Click + symbol to add image block picture (Fig. 4.56).
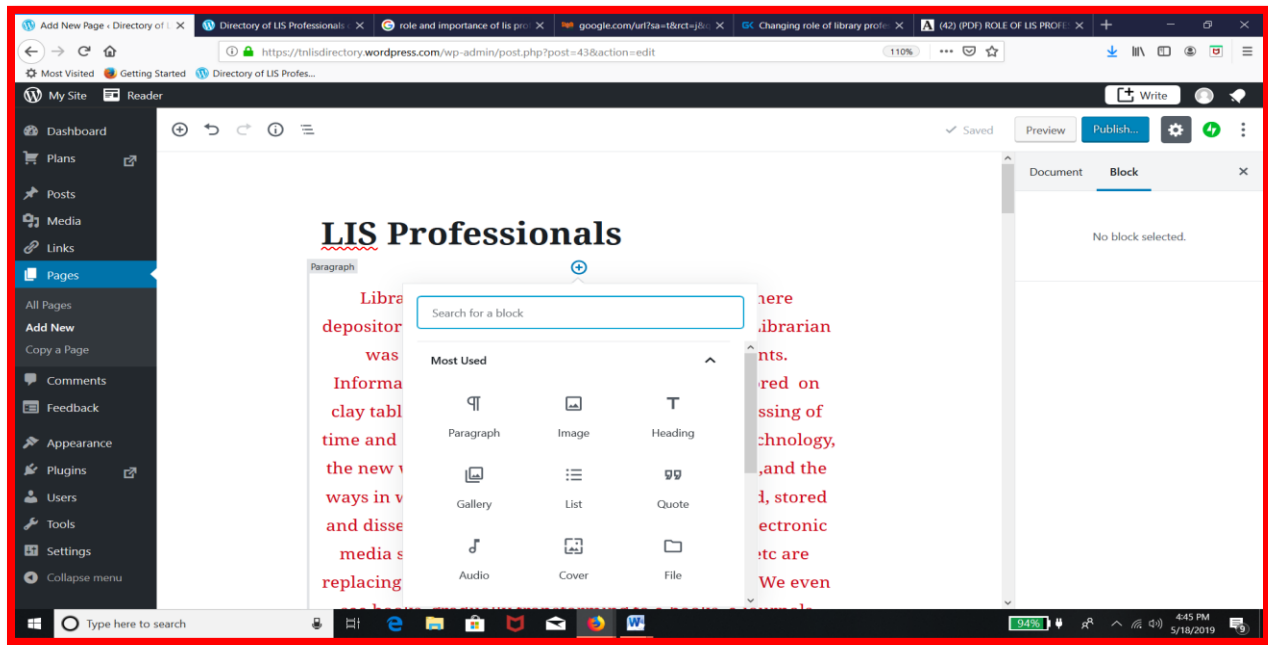
Figure 4.56 : Adding Image Block

From the following screen, either we can drag an image, upload a new one or select a file from your library or insert a picture from URL (Fig. 4.57).
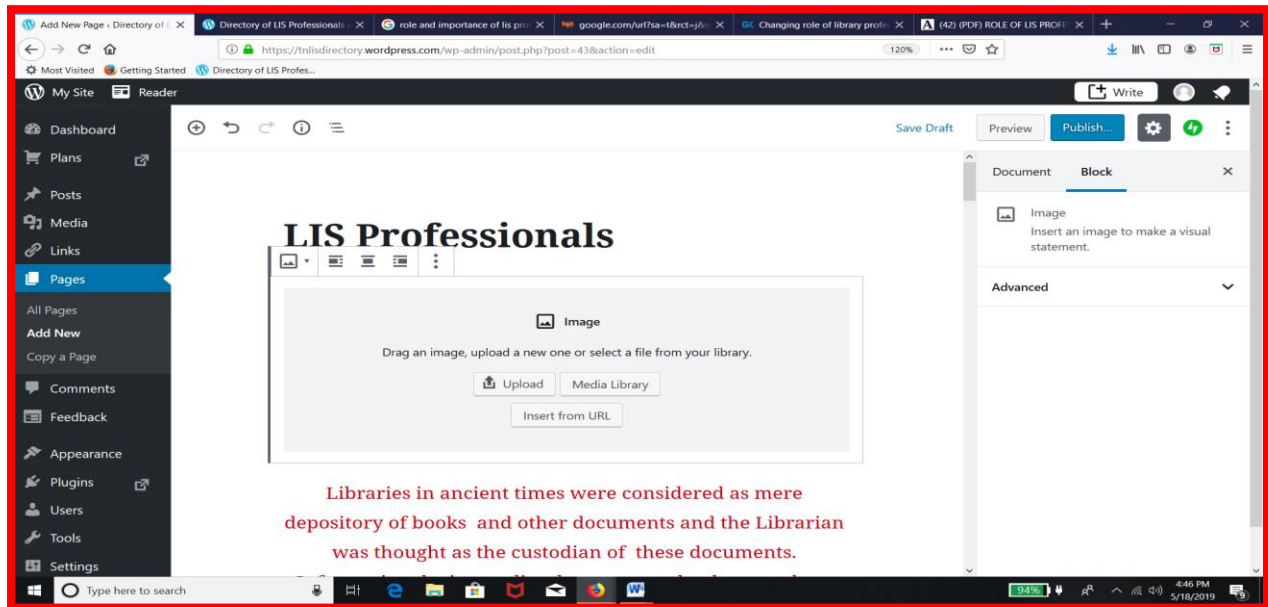
Figure 4.57 : Provisions available in Image Block

Add image from the library and add caption (Fig. 4.58).
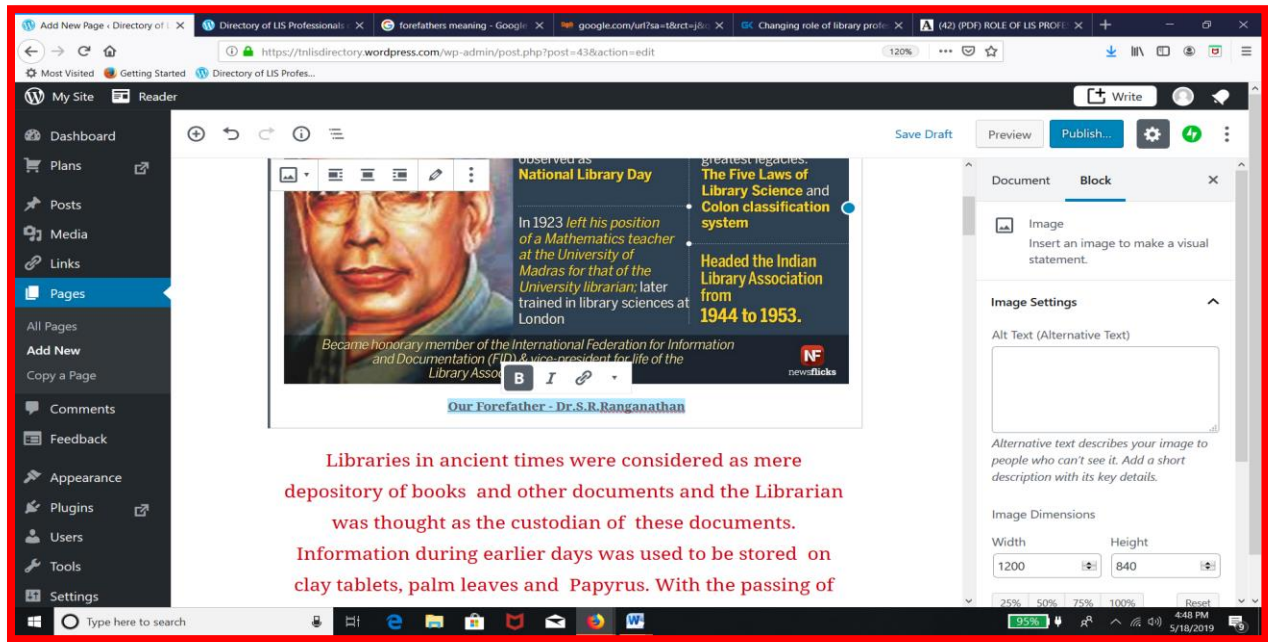
Figure 4.58 : Image and Caption configuration in the Block

After adding paragraph and an image, Go to the right side Document manager. Set visibility as public. Set publish as immediately. Click publish. The result is Fig. 4.59.
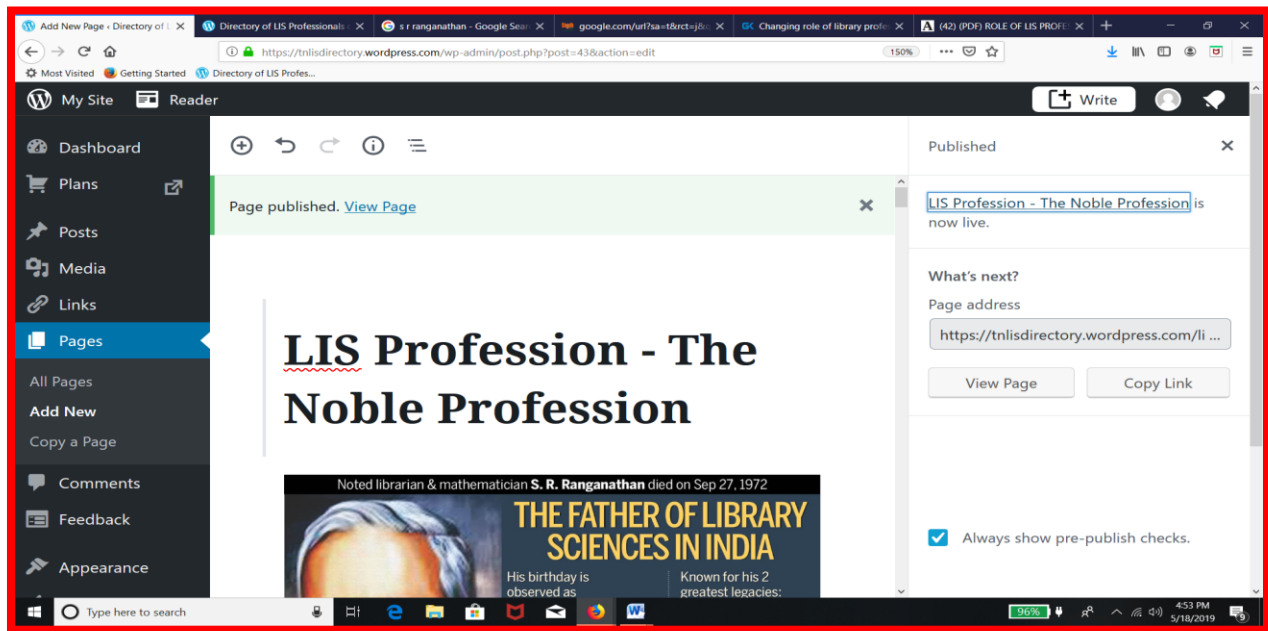
Figure 4.59 : Result of page publication

The page is as displayed in the blog (Fig.4.60).
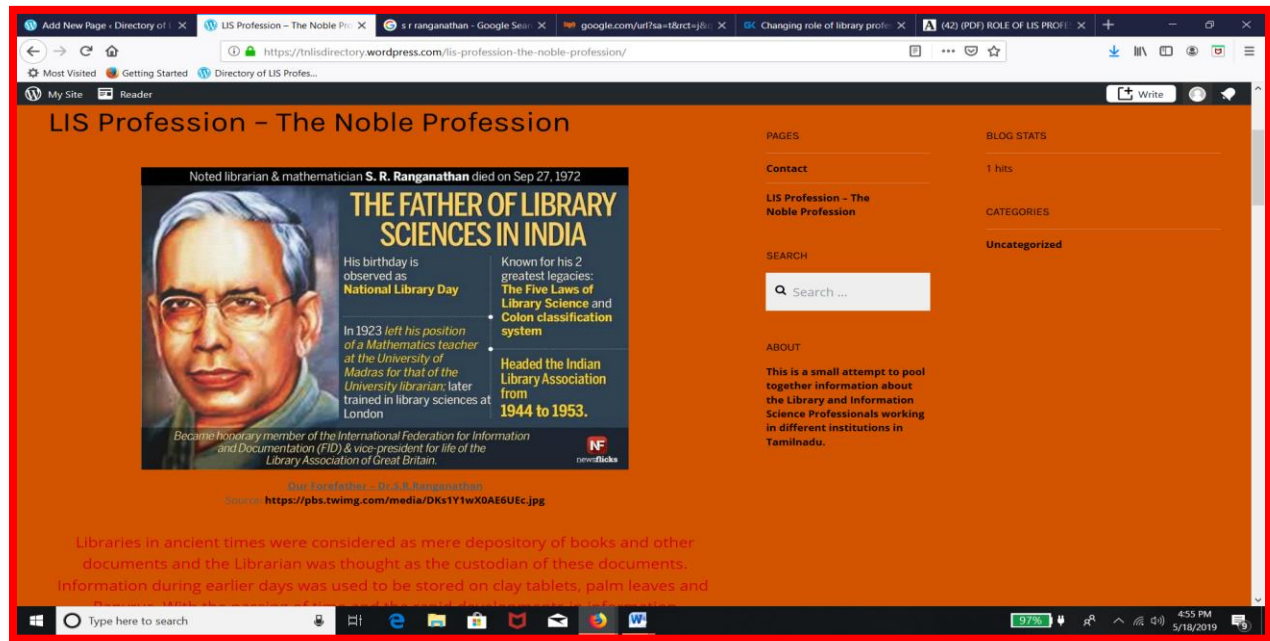
Figure 4.60 : Display of Page in the Blog

To convert this page as homepage of your blog, go to Menu, click Settings and choose Reading. The result is Fig.4.61.
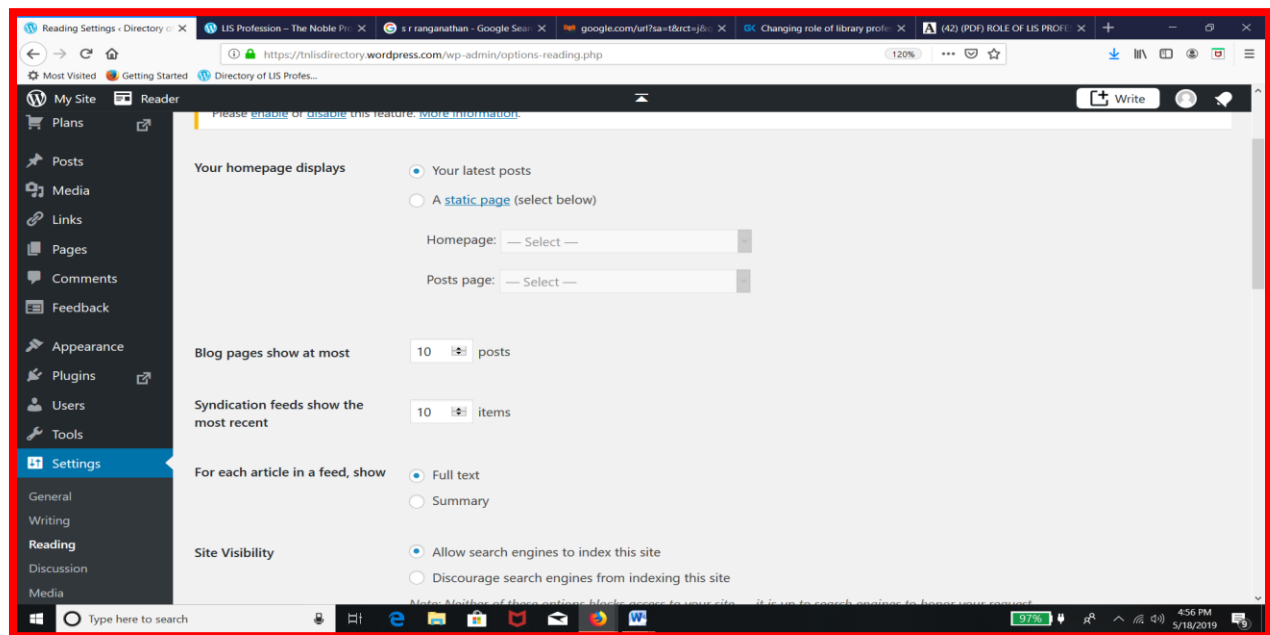
Figure 4.61 : Home page setting Screen

Click ' A Static Page' and use the drop down menu to the right of 'Homepage' to select the page ' LIS Profession:…' as homepage (Fig. 4.62).
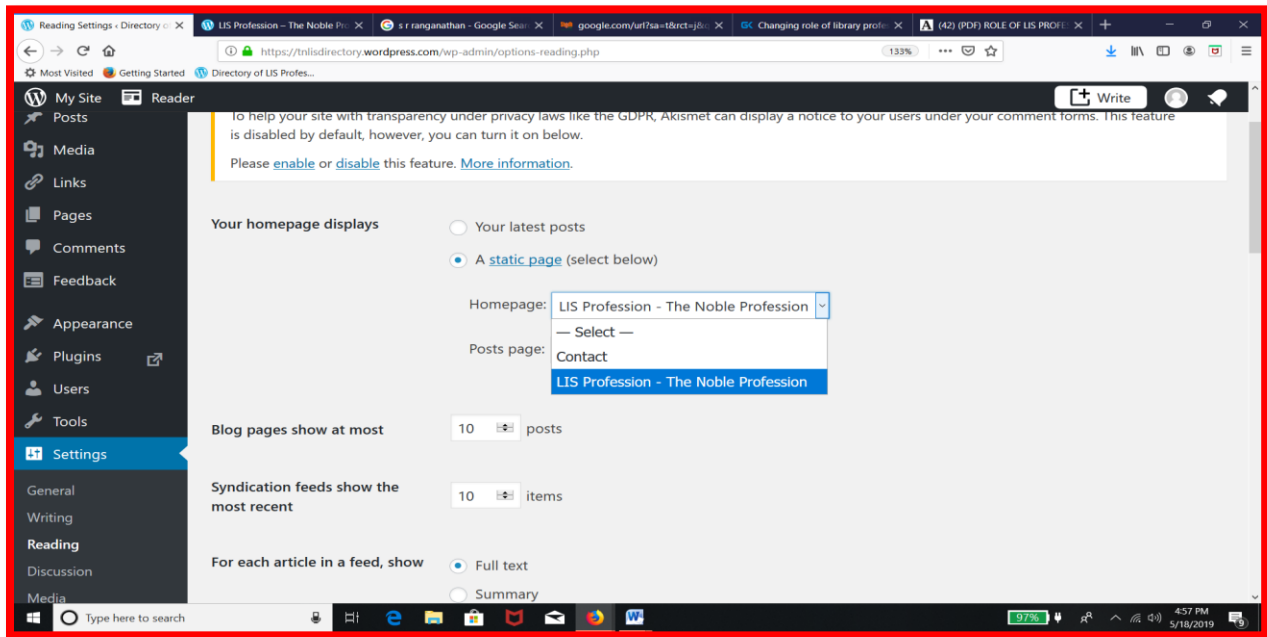
Figure 4.62 : Setting Home Page options

Click 'Save changes' given at the bottom most part of the screen (Fig.4.63).
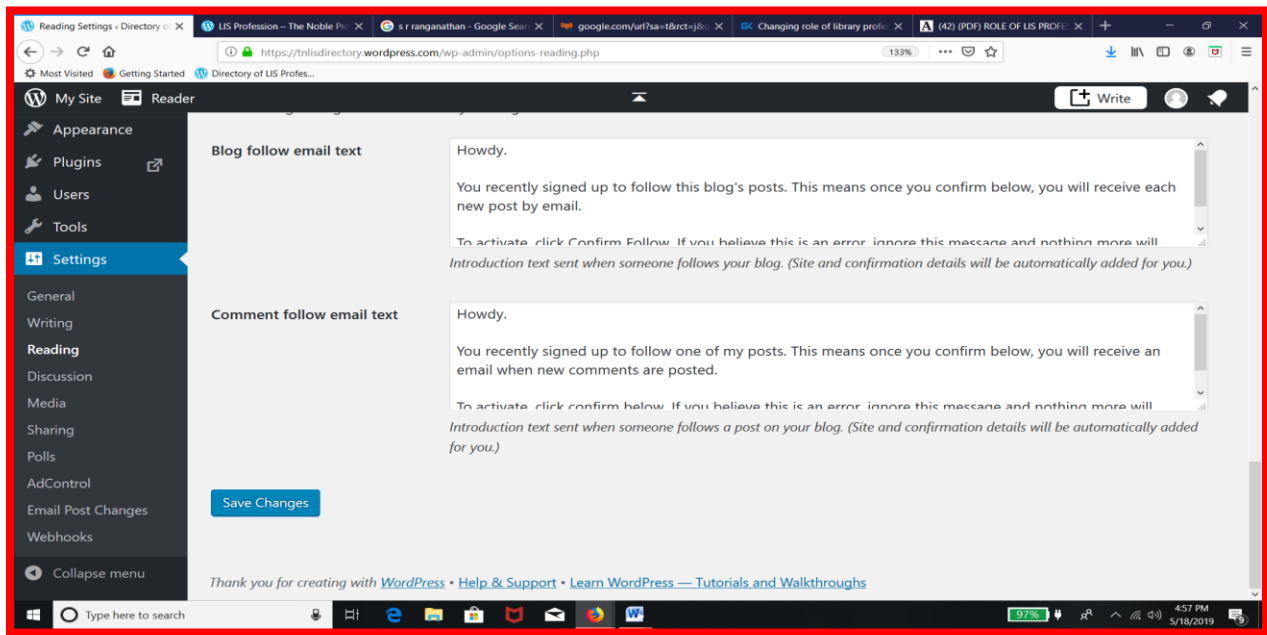
Figure 4.63 : Save Changes Option in Home Page Set Screen

The chosen page is set as the home page. Now the home page of the blog is shown as below (Fig. 4.64). https://tnlisdirectory.wordpress.com/
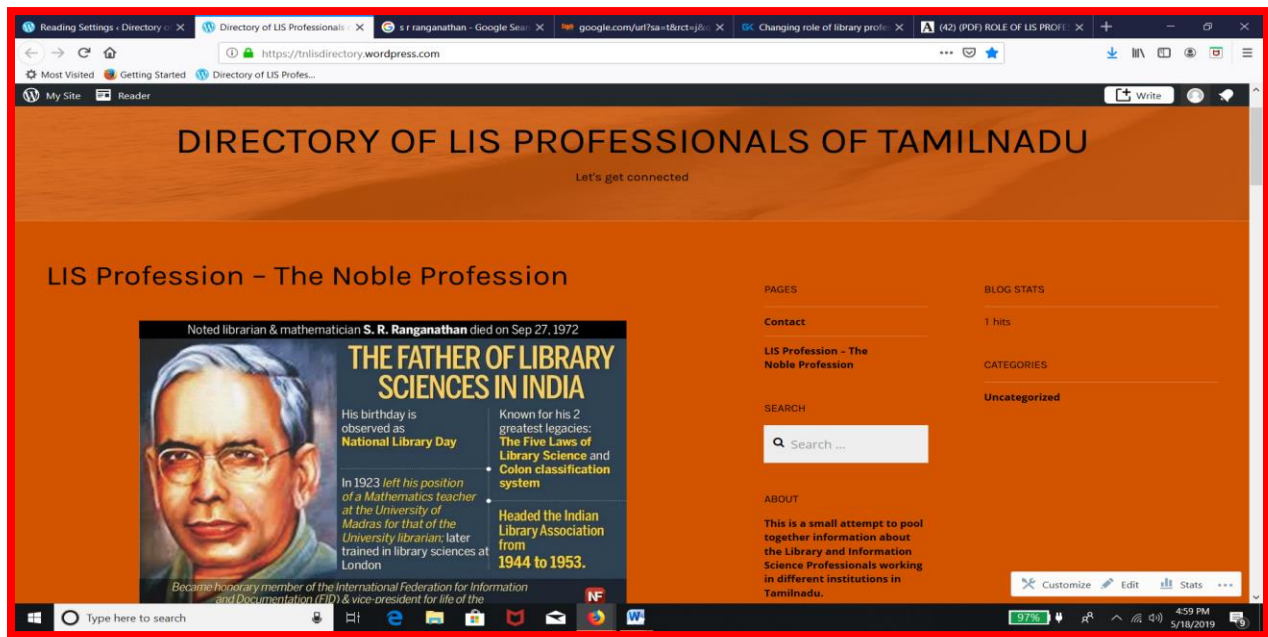
Figure 4.64 : Blog Home Page

The home page with images and coloured fonts (Fig. 4.65).
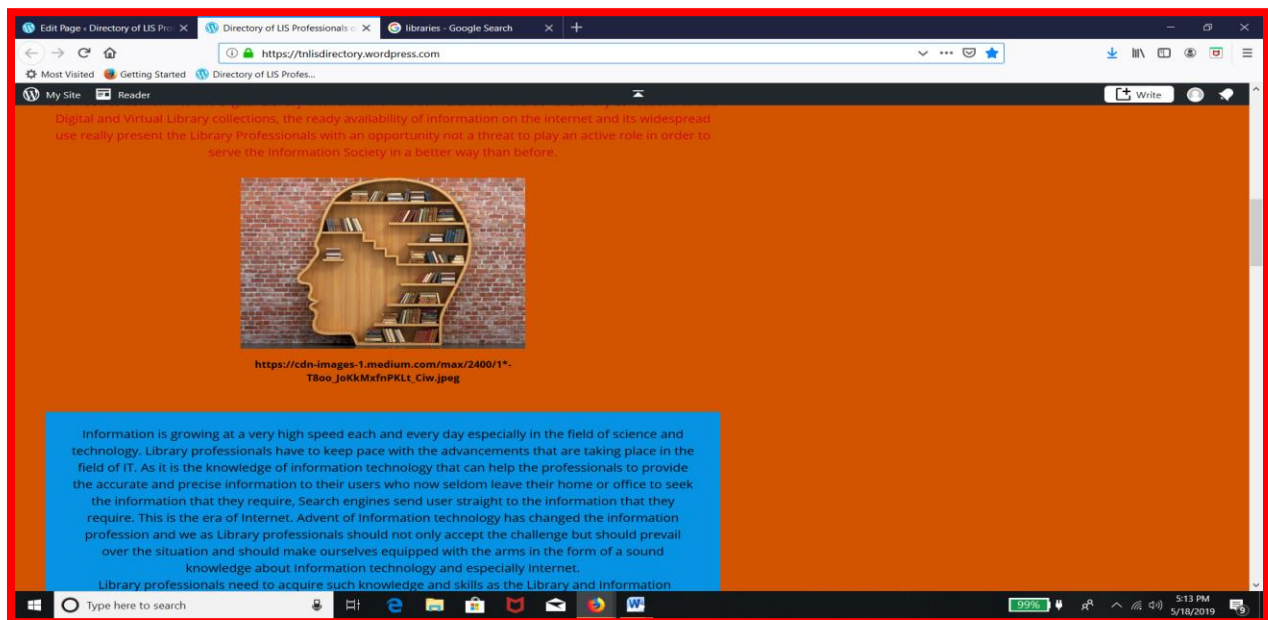
Figure 4.65 : Home Page with image and colourful font

To logout of the session, click on the top right most humanoid button, to get the following screen. Click ' Sign Out' to come out of Dashboard (Fig.4.66).
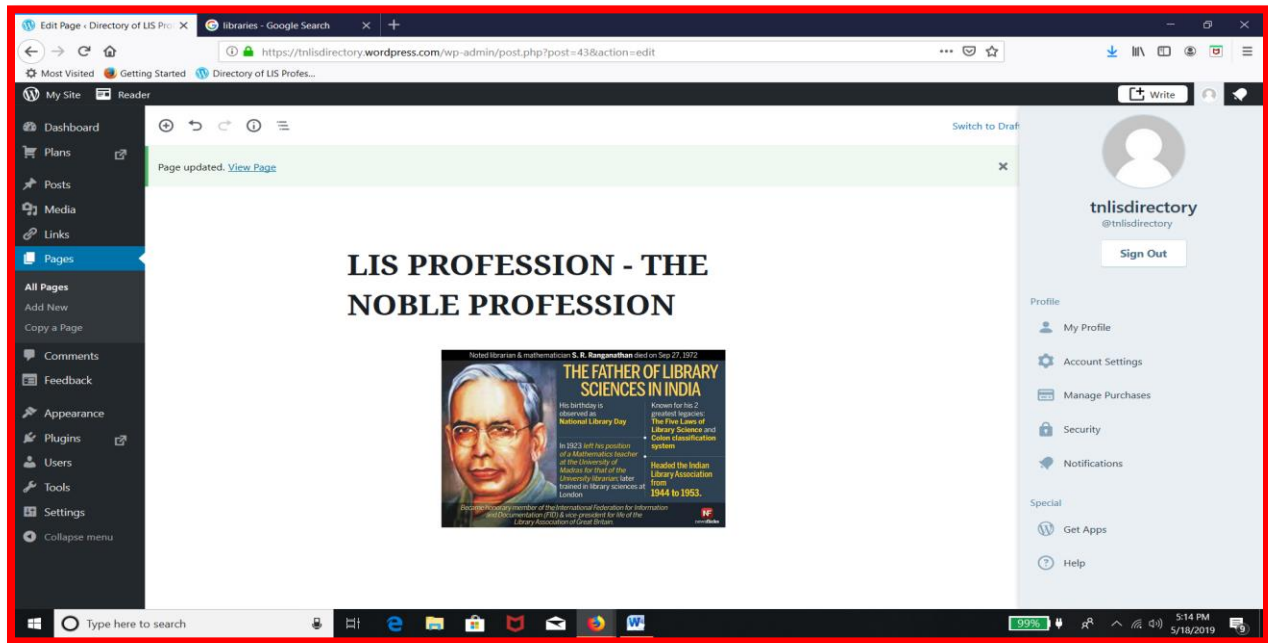
Figure 4.66 : Sign Out from Dashboard

Now, you will get the following page (Fig. 4.67).
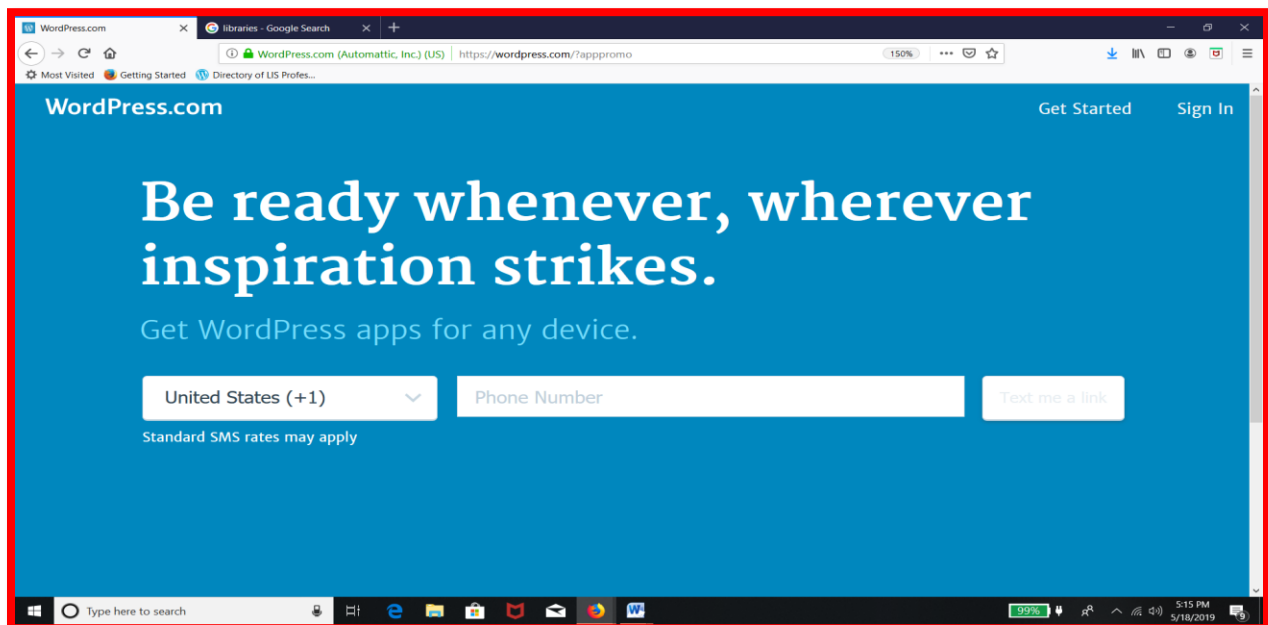
Figure 4.67 : Wordpress Home Page

If any user wants to access the blog, he/she has to type the address https://tnlisdirectory.wordpress.com/ in the web browser address bar. Then, they will get the following screen (Fig.4.68).
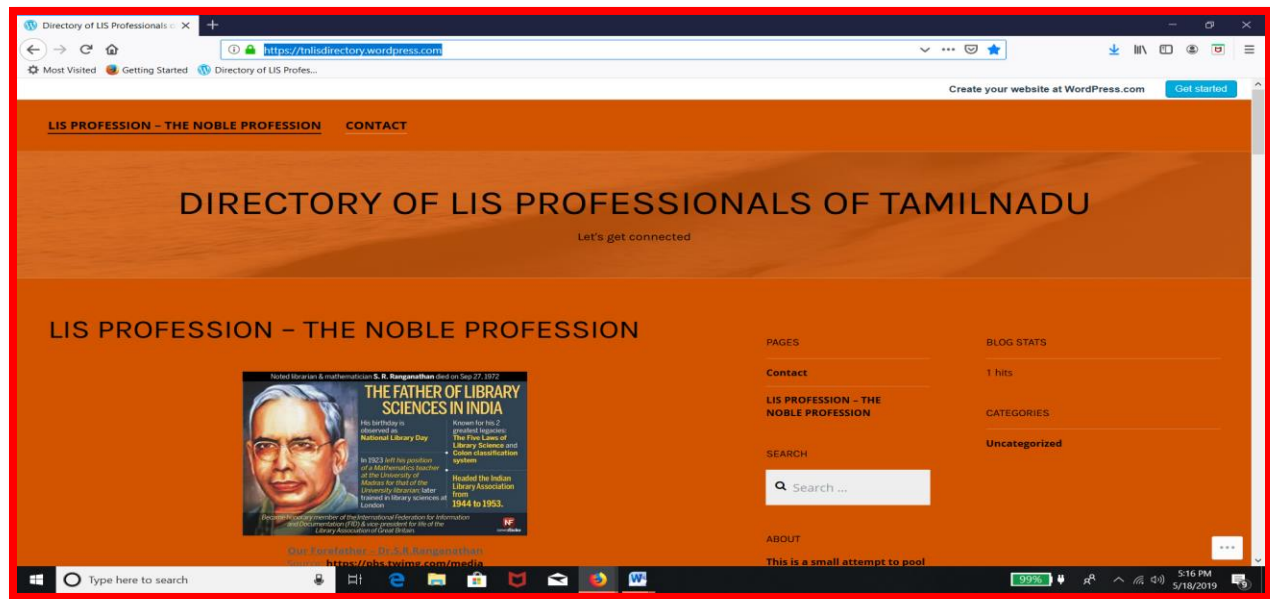
Figure 4.68 : Blog with the Home Page (User's View)

4.3.6 : CATEGORIES AND SUB CATEGORIES

To login as an administrator, type the URL in the address bar and type wp/admin after the URL (Fig. 4.69).
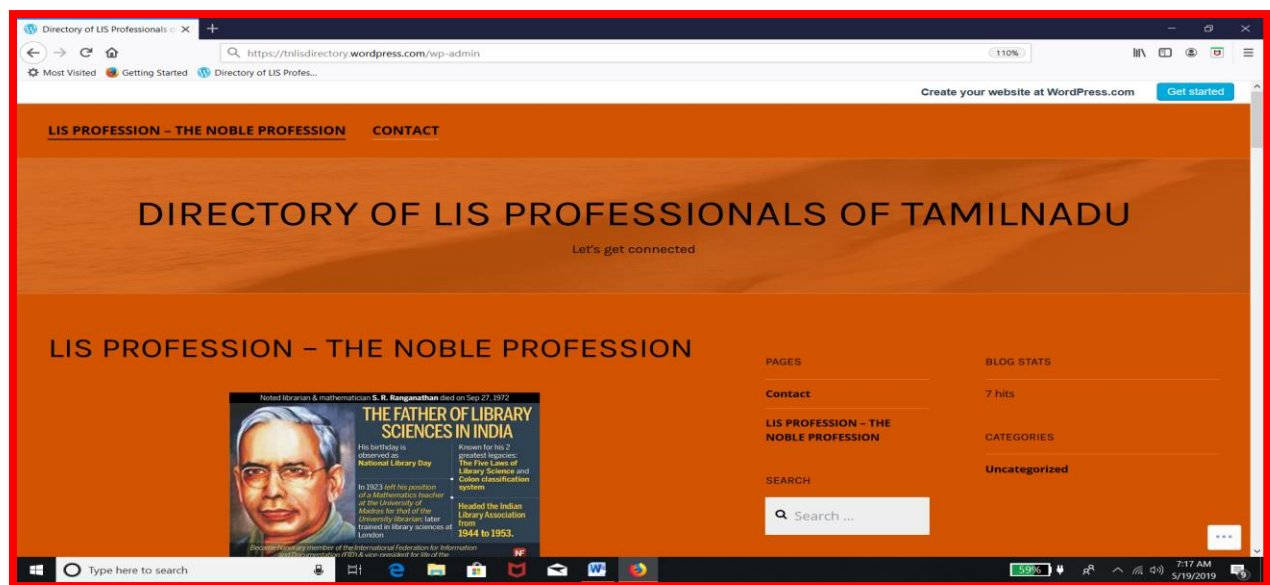
Figure 4.69 : Browser Address Bar with WP-ADMIN command

You will get the following screen. Type the email address or username and click continue (Fig.4.70).
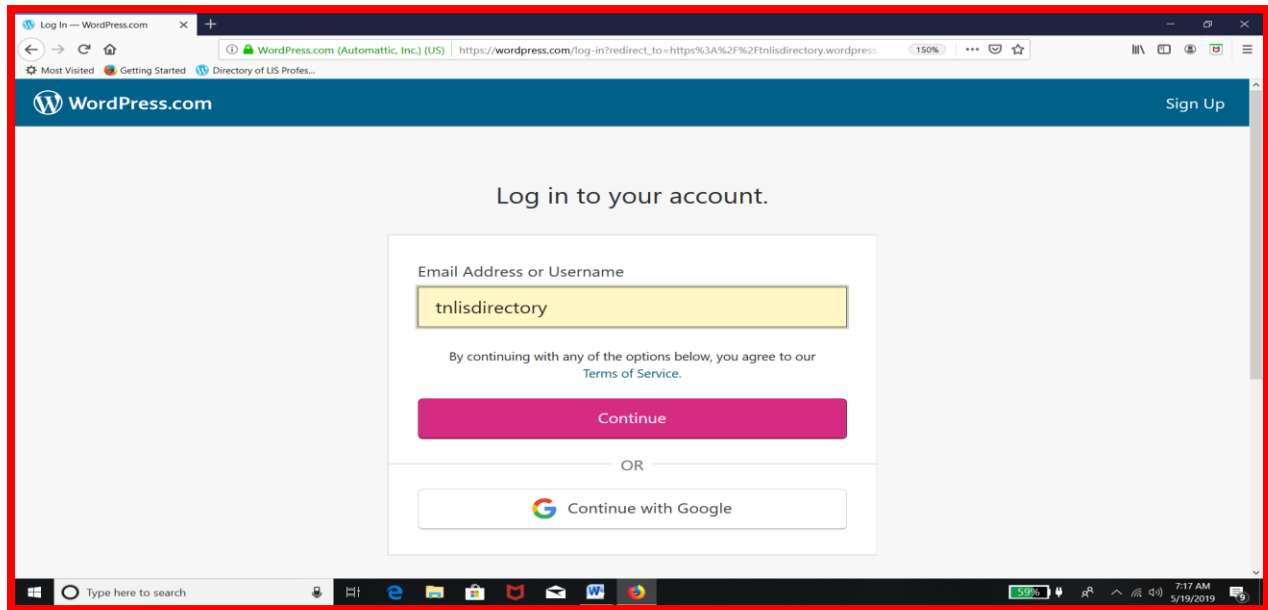
Figure 4.70: Login with username

Then type the password (Fig.71).
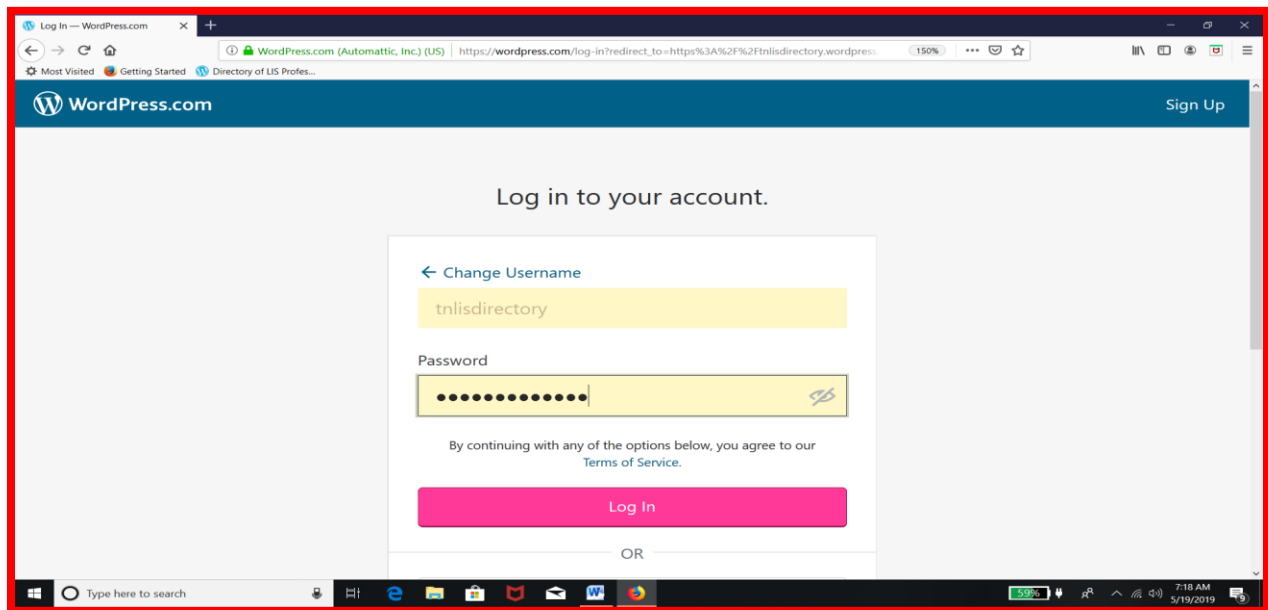
Figure 4.71 : Typing password to log in

You will reach the dashboard (Fig.4.72).
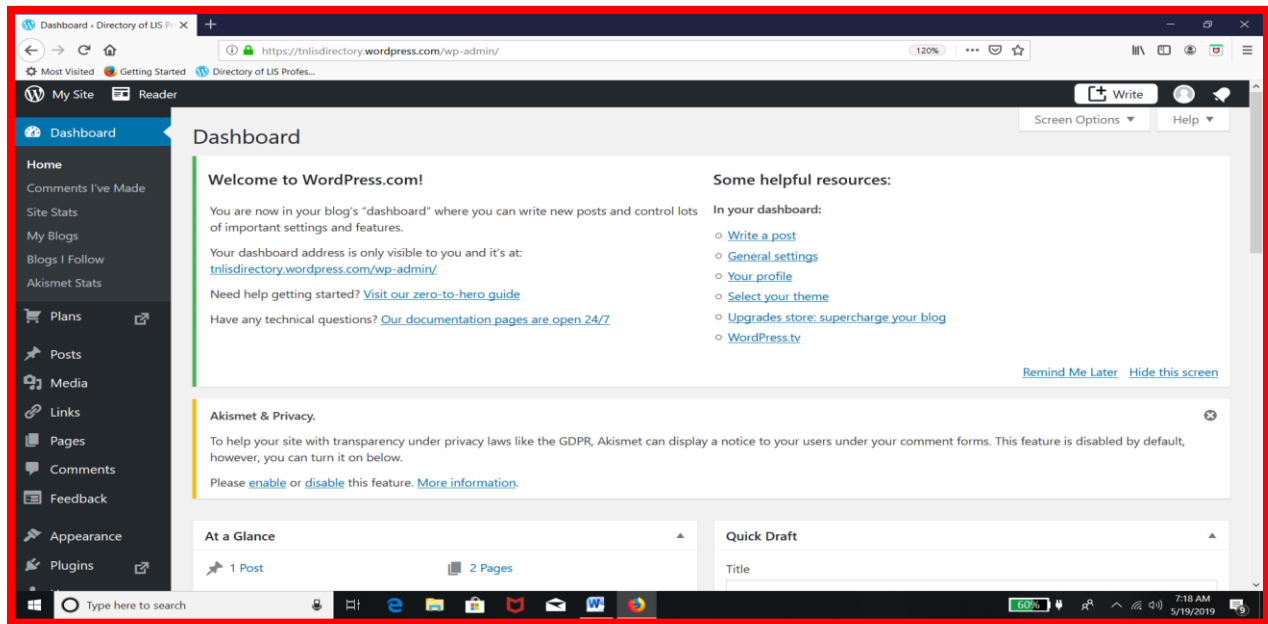
Figure 4.72 : Menus as available in Dashboard

Creating categories : Go to Menu, click Posts and Choose 'Categories' (Fig.4.73).
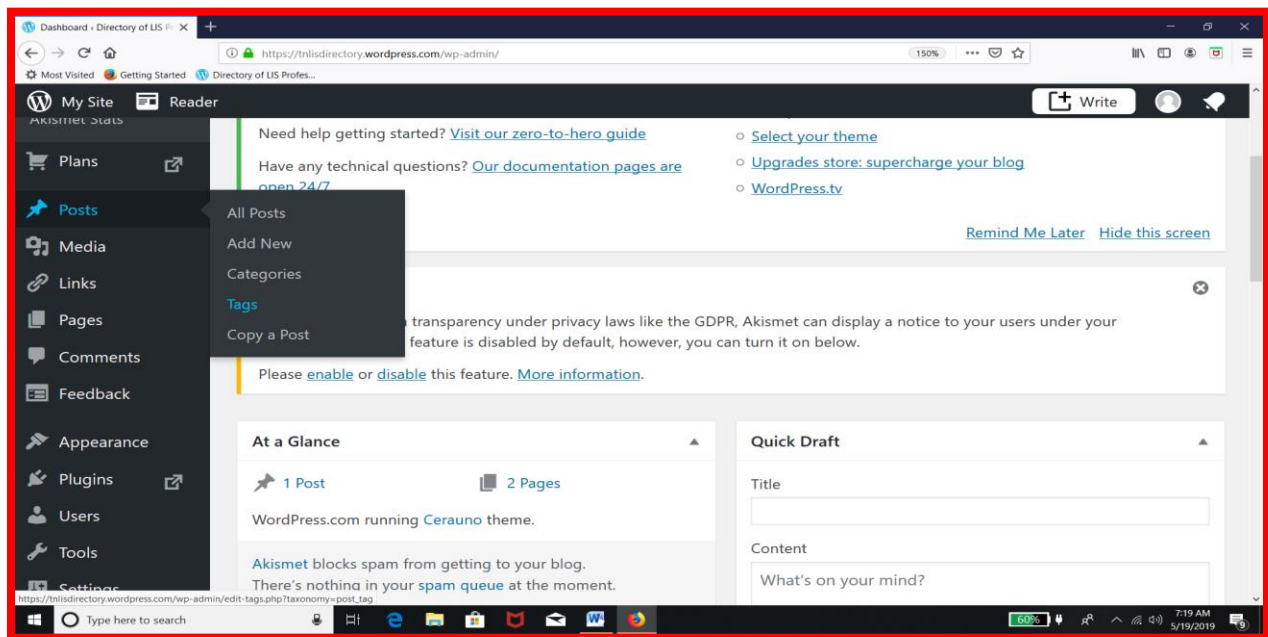
Figure 4.73 : Categories option in Dashboard

Change the name of 'uncategorized' into types of libraries (changed later as institutions). Uncategorized is the default category created by Wordpress. Type 'Types of libraries' and click update category (Fig. 4.74).
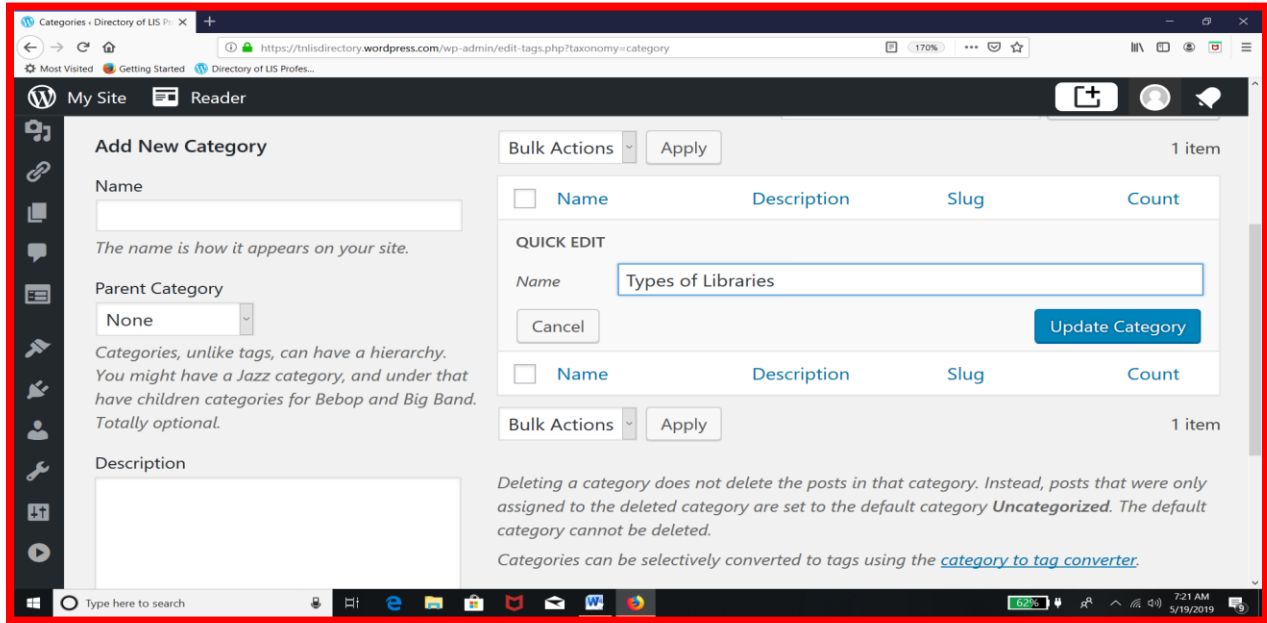
Figure 4.74 : Change of Default Category

To create a fresh category 'District', Type ' Districts' below name ; give a short description and click Add new Category (Fig. 4.75).
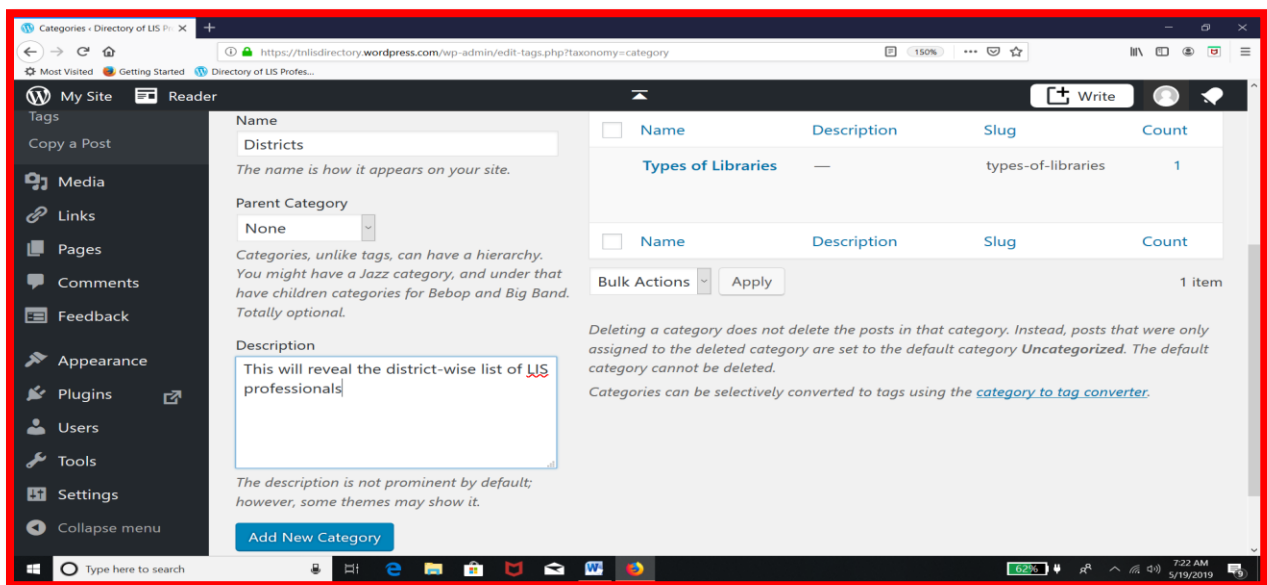
Figure 4.75 : Creation of a new category ' District'

The three categories created are displayed in Fig.4.76.
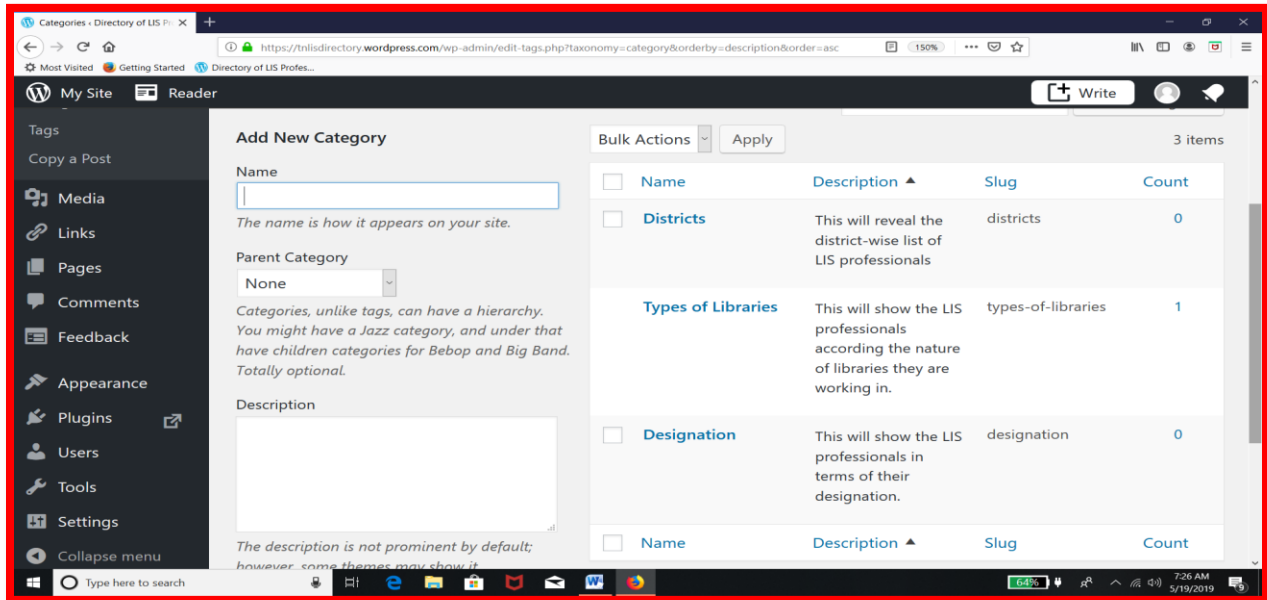
Figure 4.76 : All the three Created Categories

Creation of sub-categories : Type the name of the subcategory – University Libraries (changed later as universities) - Choose Types of Libraries as the parent category (Fig. 4.77).
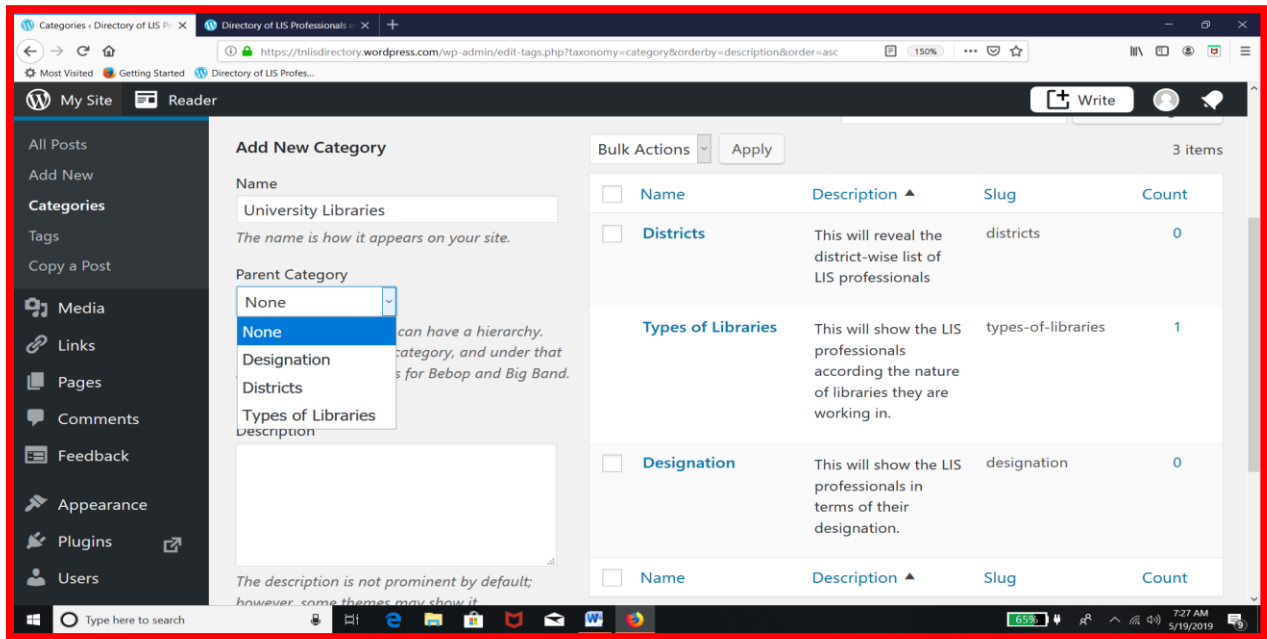
Figure 4.77: Choosing the Parent Category for the Sub-category

Give the description and then Click Add new category (Fig. 4.78).
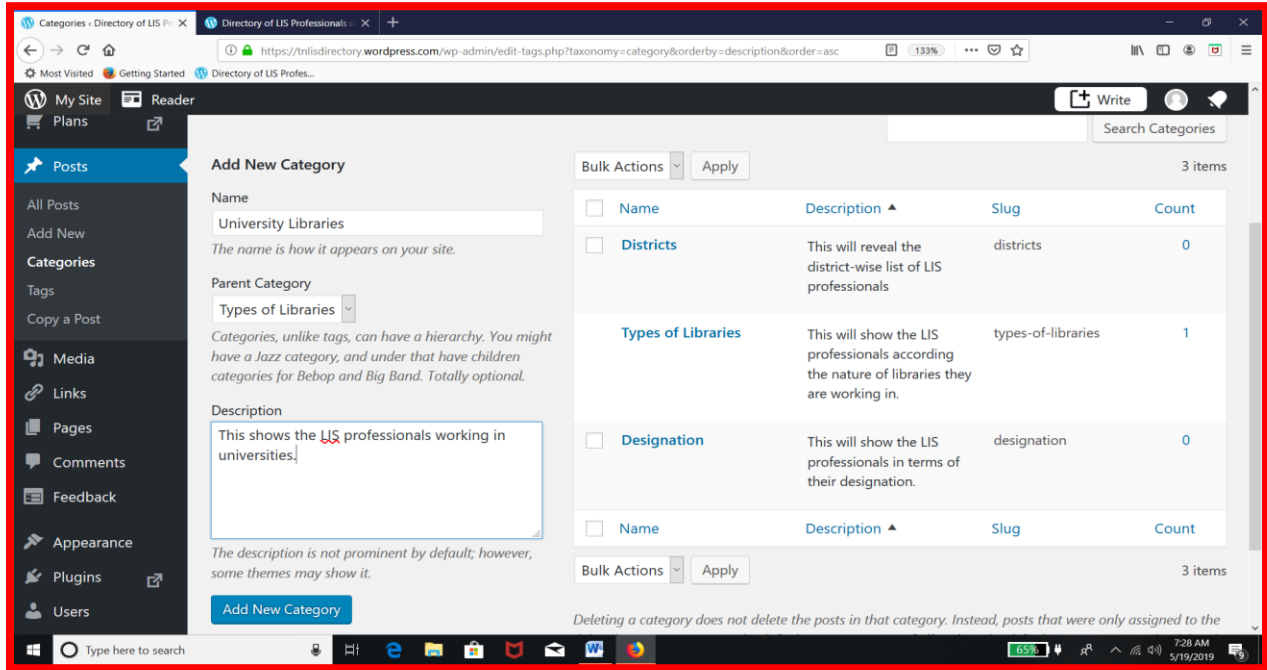
Figure 4.78: Configuration of a Sub-Category

Now we can see the subcategory enlisted below the respective category (Fig. 4.79).
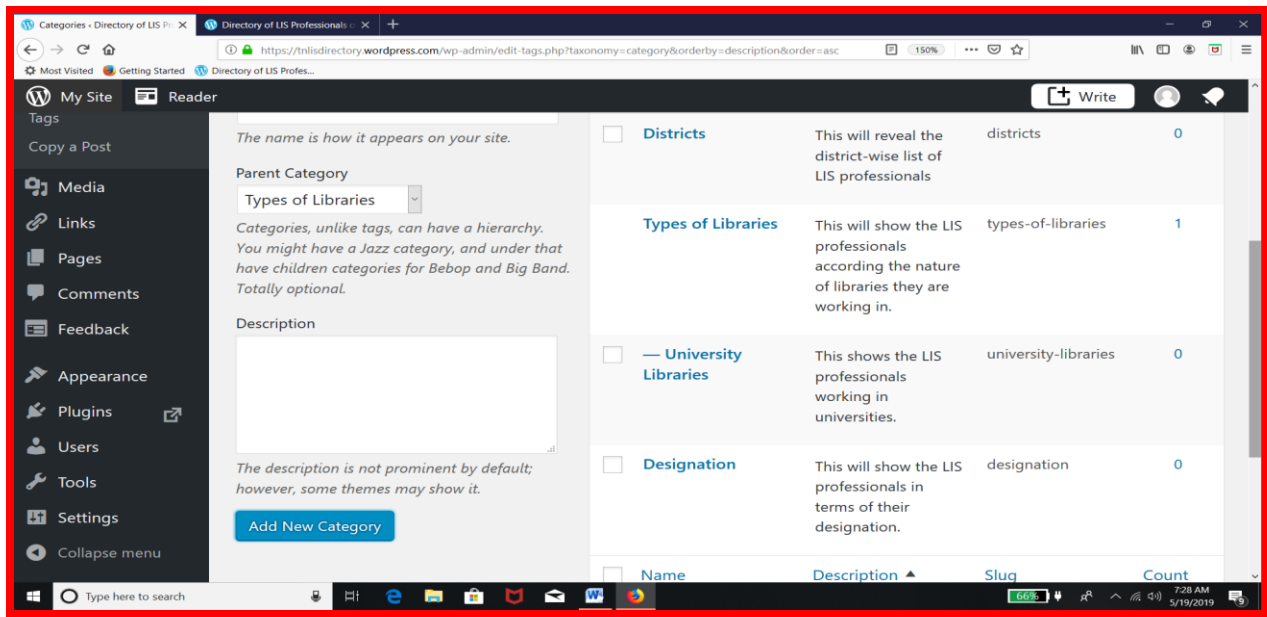
Figure 4.79: Display of Sub-Category under the respective categories in Dashboard

In the same way, following sub-categories were created.

Parent category : Types of libraries

Sub-category : Arts and Science Colleges, Engineering Colleges, B.Ed Colleges, Medical Colleges, Schools, Public libraries, Special libraries

Parent Category : Districts

Sub-category: Madurai, Dindigul, Theni, Coimbatore, Trichy, Chennai, Salem

Parent Category : Designation

Sub-Category : Professor, Associate professor, assistant professor, librarian, deputy librarian, assistant librarian, library assistant

The subcategories under the parent category 'Designation' are shown in Fig. 4.80
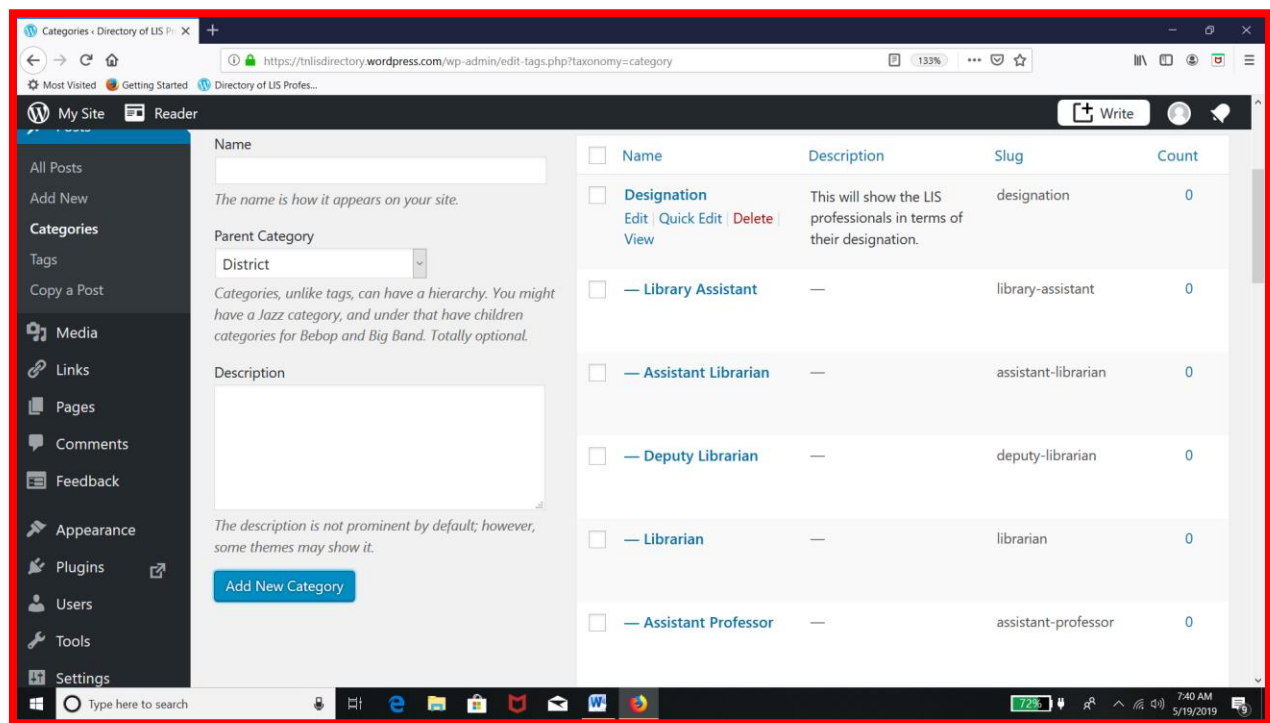
Figure 4.80: Subcategories under the parent category 'Designation'

The subcategories under the parent category 'Institution' are shown in Fig. 4.81
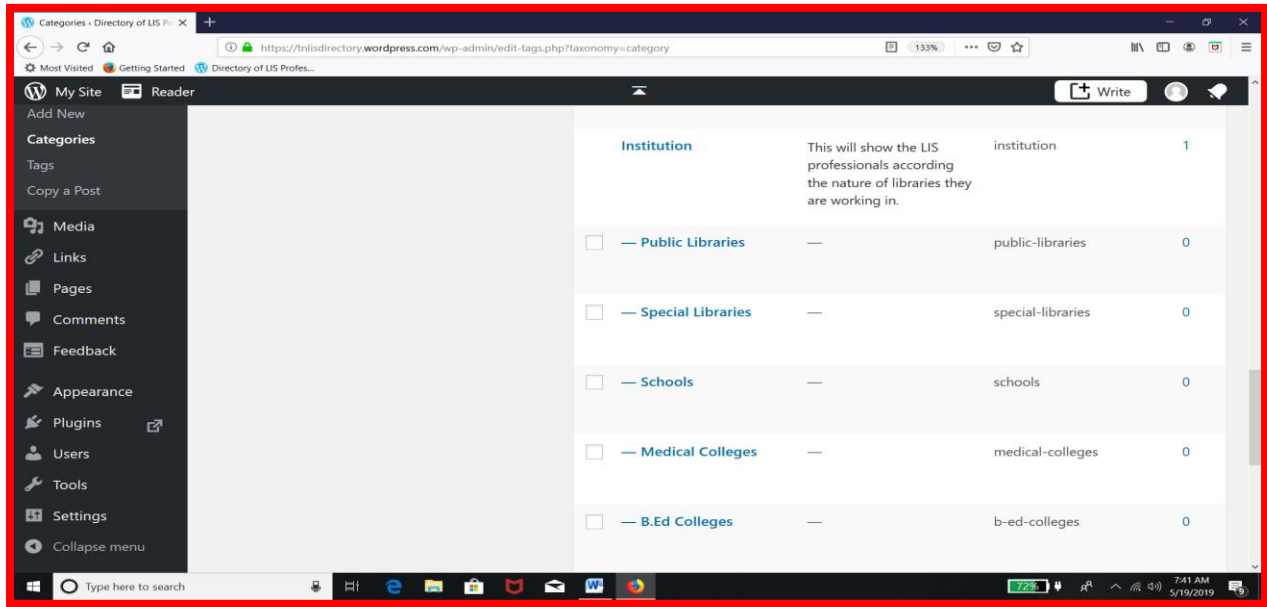
Figure 4.81: Subcategories under the parent category 'Institution'

The subcategories under the parent category 'District' are shown in Fig. 4.82
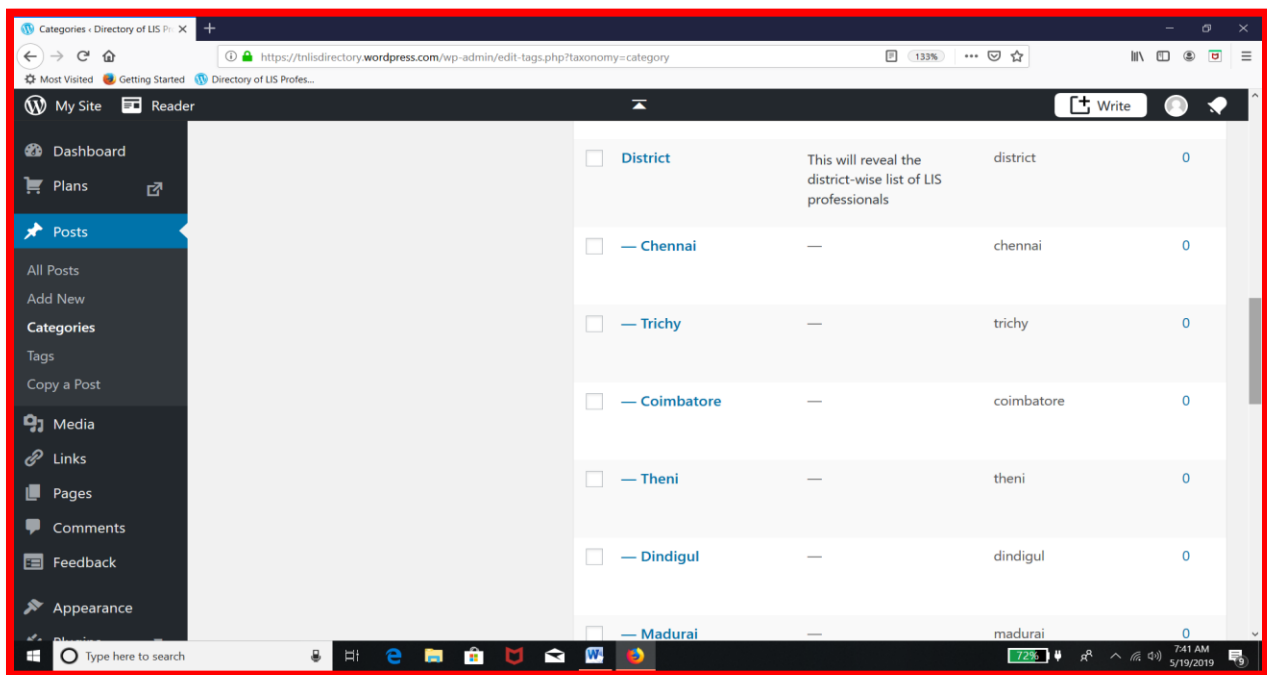
Figure 4.82: Subcategories under the parent category 'District'

4.3.7 : POSTS, TAGS AND CATEGORIZING POSTS

Adding Posts: A post will be created for a LIS professional. Data about LIS Professionals was collected and kept ready before adding posts. Got to Menu, click Posts and choose Add New (Fig. 4.83).
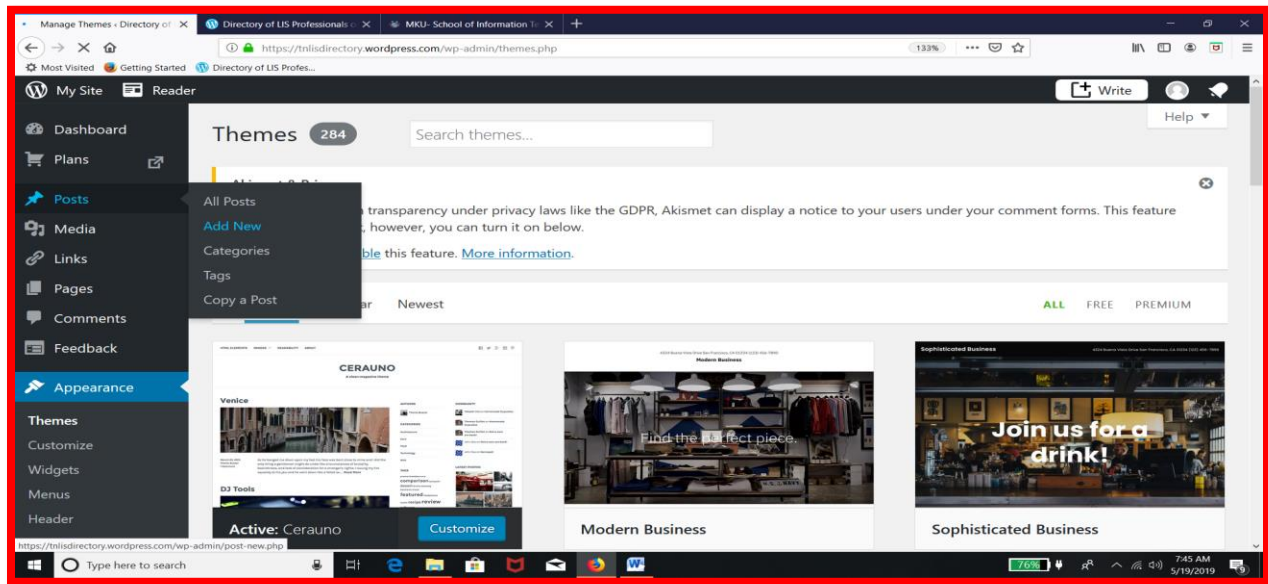
Figure 4.83 : Choosing 'Add New' option in Dashboard

The following screen appears (Fig. 4.84).
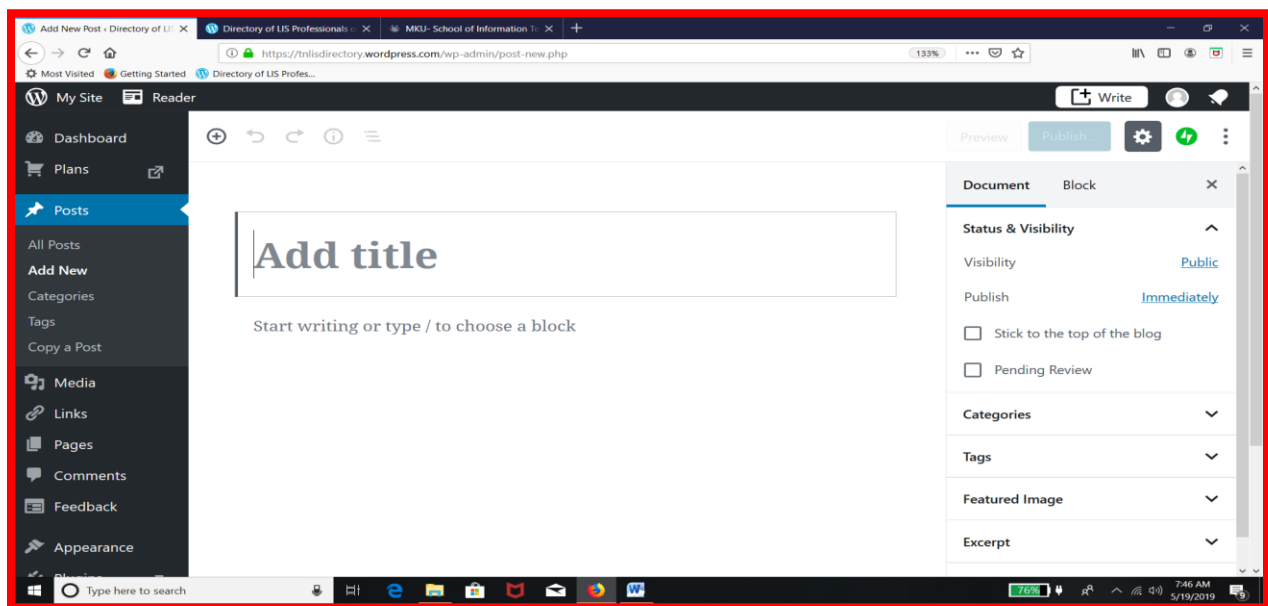
Figure 4.84 : A plain post in Dashboard

Type the name of the person in the 'Add title' space. Then click the + symbol to add blocks (Fig. 4.85).
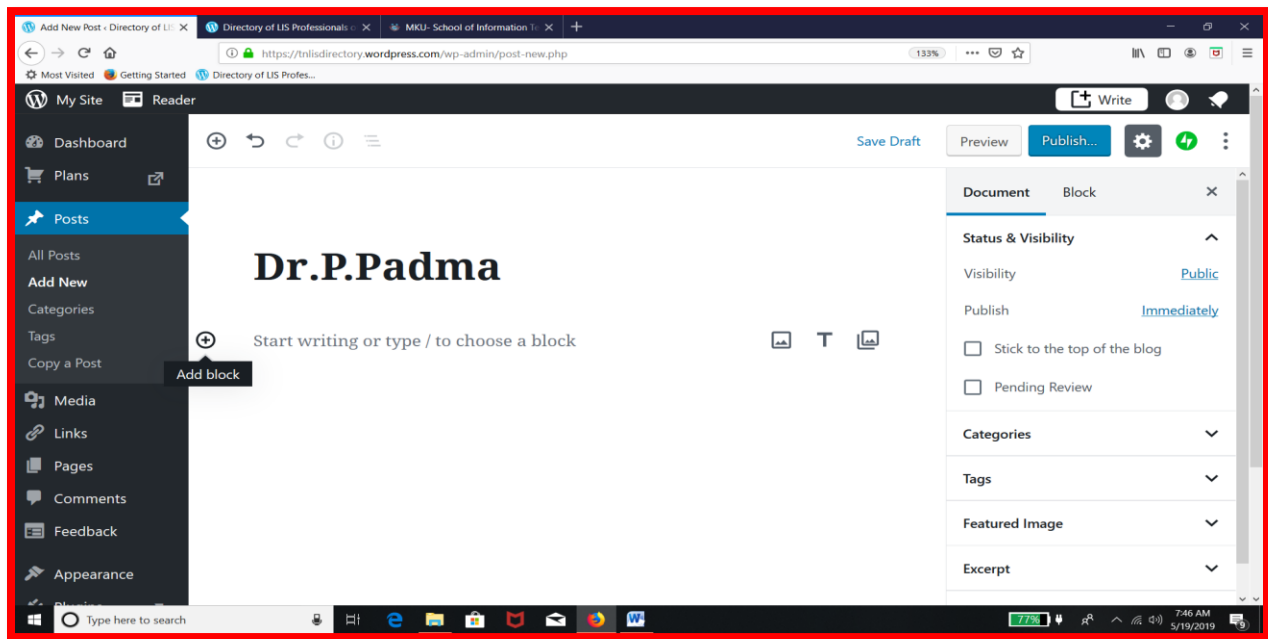
Figure 4.85: Typing the name of LIS Personality as the name of the Post

Click + symbol to select image block to add the picture of the personality (Fig. 4.86).
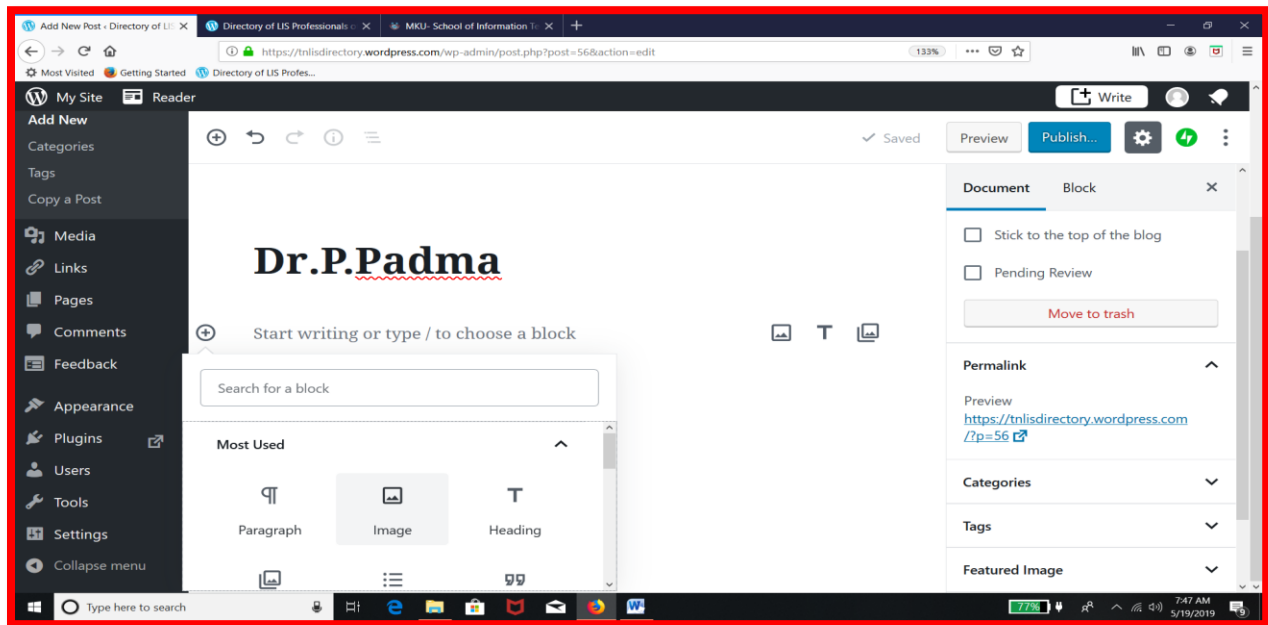
Figure 4.86: Choosing Image block for the post

Click upload to search for the picture file in your computer (Fig. 4.87).
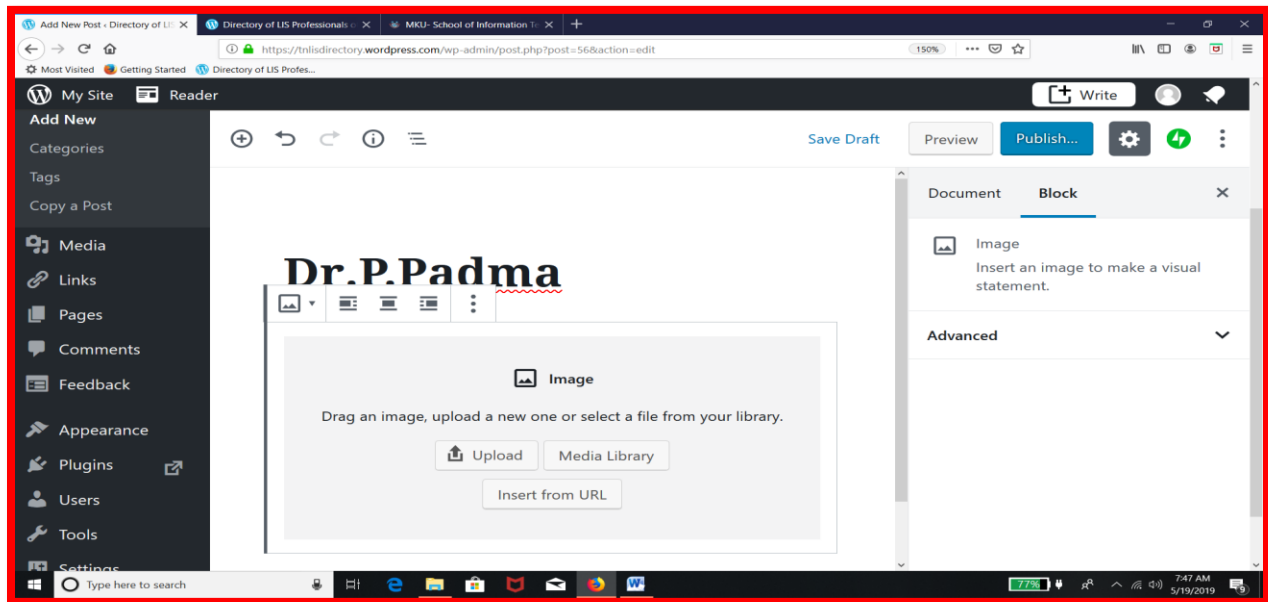
Figure 4.87: Image Block options for a post

Choose the file – stored in your computer. Select eh file and Click open (Fig. 4.88).
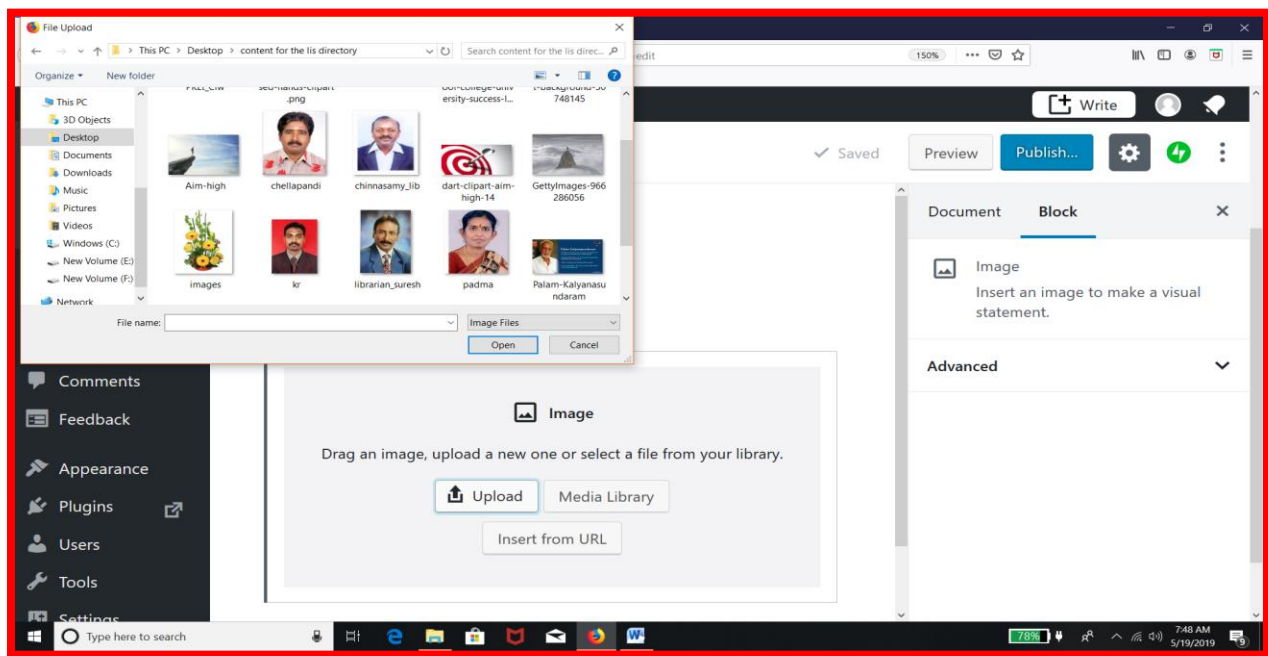
Figure 4.88: Selecting a photo for the

The picture is inserted into your post as given in Fig.4.89.
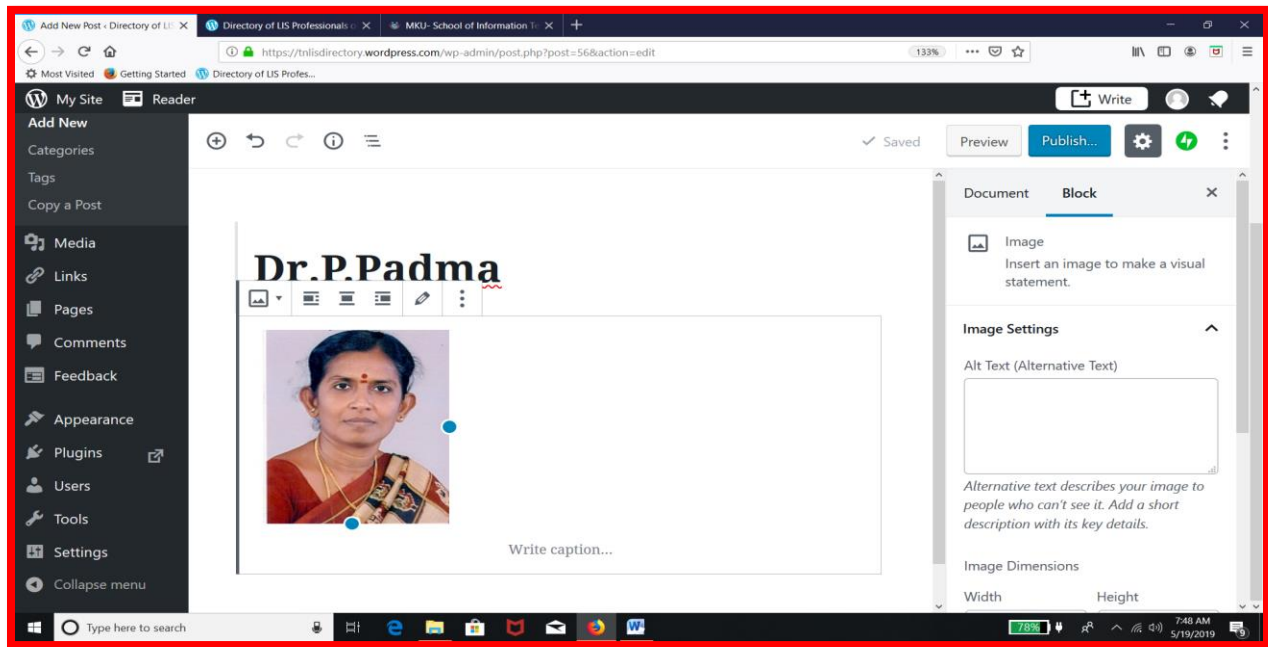
Figure 4.89: Post with the inserted picture

Align the picture – centre alignment and write caption i.e name of the Personality (Fig. 4.90).
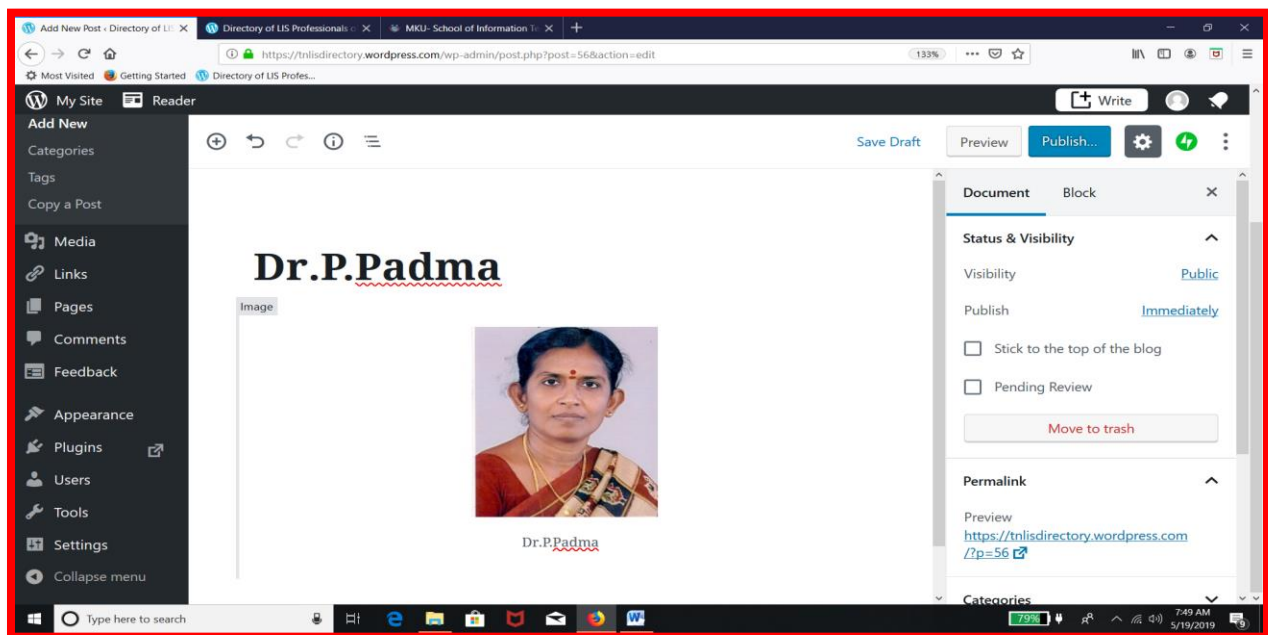
Figure 4.90: Centre Alignment and Caption for the Post

Go to the right side of the Dashboard – click Block – Click image setting – under image dimension set the picture size to 350:350 as width and height (Fig. 4.91).
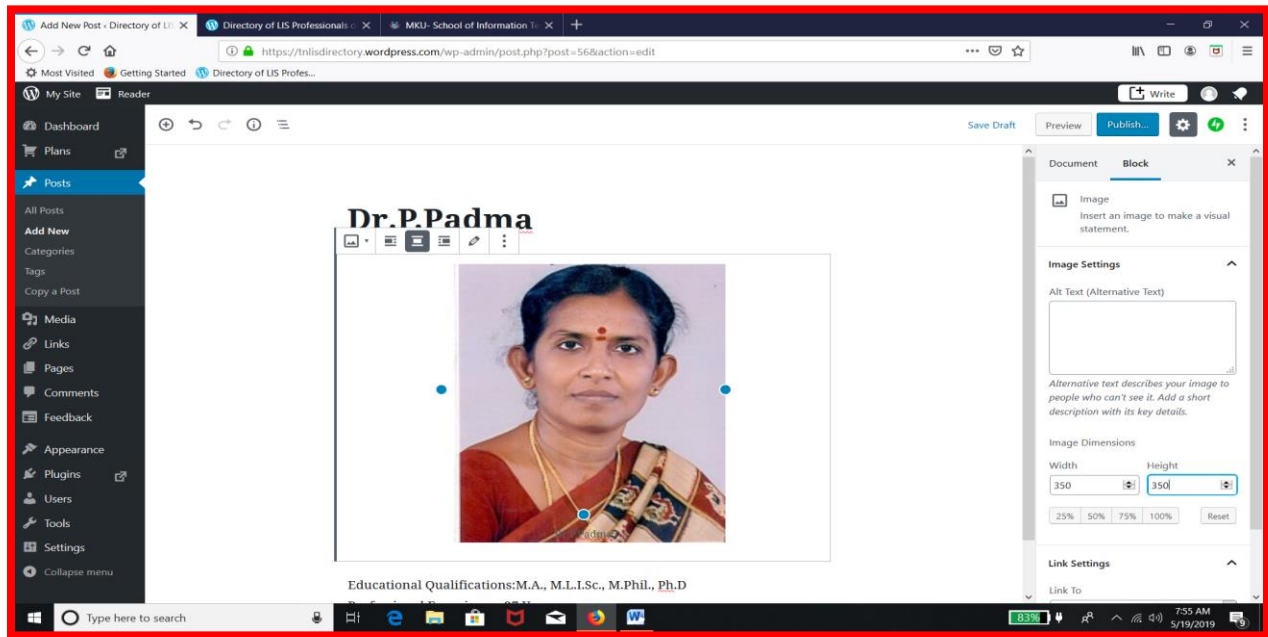
Figure 4.91: Setting Image dimension in the Post

Now click + symbol as shown in the Fig. 4.66 bottom left most portion of the block (Fig. 4.92).
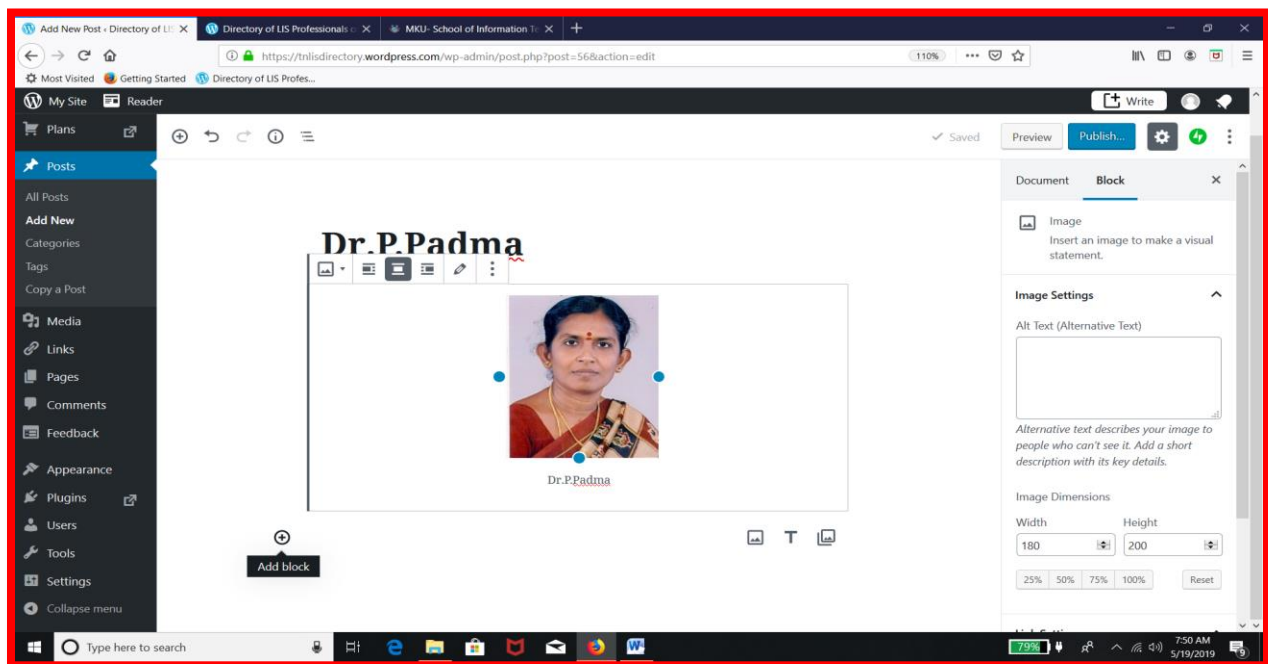
Figure 4.92: Post with the option ' Add Block' + Symbol

A list of blocks is displayed. Select 'paragraph block' (Fig. 4.93).
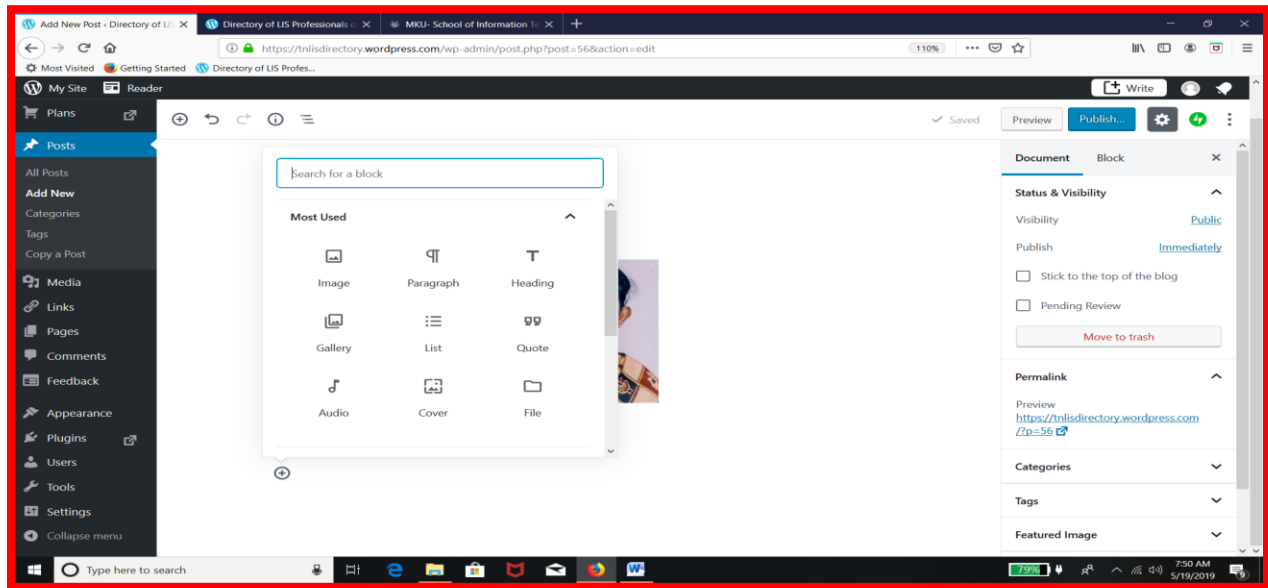
Figure 4.93: Block options available for a Post

Type the Data in the block - Go to the right side block manager - Set the font size – set the Background colour of the block – set the Font colour of the text found in that particular block (Fig. 4.94).
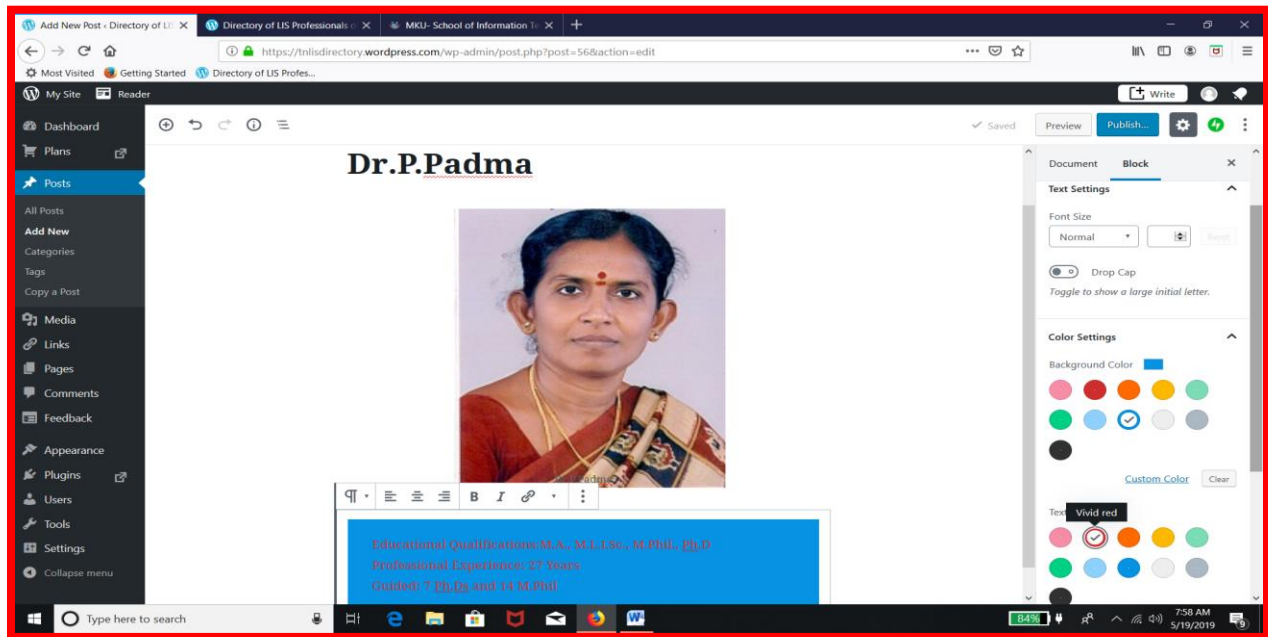
Figure 4.94: The paragraph block with font colour and background colour

Click three dots available just above the paragraph, Select insert after - Click the two arrows symbol to choose List block - Type the bulleted points (Fig. 4.95) and the result is given in Fig. 4.96.
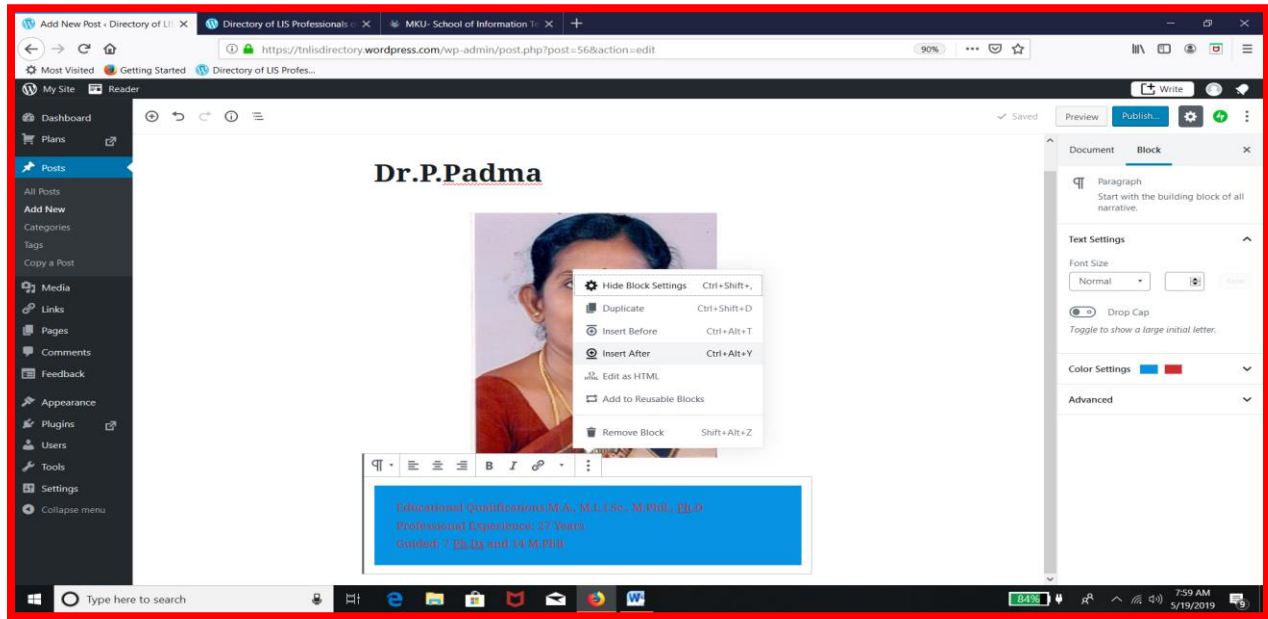
Figure 4.95 : Choosing insert after option in the block
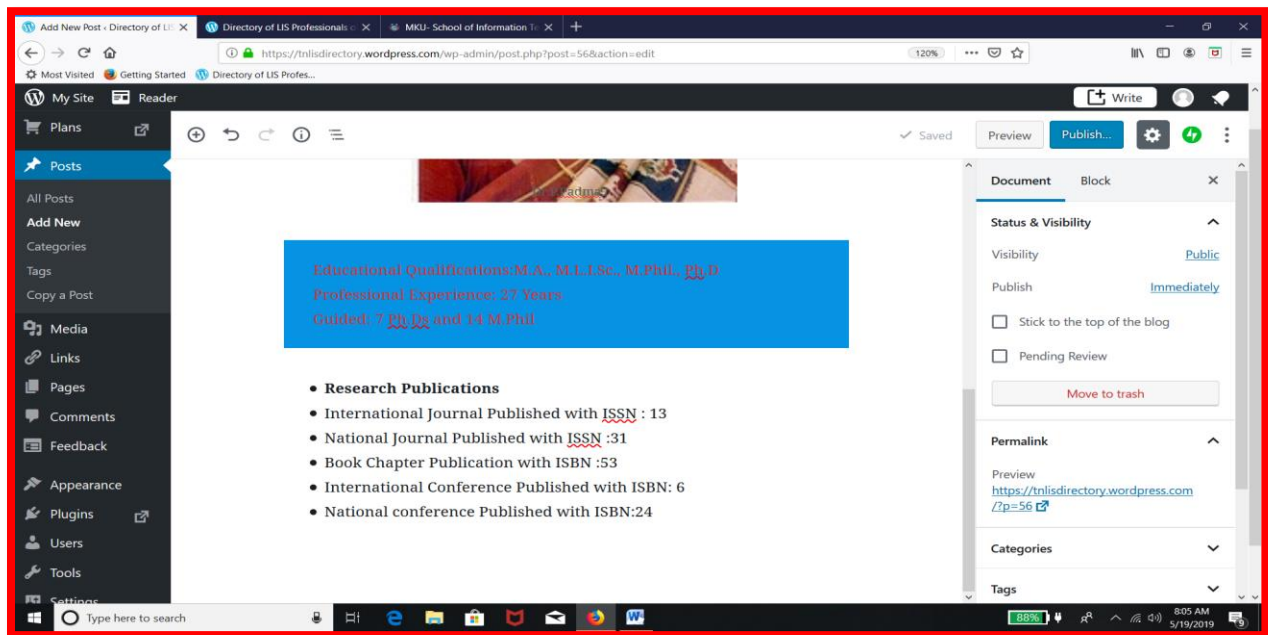
Figure 4.96: The Post with the bulleted points

Click the + symbol to add next block – a paragraph block (Fig. 4.97).
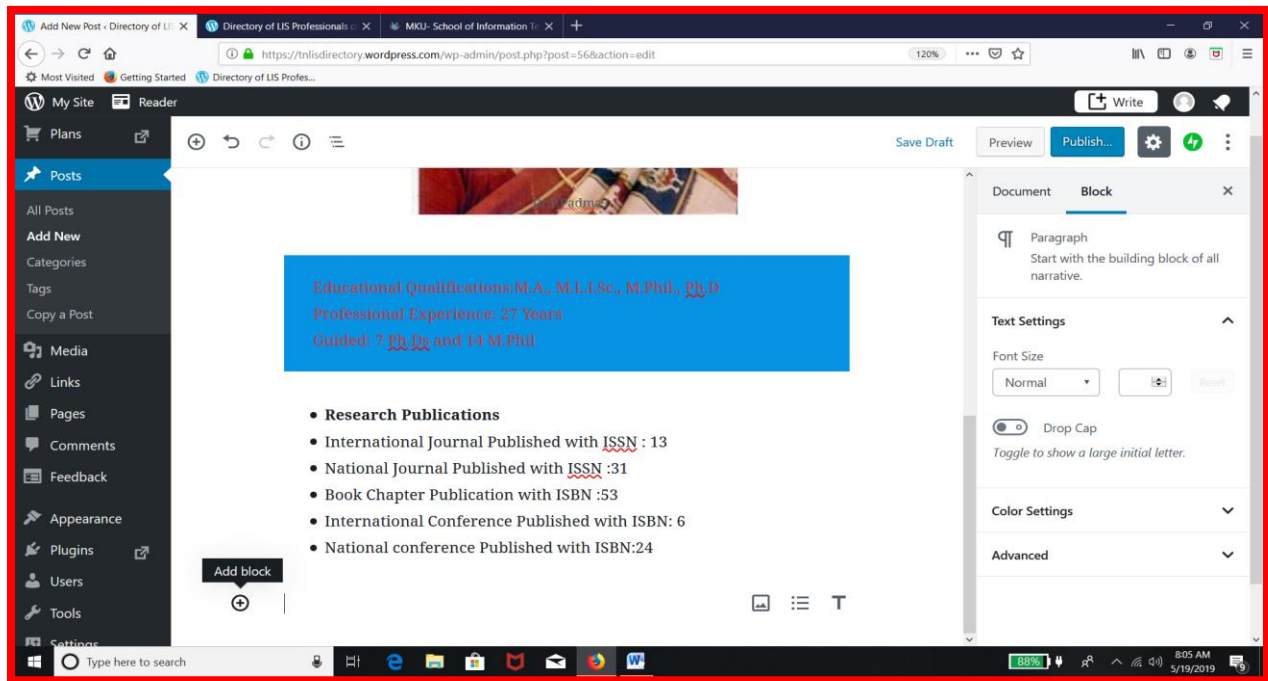
Figure 4.97: Option to choose next block for the post

Choose paragraph block - Type the heading as contact particulars – type the details (Fig. 4.98).
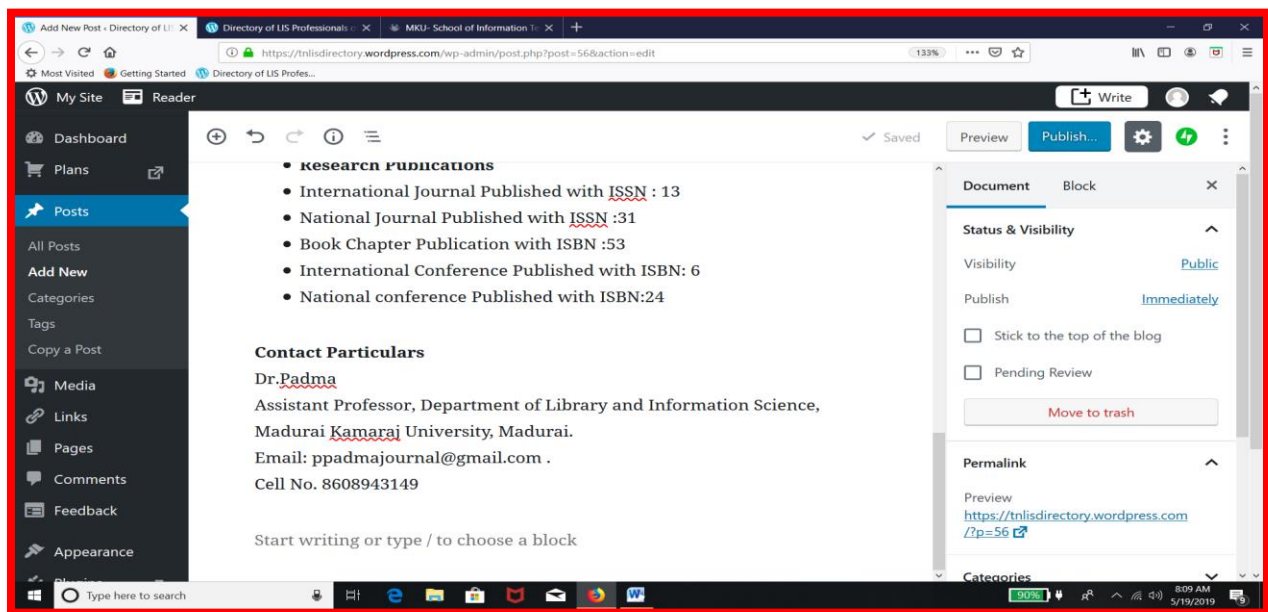
Figure 4.98: The filled in Contact Particulars in the Post

Click + symbol to add paragraph block. After typing the information, click the chain to insert the URL. Paste the URL in the space created now (Fig. 4.99).
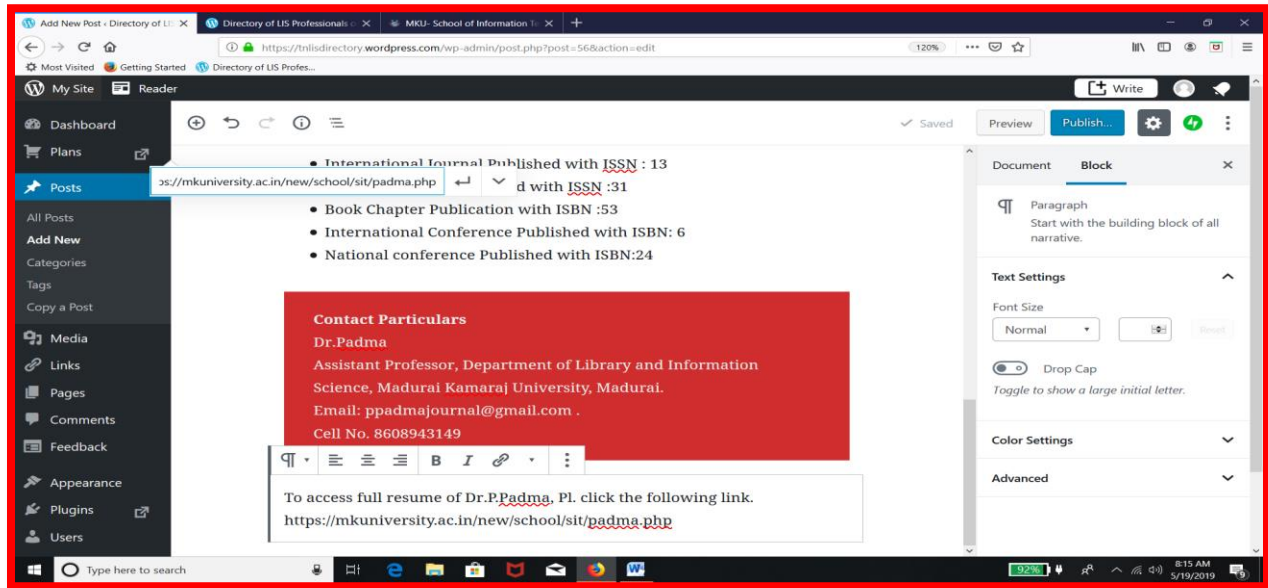
Figure 4.99: Inserting a Link in the Post

The link is inserted (Fig. 4.100).
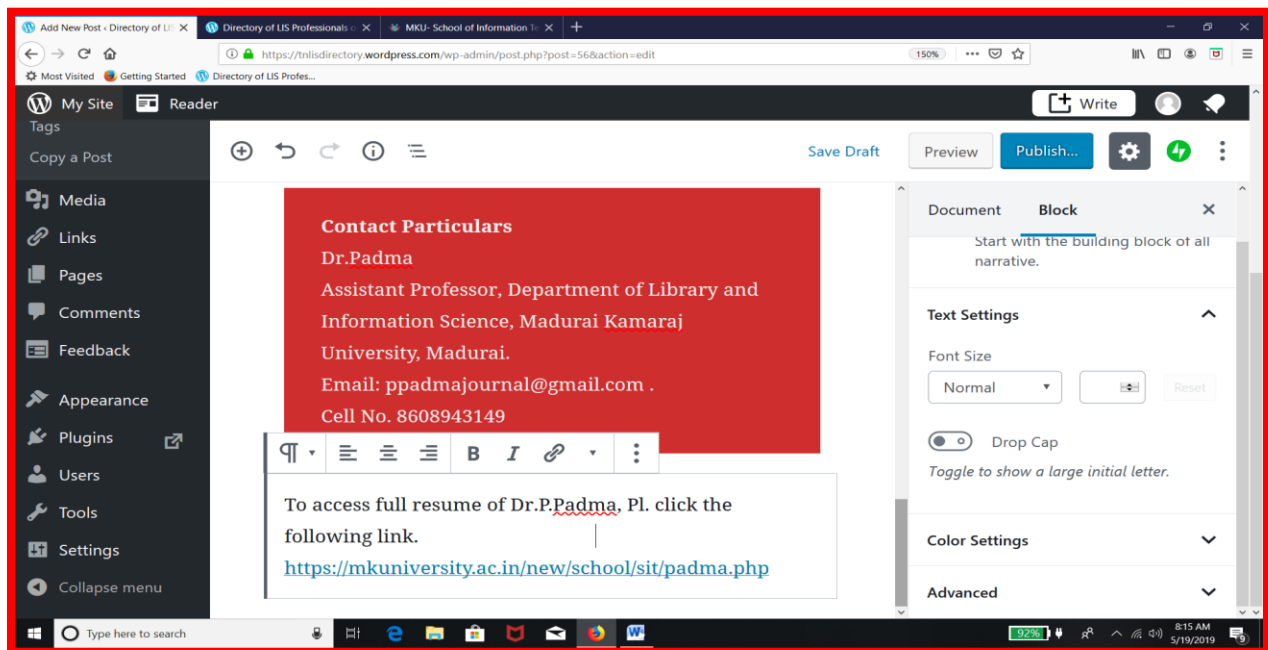
Figure 4.100: The Post with the inserted Link

Now, we have added few details about the personality. Go the right corner. Click the document manager. Set visibility as public. Set publish as immediately (Fig. 4.101).
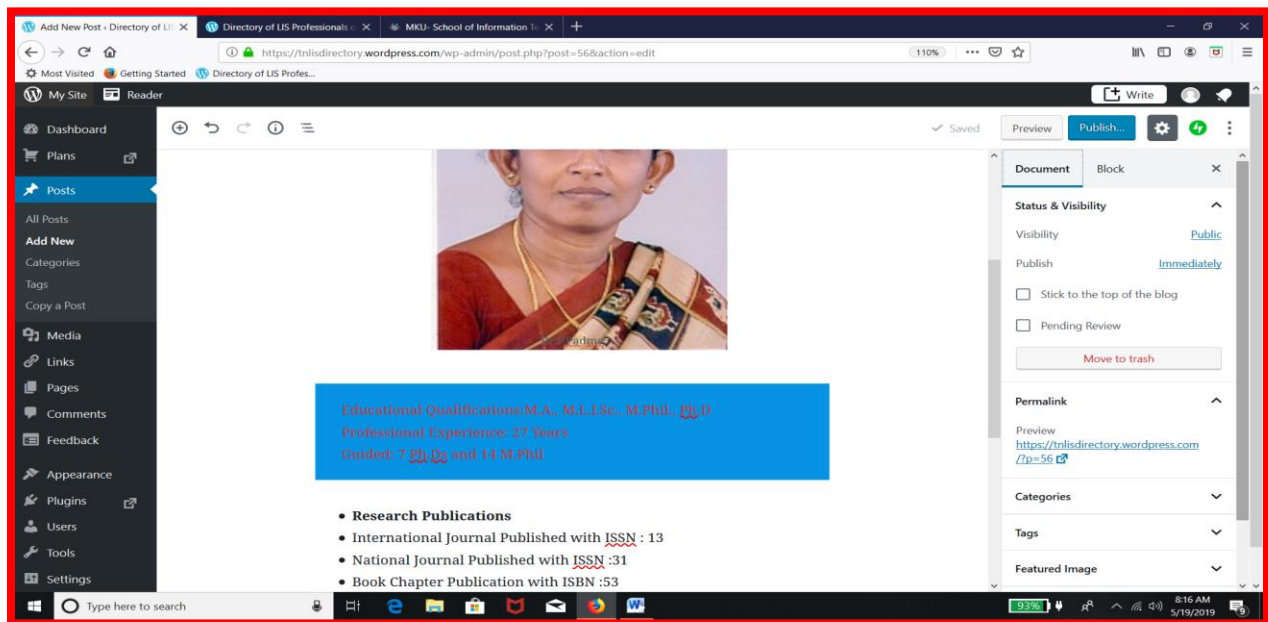
Figure 4.101: Setting options under Document Manager

Come down in the document menu and click the drop down menu of categories. Select all the categories / subcategories under which, Dr.P.Padma is to be placed. Select Assistant professor from Designation category (Fig. 4.102).
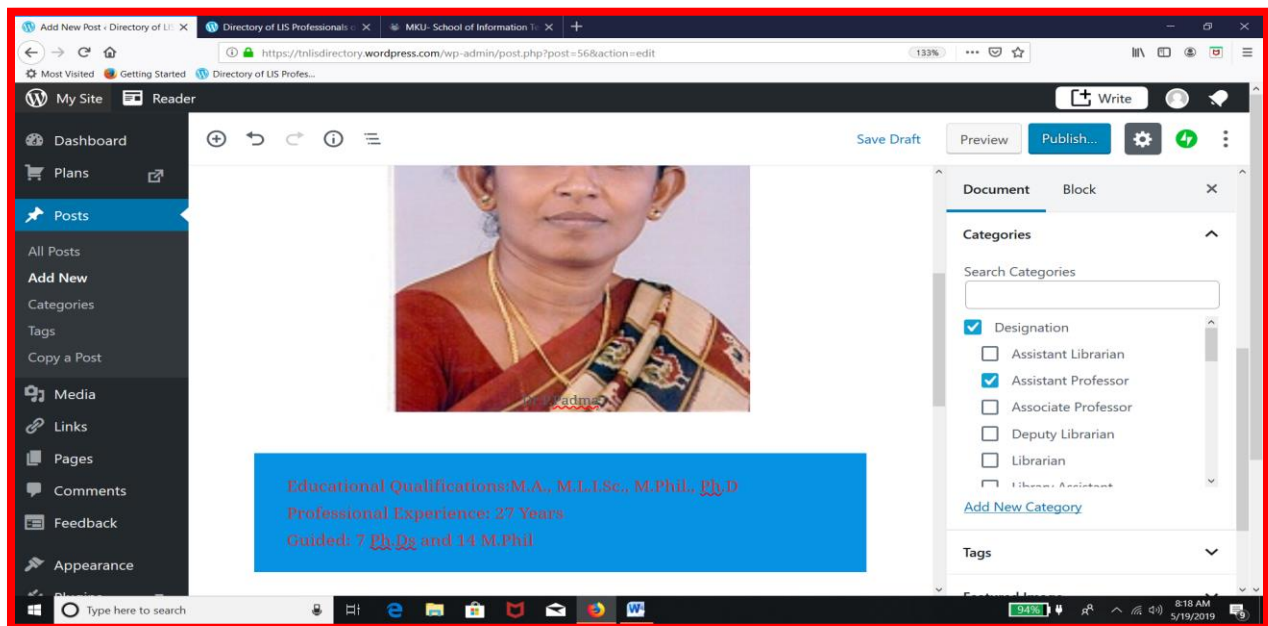
Figure 4.102 : Choosing the category 'Designation' and Sub-category 'Asst. Professor'

Select District as category and Madurai as sub-category (Fig. 4.103).
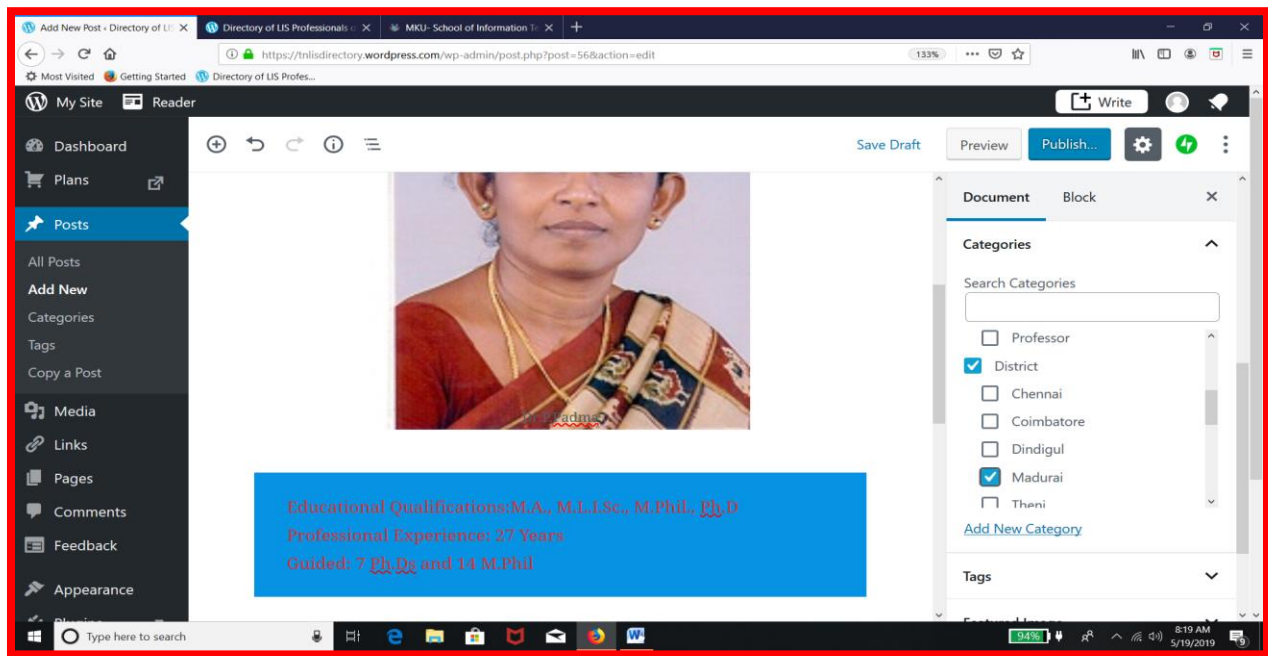
Figure 4.103 : Choosing the category 'District' and Sub-category 'Madurai'

Select Institution as category and universities as sub-category (Fig. 4.104).
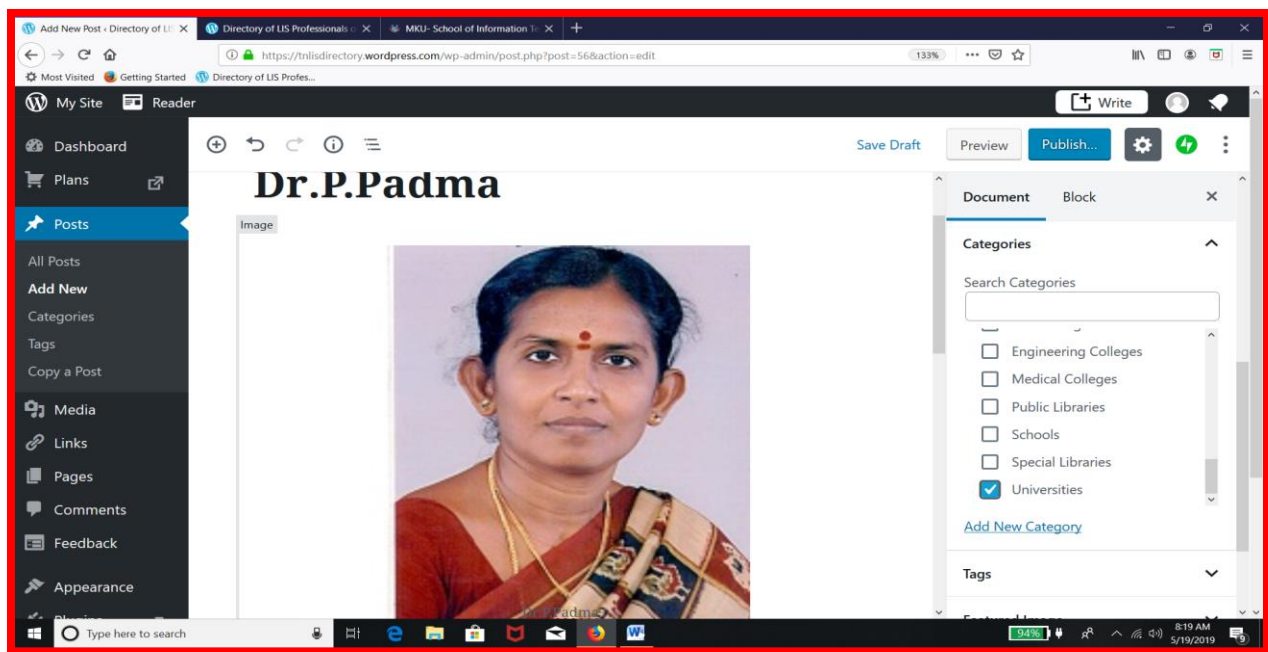
Figure 4.104 : Choosing the Sub-category 'Universities'

Then, click the next item ' tag's drop down menu'. Type the tags and press enter. Include as many tags as required to describe the personality (Fig. 4.105).
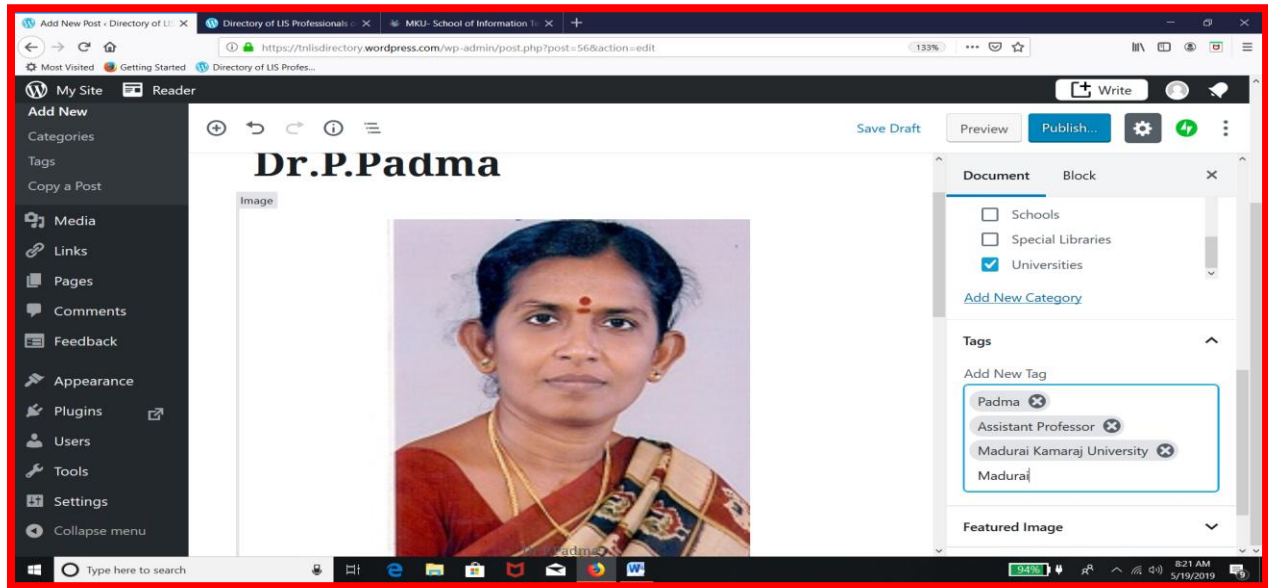
Figure 4.105 : Adding tags toe the post

Now click 'Publish' option on the top right portion of the dashboard (Fig. 4.106).
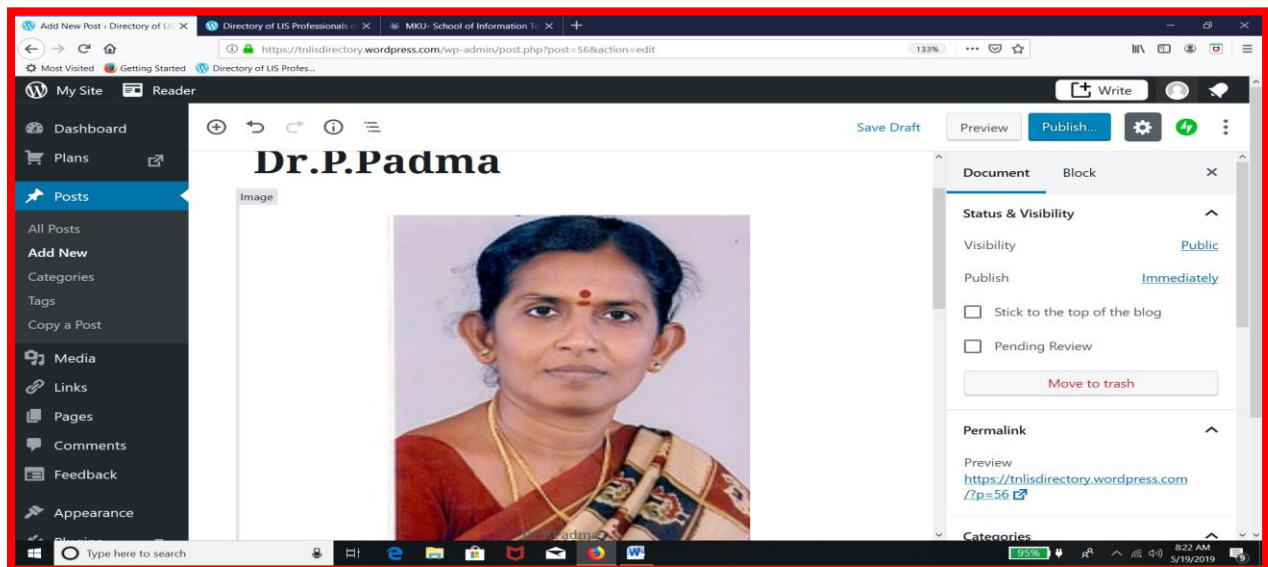
Figure 4.106 : Clicking 'Publish' option

The post is published. We can see all the categories and sub-categories in the blog (Fig.4.107).
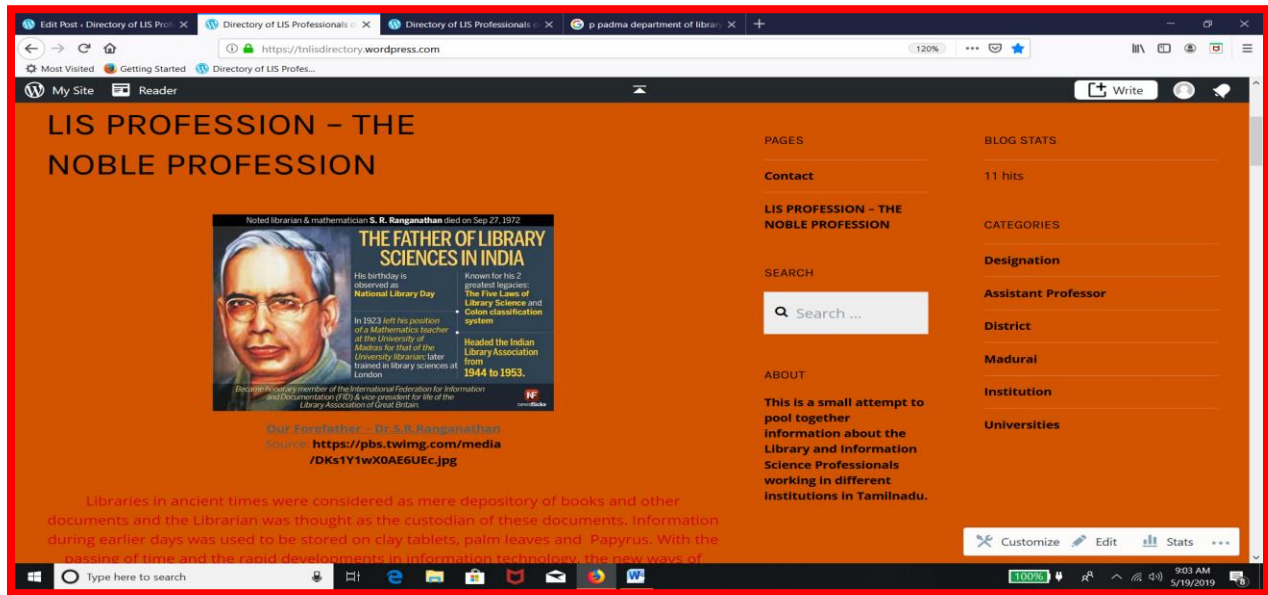
Figure 4.107 : Category and sub categories as displayed in the blog

Clicking any one of the subcategory / category, will take you to the page where we have uploaded information about Dr.P.Padma. Click 'Universities'. You will get this screen. Click 'Read More' (Fig. 4.108).
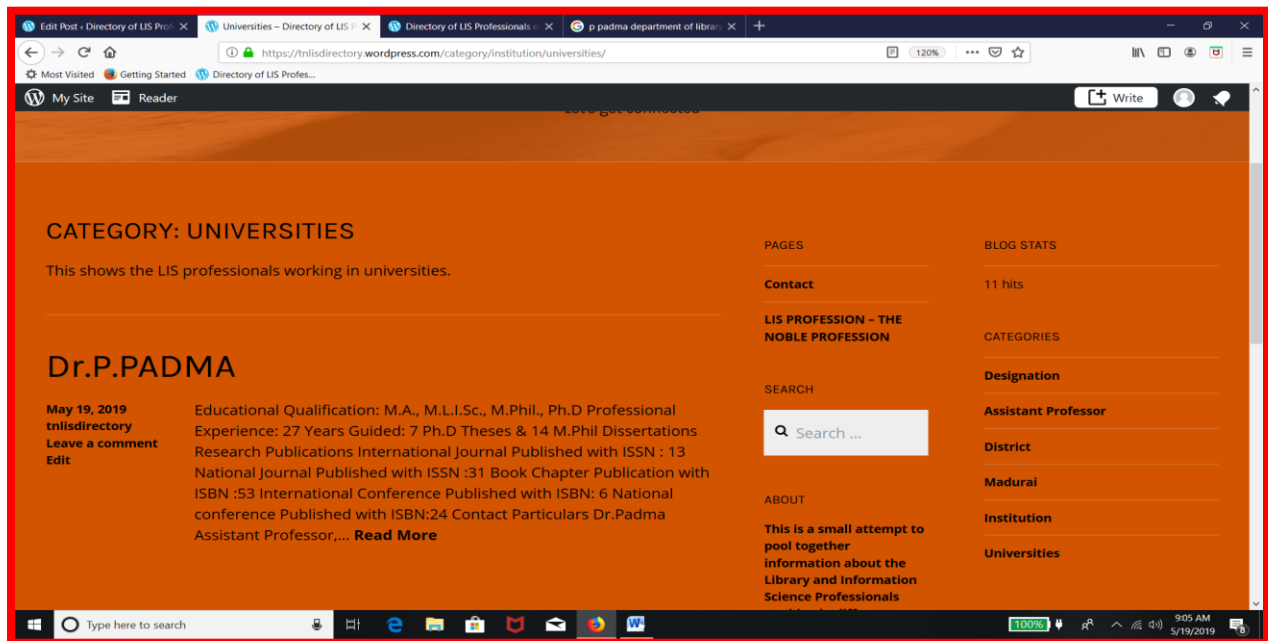
Figure 4.108 : Results : Click of the sub-category ' Universities'

You will get full particulars about Dr.P.Padma as given in Fig.4.109, 4.110 and 4.111.
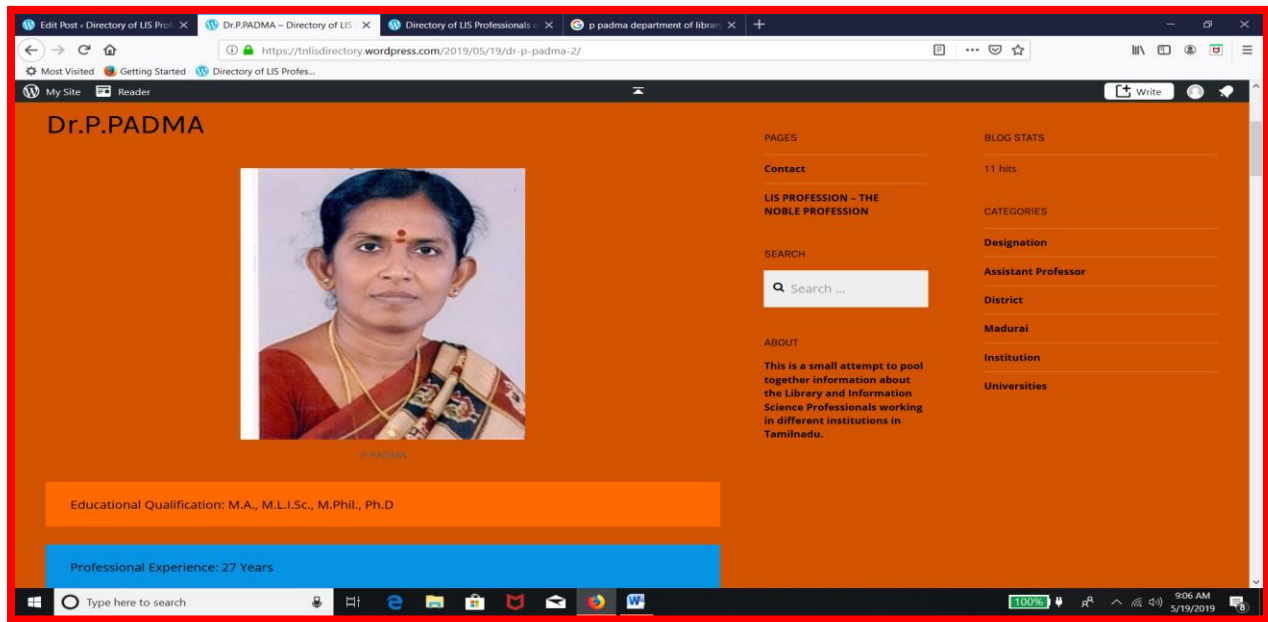
Figure 4.109 : Dr.P.Padma – Qualification and Experience
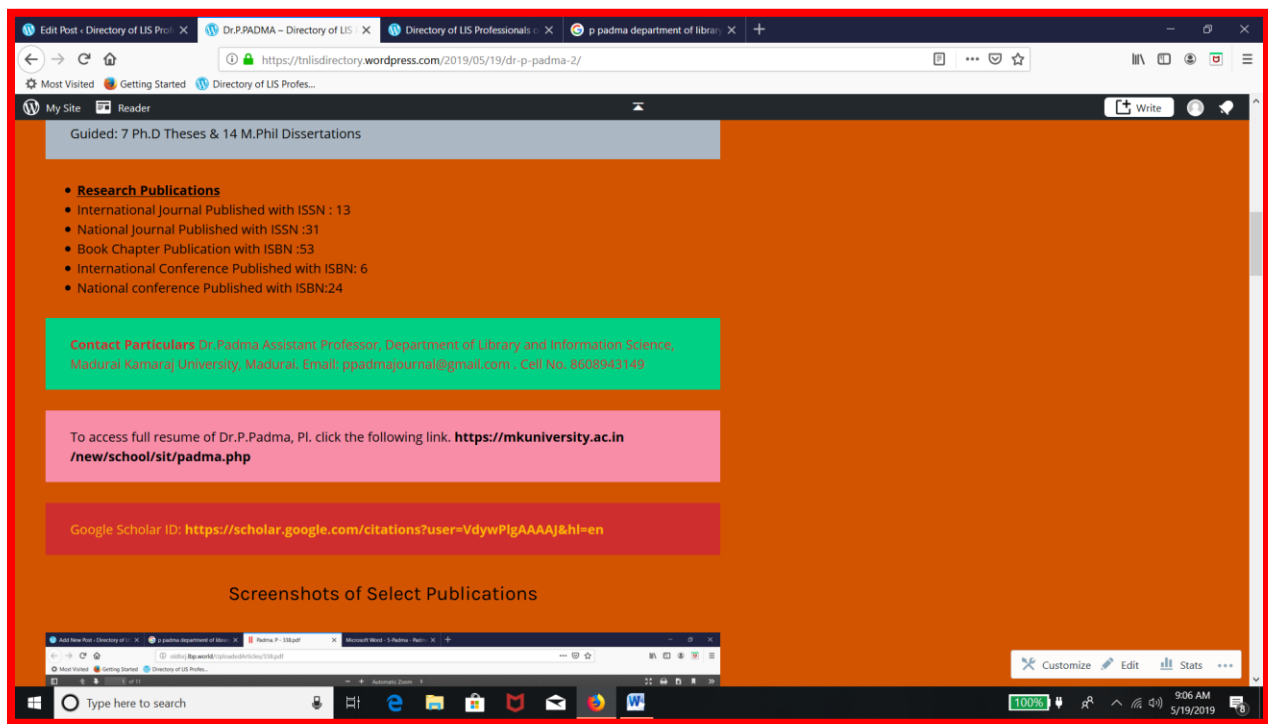
Figure 4.110 : Dr.P.Padma – Research publication, contact particulars and links
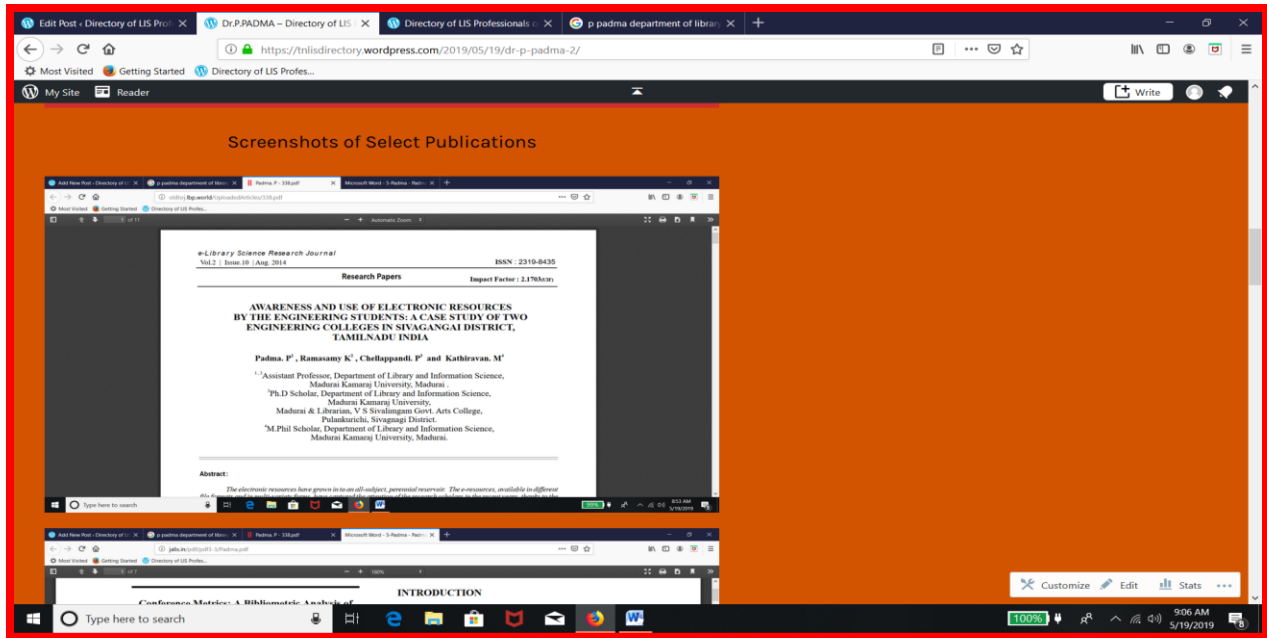
Figure 4.111 : Dr.P.Padma – Screenshots of Research papers

Type P Padma in the Search Widget and Press enter. You will get the following result page (Fig. 4.112).
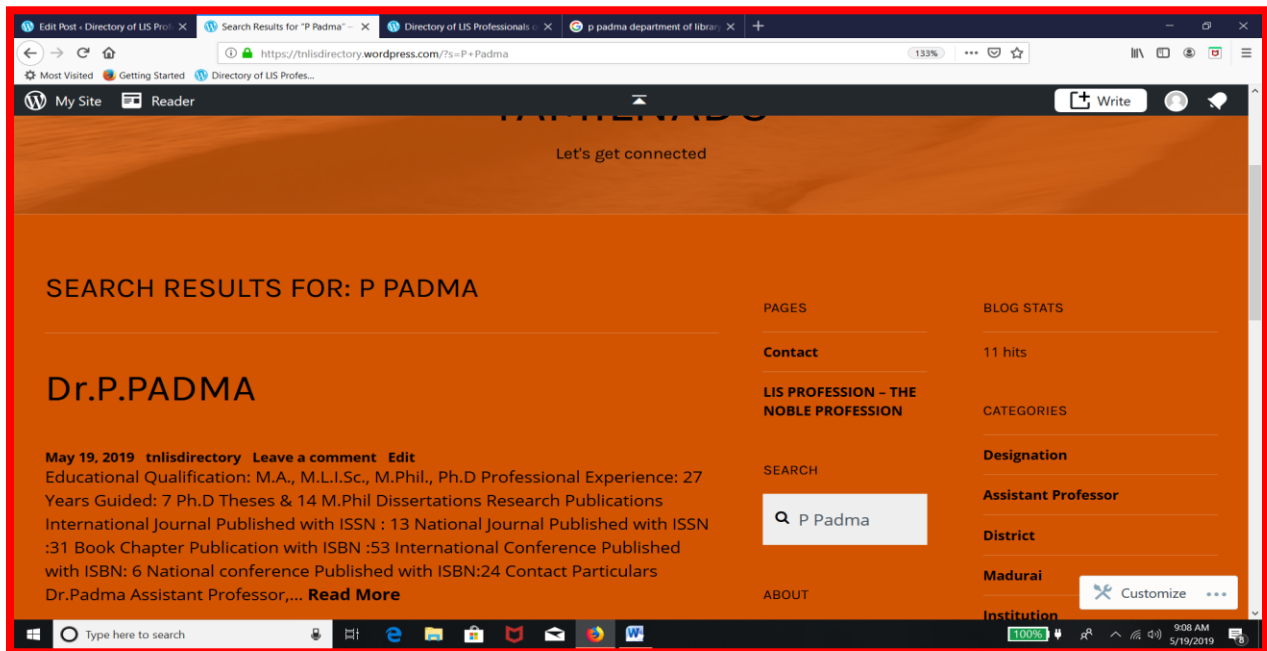
Figure 4.112 : Search results for Dr.P.Padma

4.3.8 : LINK CATEGORIES AND LINKS

To add link categories and links, log in to Wordpress. In the dashboard, go to Menu, click links and choose 'Link Categories' (Fig. 4.113).
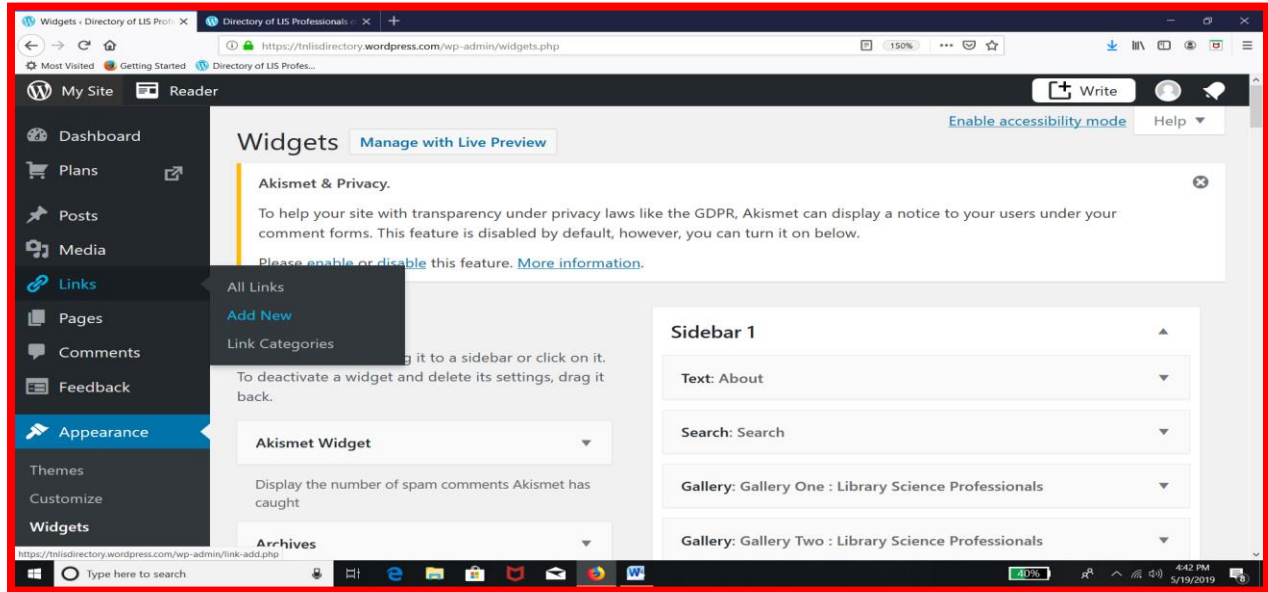
Figure 4.113 : Option for Link Categories in Dashboard

The blogroll is the default link category (Fig. 4.114).
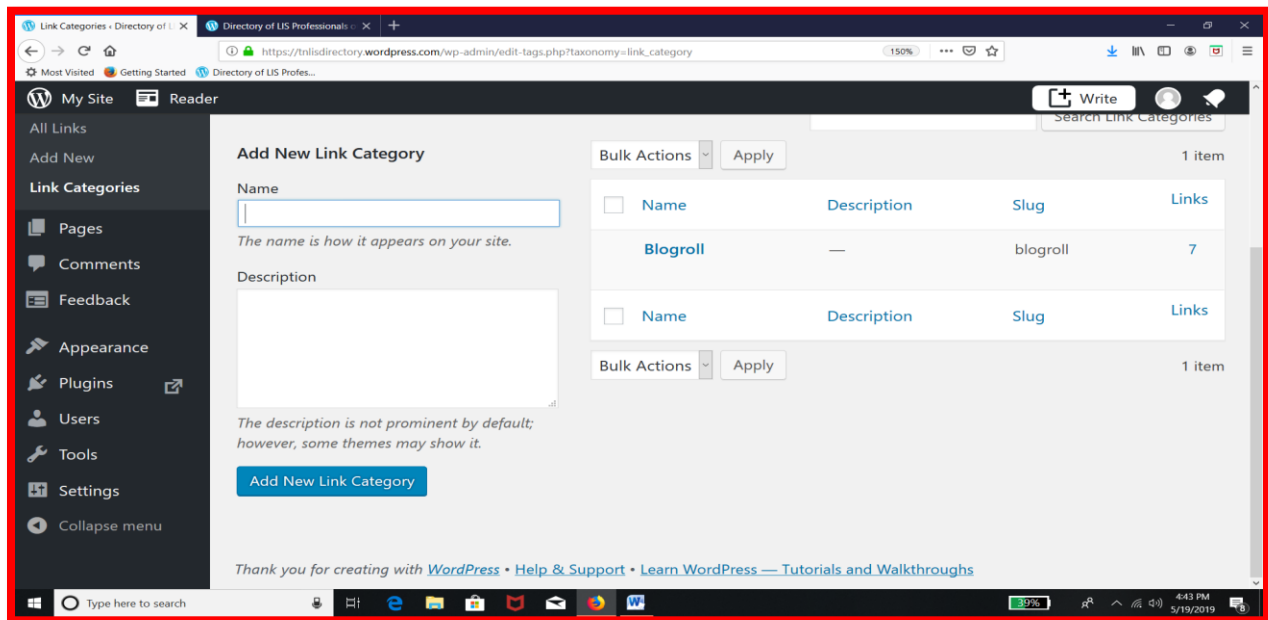
Figure 4.114 : The default link category in Wordpress

Click on 'Quick Edit' and rename it as Preachers. Click 'Update link category' (Fig.4.115).
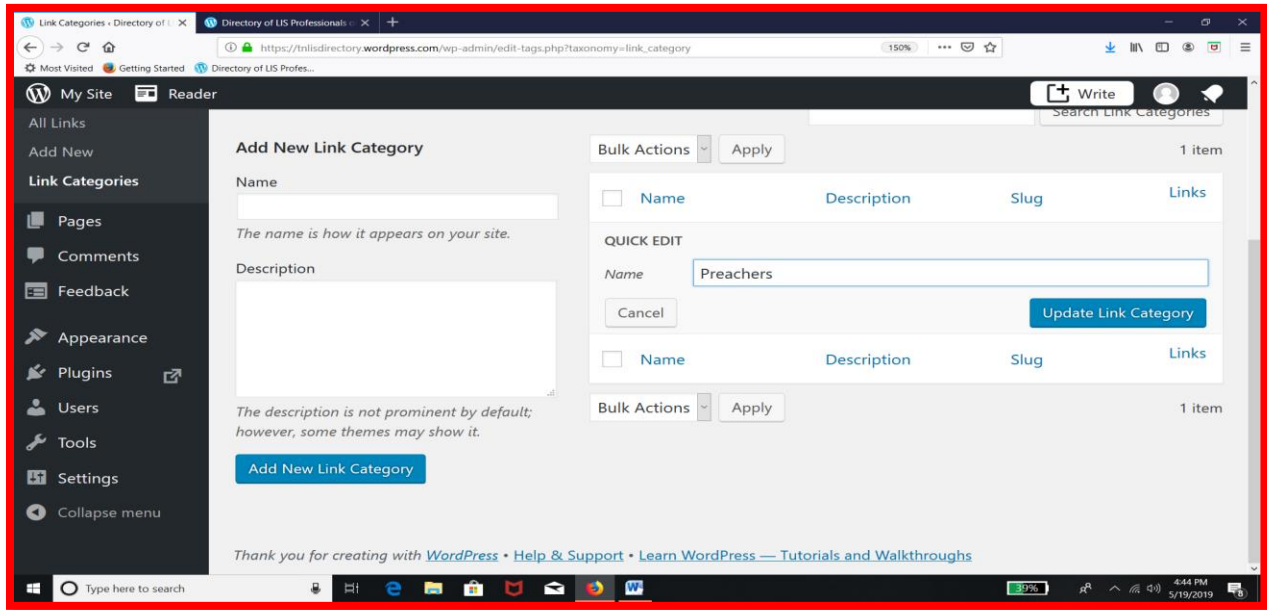
Figure 4.115 : Renaming the default link category as Preachers

Now the changed link category appears as in Fig.4.116.
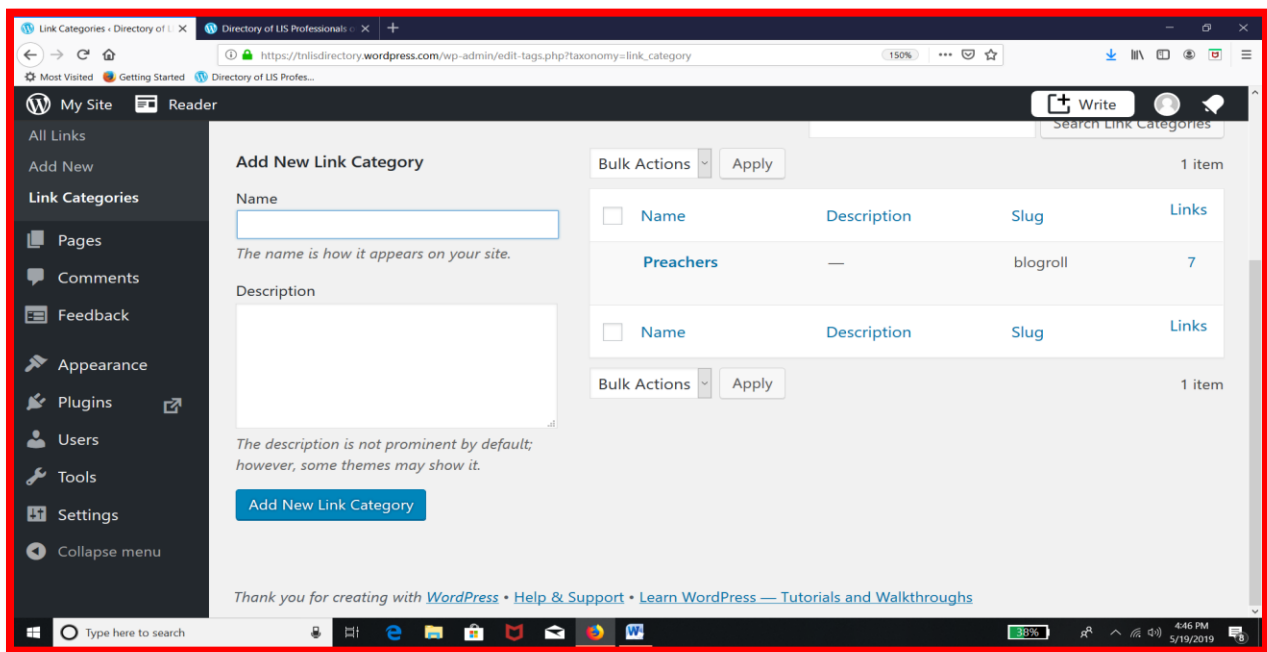
Figure 4.116 : The newly created link category in Dashboard

Add one more category 'Practitioners'. Both the link categories are shown in the Dashboard (Fig. 4.117).
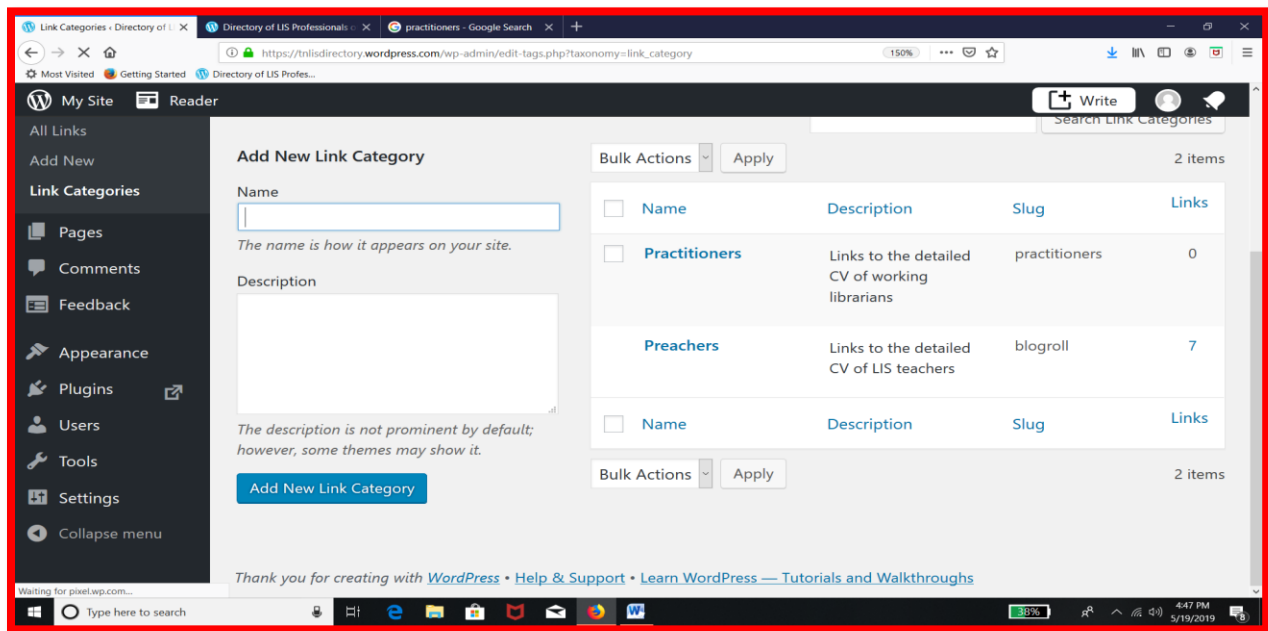
Figure 4.117 : Two link categories in Dashboard

Adding links to link categories – In order to add individual web links to the link categories, go to Menu, click Links and choose Add New (Fig. 4.118).
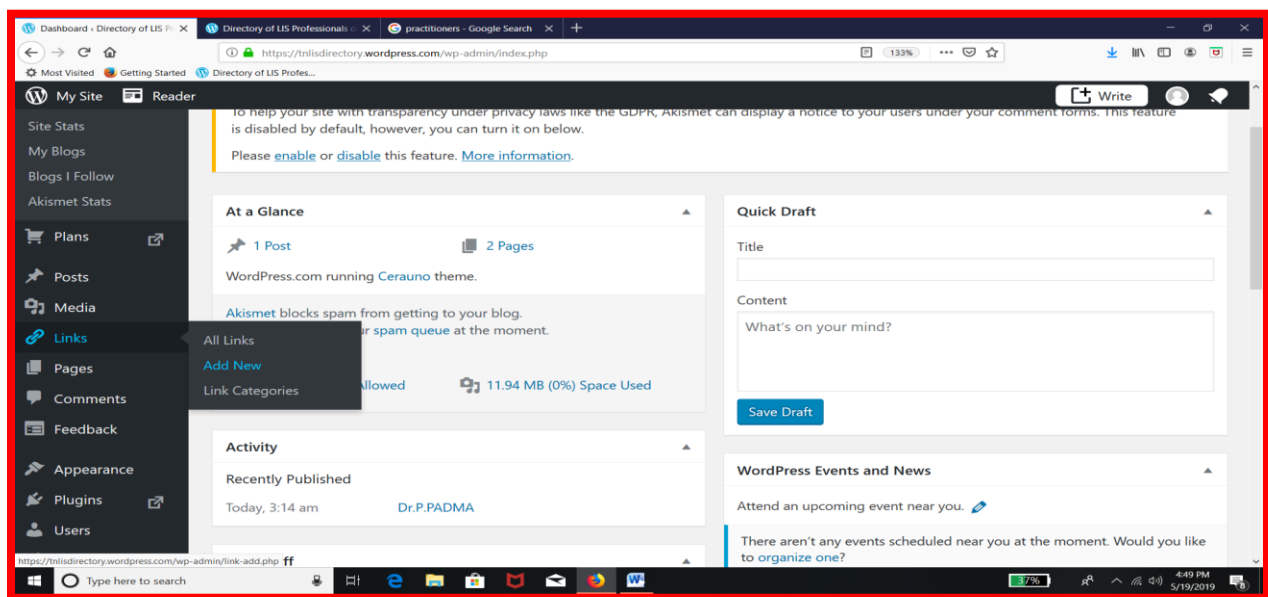
Figure 4.118 : Add new link option in Dashboard

The following screen appears (Fig. 4.119).
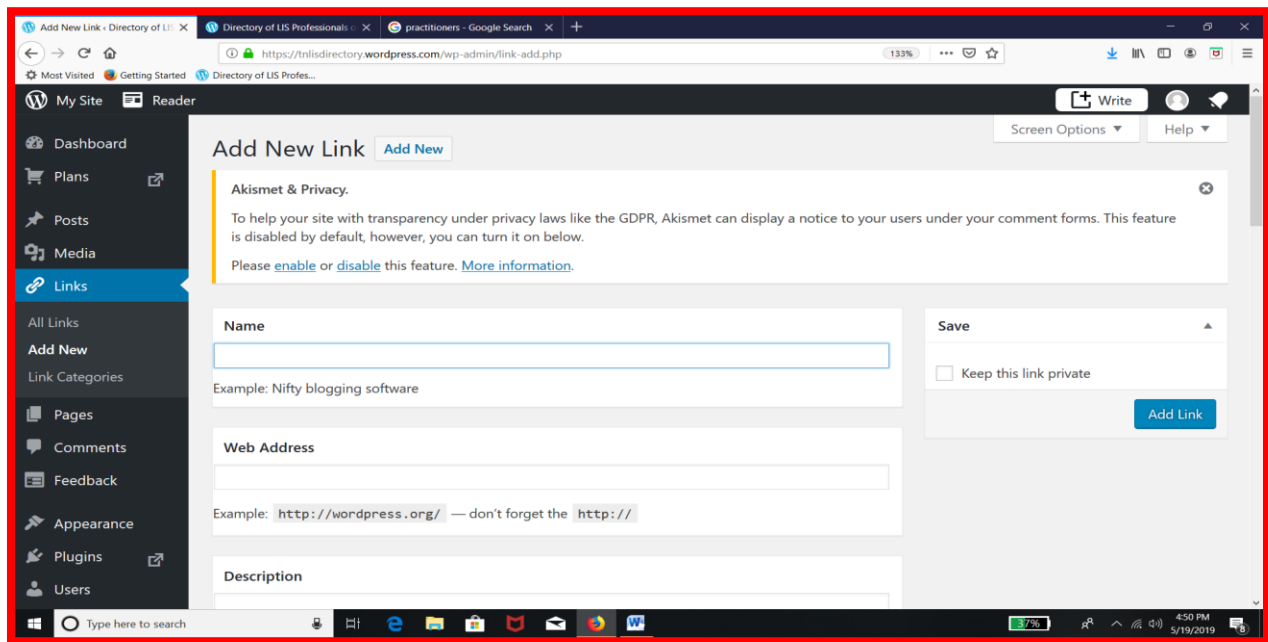
Figure 4.119 : Add New Link Menu

Four Steps : Give a name for the link page / site, Paste the URL address, Select the category and Click Add Link. The first two steps… (Fig. 4.120).
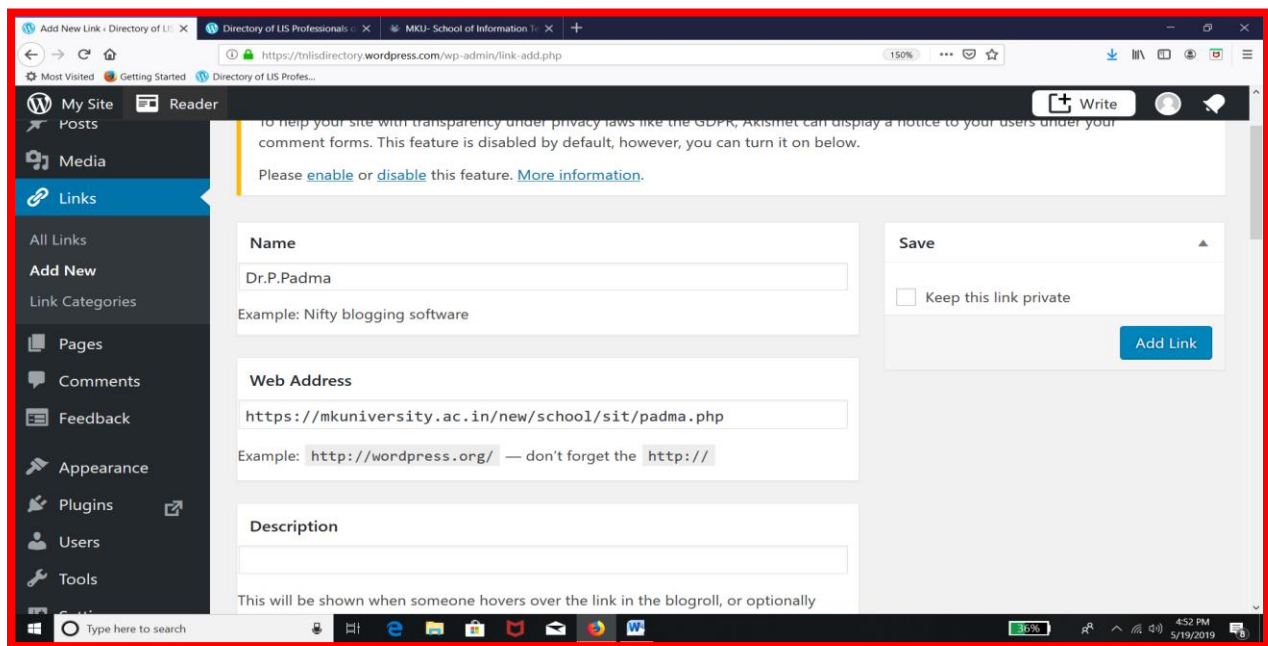
Figure 4.120 : Name and Web Address in Add New Link Screen

Select the Link category below which that particular link is to be displayed in the blog (Fig. 4.121).
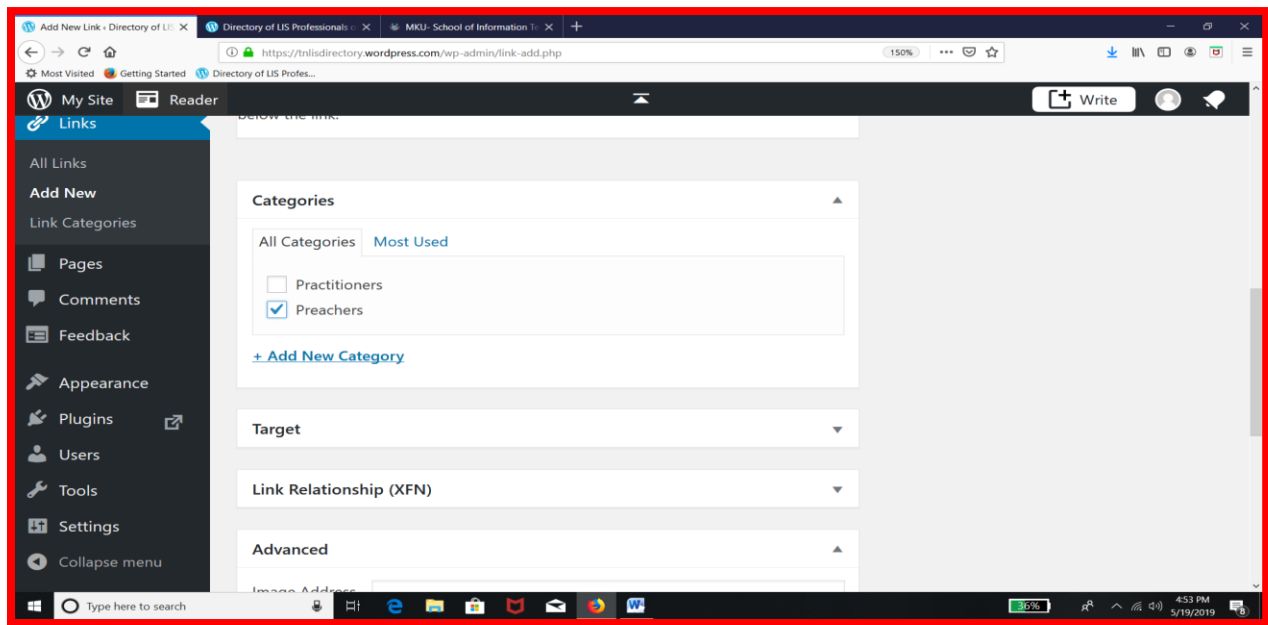
Figure 4.121 : Choosing category for the link added

Click the 'Add Link' button (Fig. 4.122).
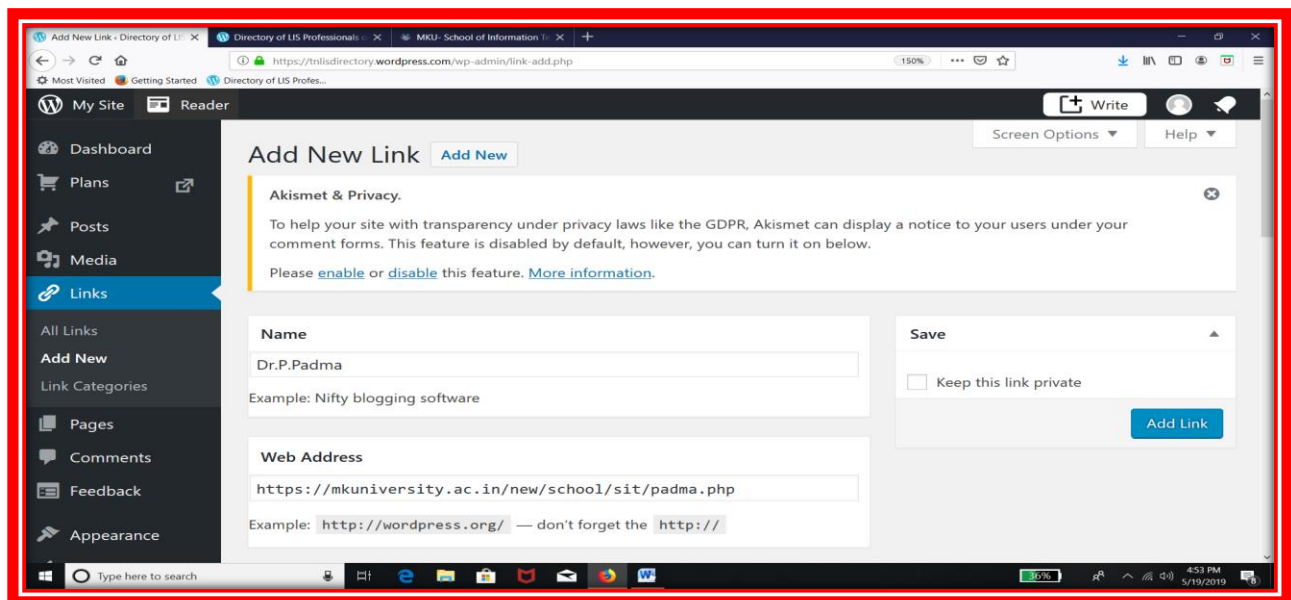
Figure 4.122 : Clicking 'Add Link' button in Add New Link Screen

The message ' Link added' appears as in Fig. 4.123
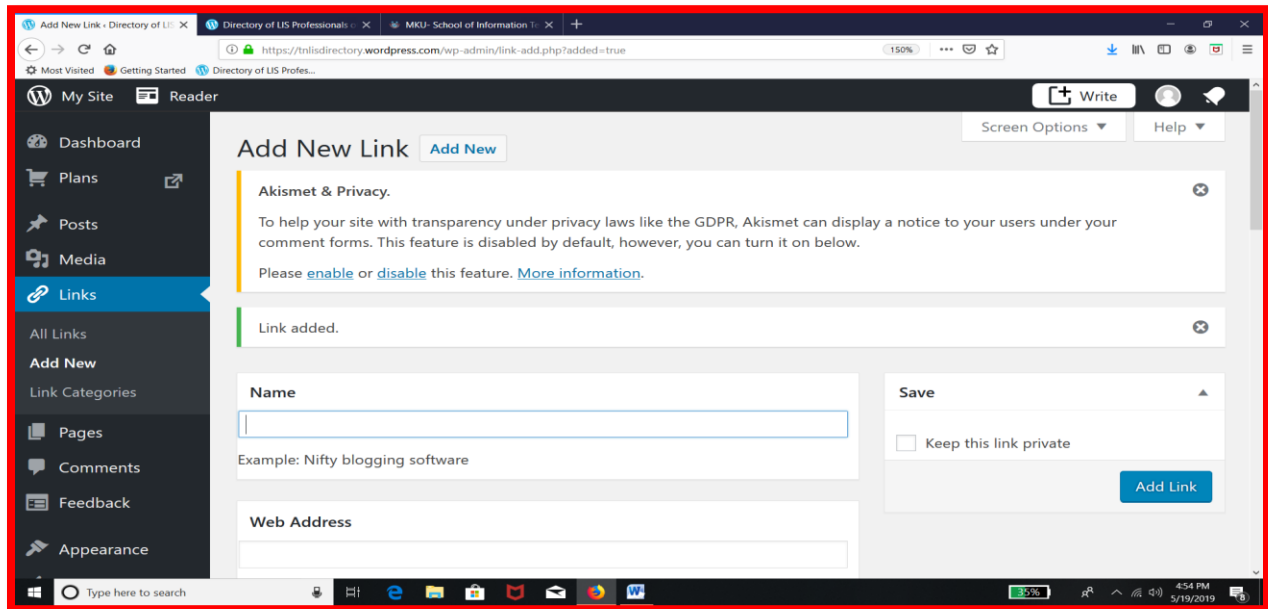
Figure 4.123 : The successful adding of a link shown in Dashboard

How does it look in the blog? Look at the Fig. 4.66. Clicking the name will take you to the detailed document (Fig. 4.124).
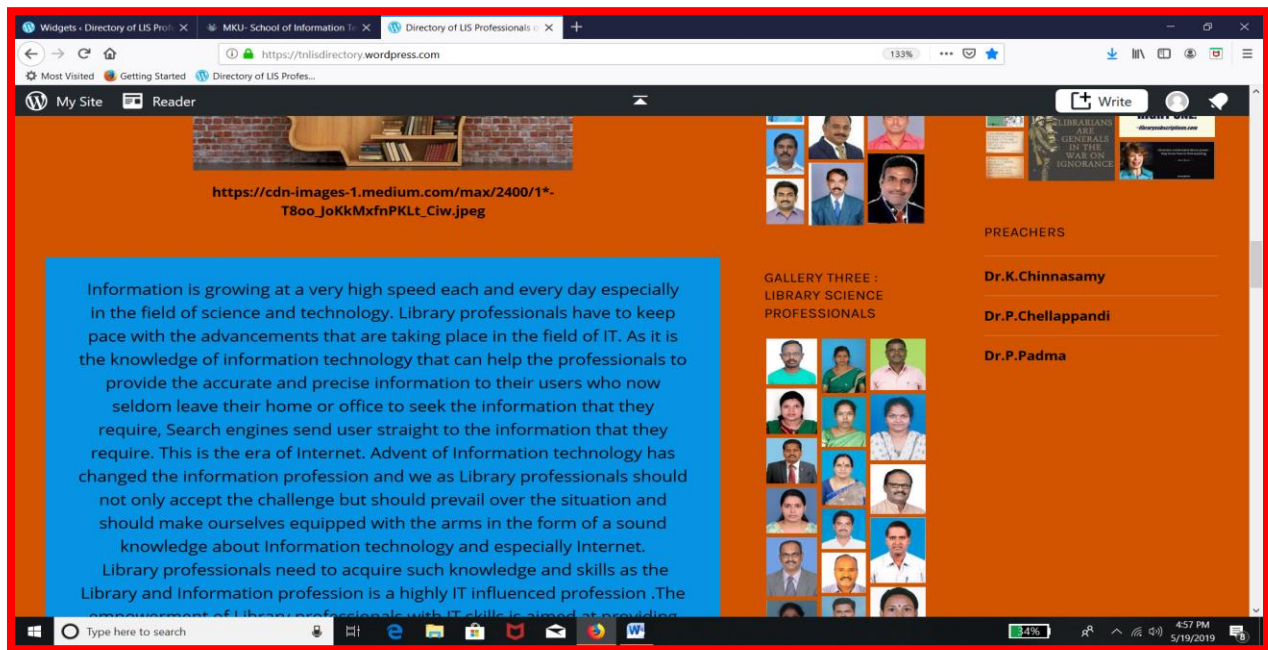
Figure 4.124 : Link Category ' Preachers' as appears in the blog

PART IX : OTHERS

Gallery of librarians – six different categories of library and information science professionals were created. They are shown in the following figures 4.125, 4.126, 4.127, 4.128, 4.129 and 4.130).
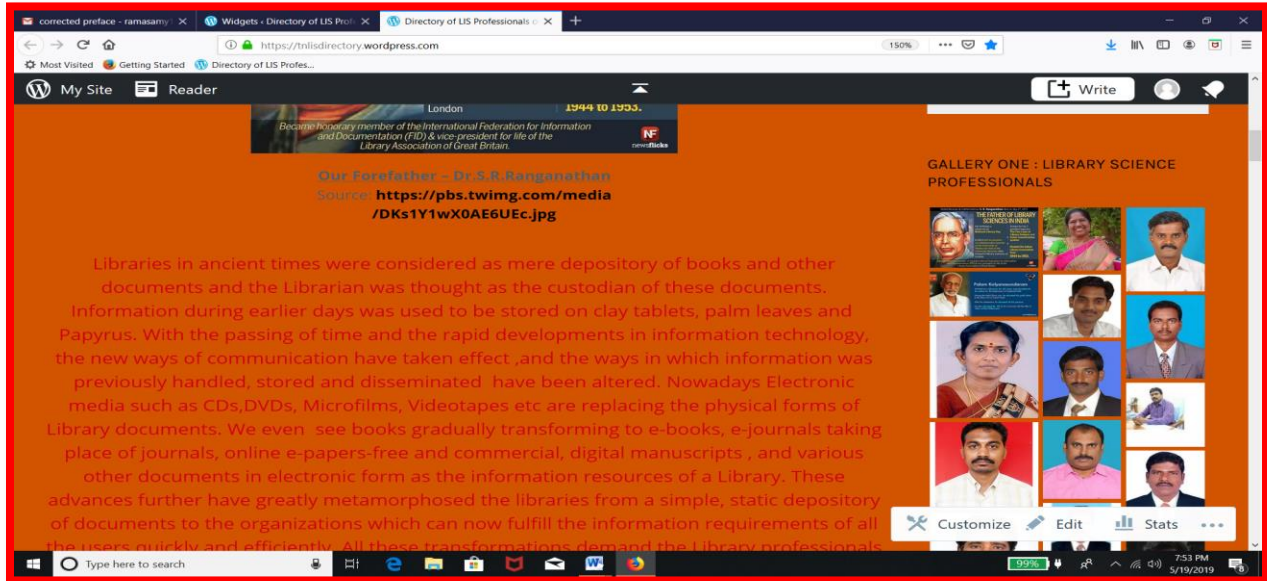
Figure 4.125 : Gallery One : LIS Professionals
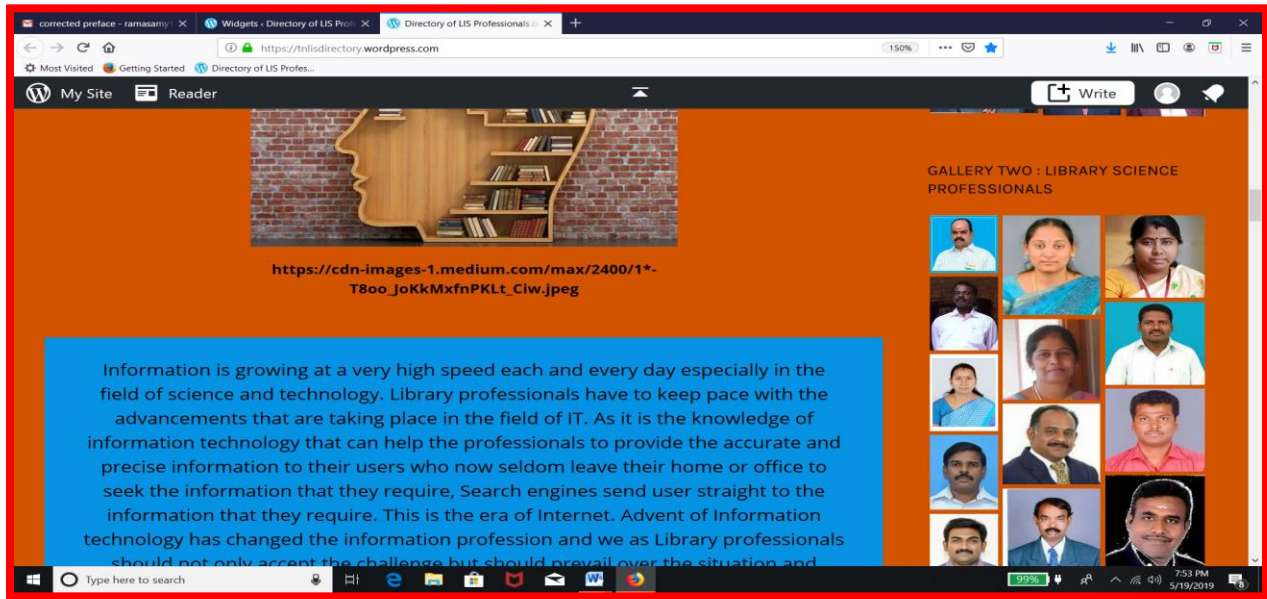
Figure 4.126 : Gallery Two : LIS Professionals
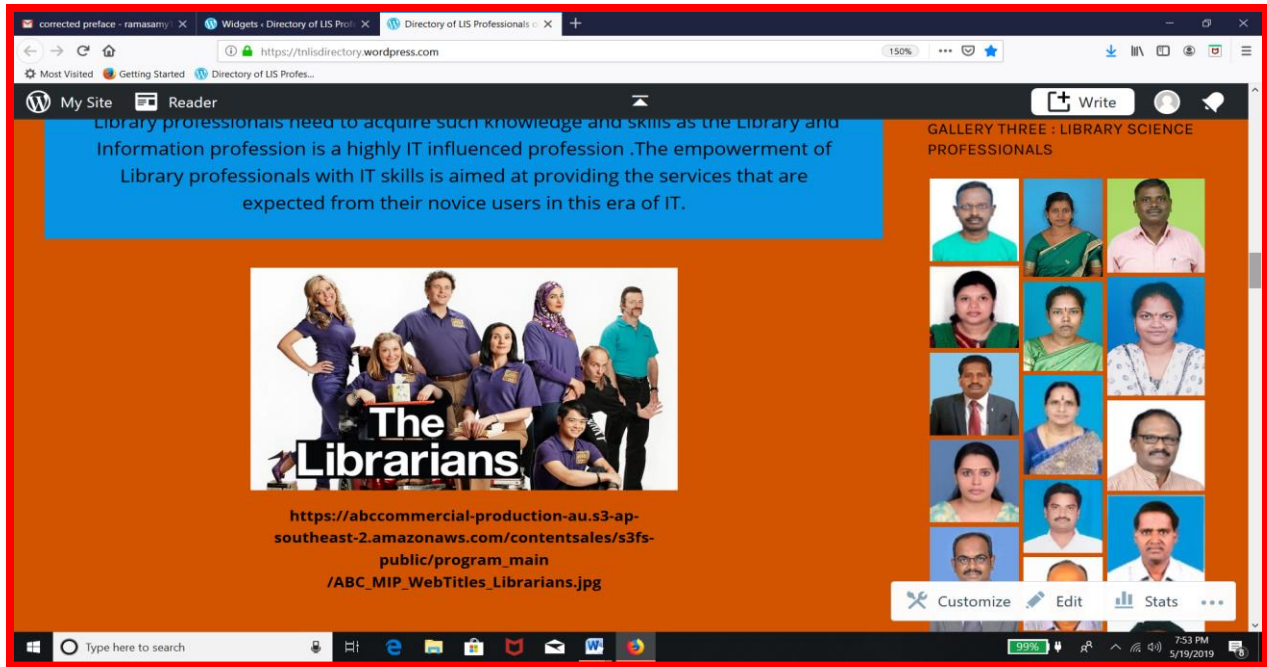
Figure 4.127 : Gallery Three : LIS Professionals
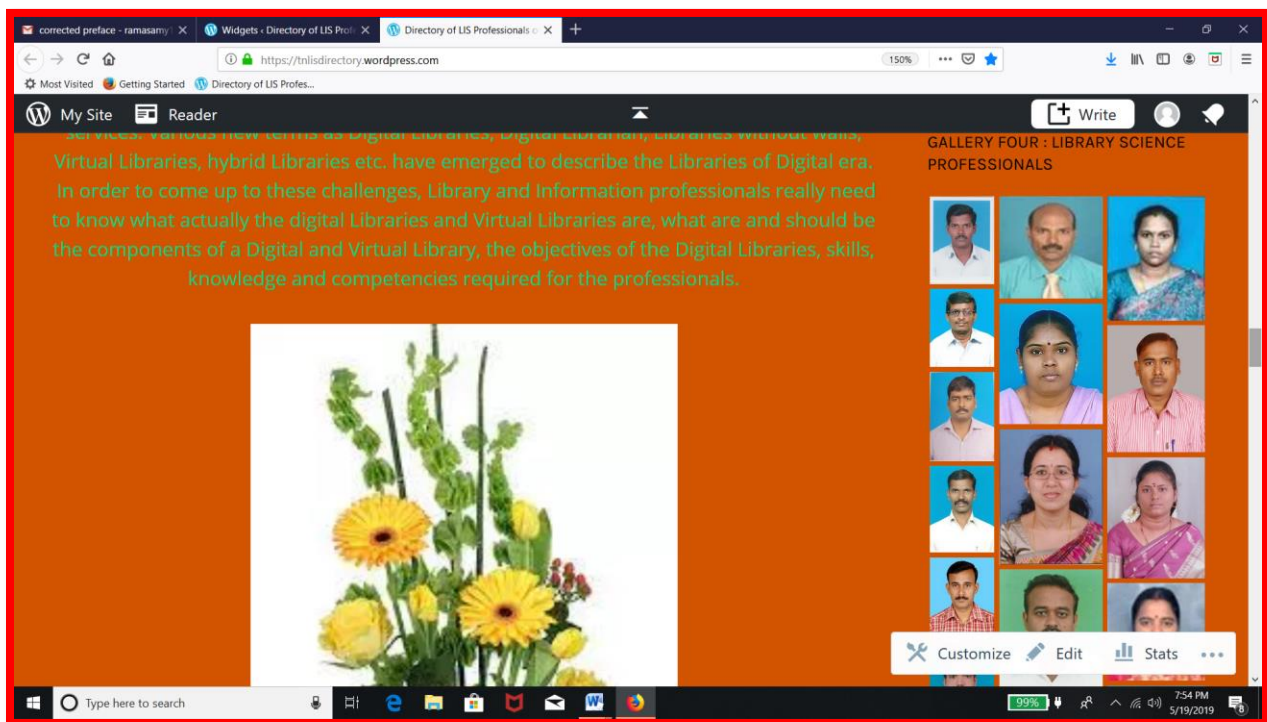
Figure 4.128 : Gallery Four : LIS Professionals
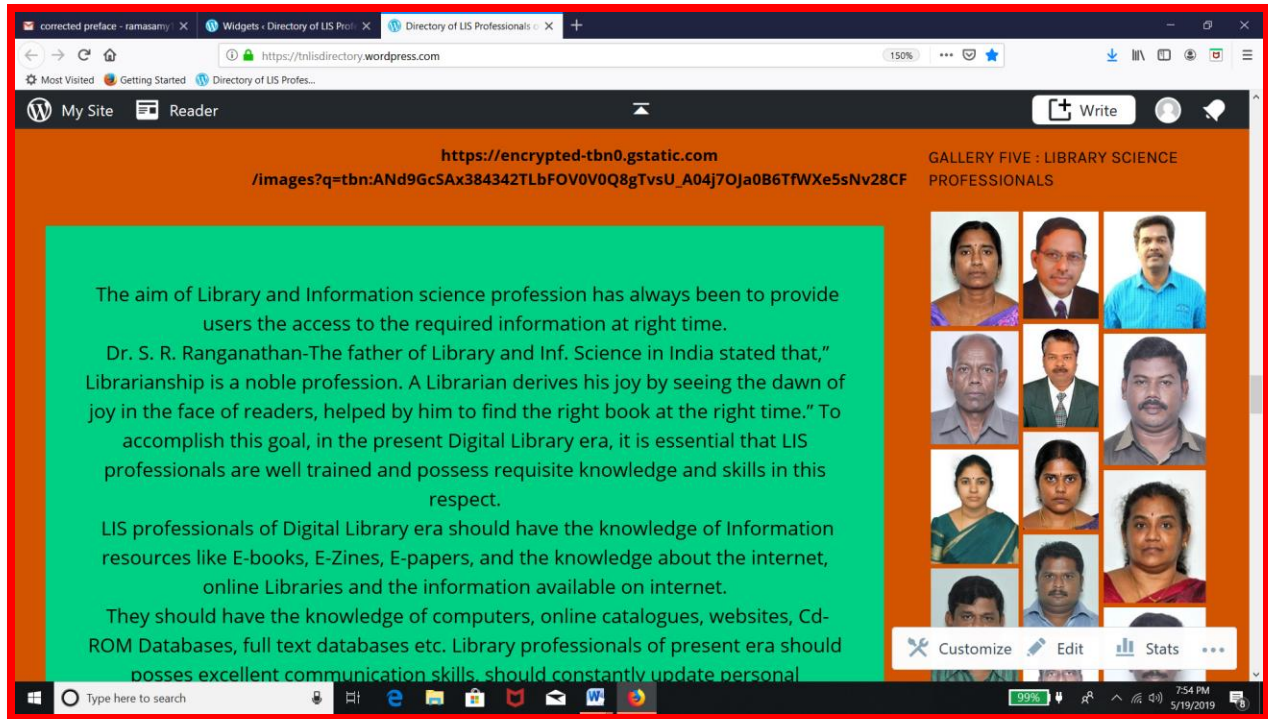
Figure 4.129 : Gallery Five : LIS Professionals
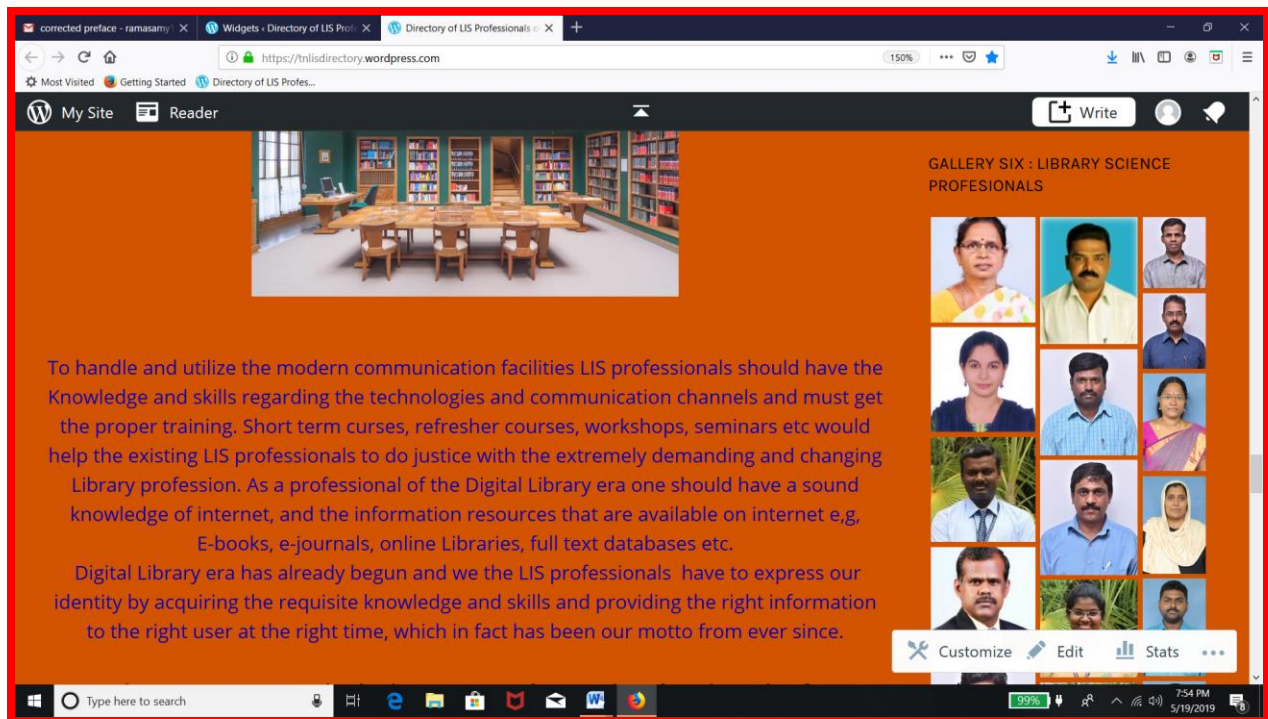
Figure 4.130 : Gallery Six : LIS Professionals

Adding a text widget – About Information – To show the aim of this blog. Go to Menu, Click Appearance and choose Widgets (Fig. 4.131).
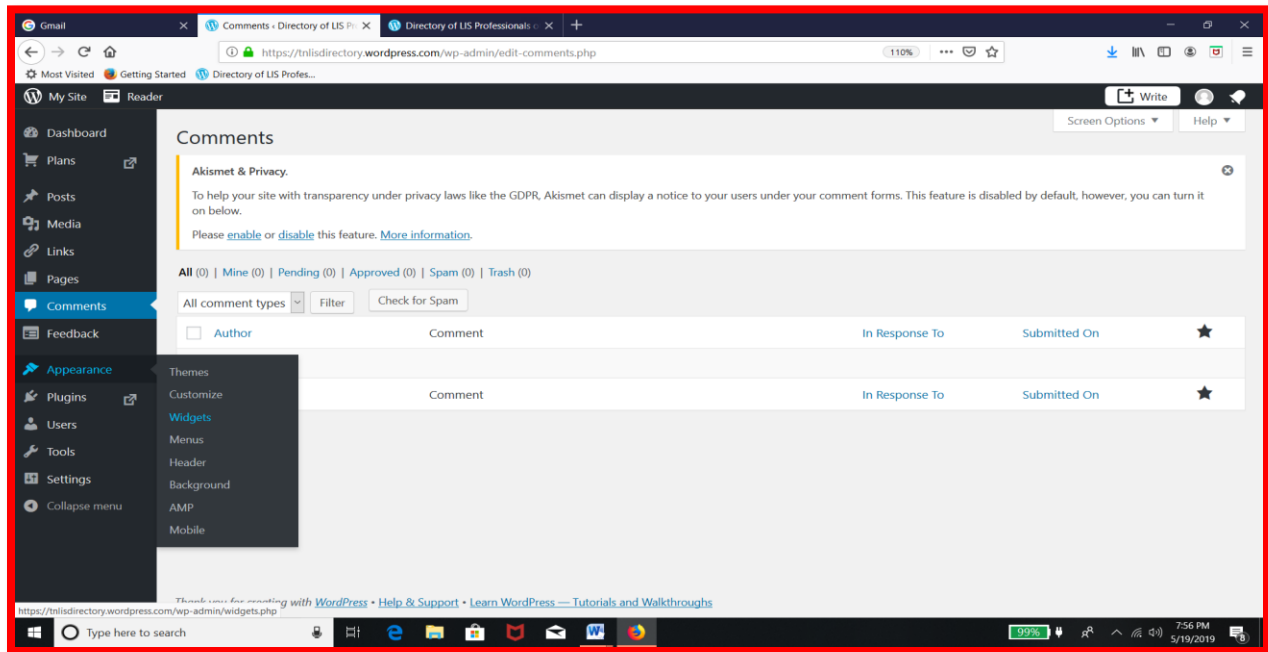
Figure 4.131 : Reaching Widgets options in Dashboard

Choose the text widget ; select sidebar 2 ; click add widget (Fig. 4.132).
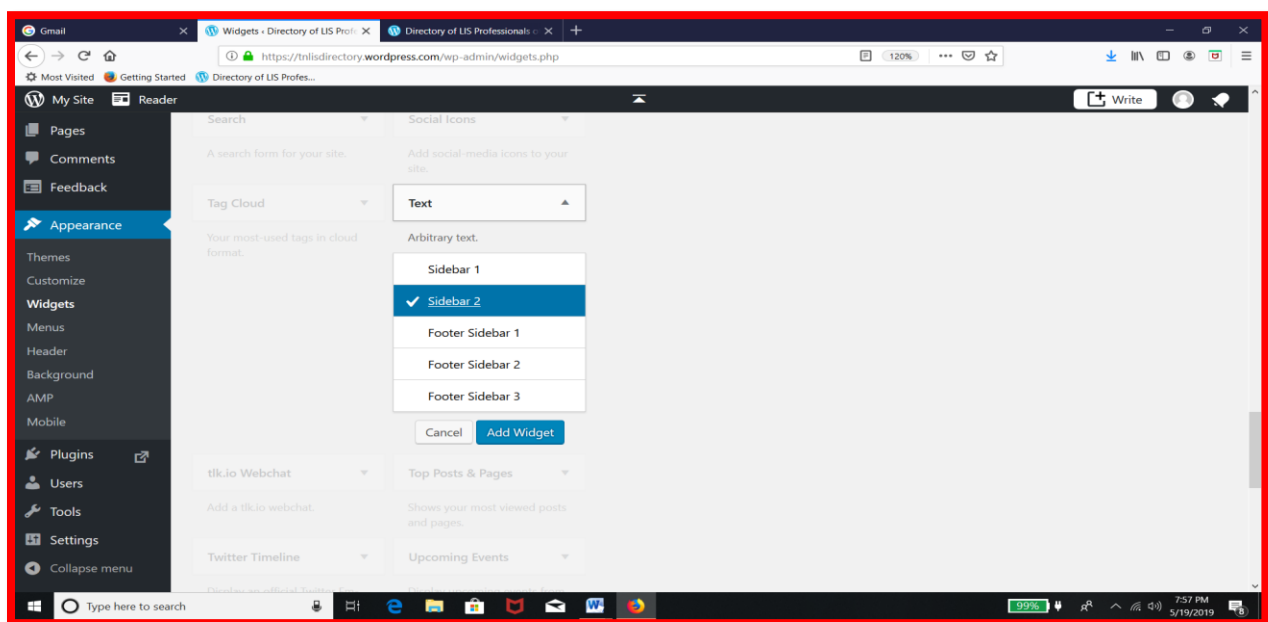
Figure 4.132 : Configuring Text Widget for About Information

Give a title ' Creator'; type the content ; click save (Fig. 4.133).
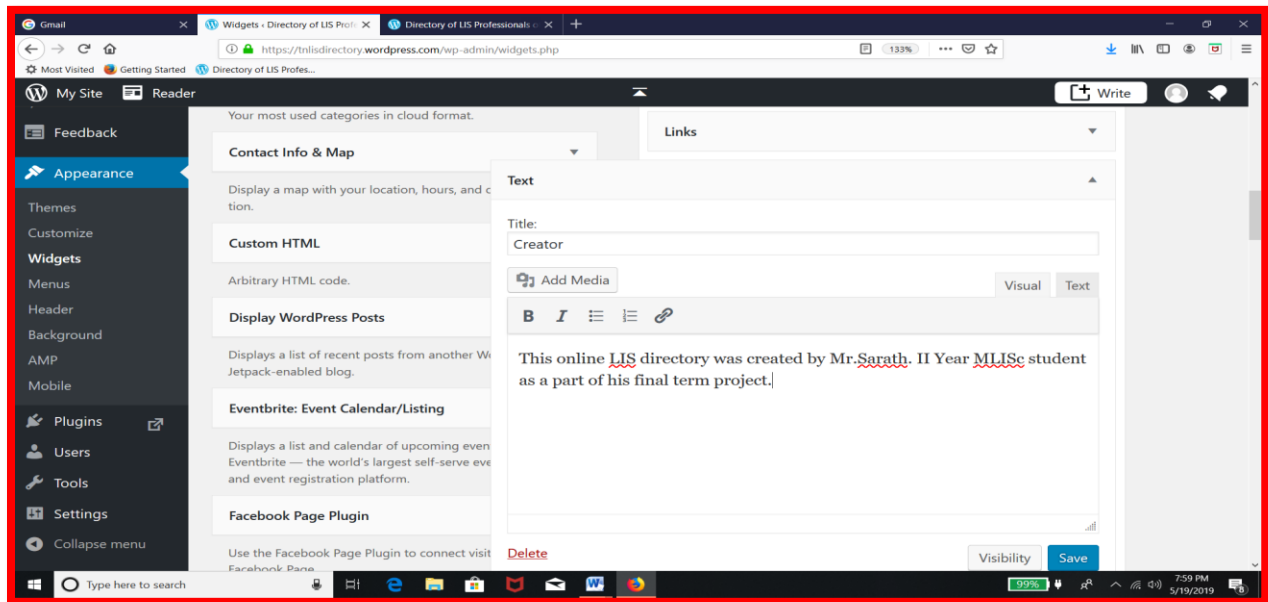
Figure 4.133 : Adding tile and content for 'Creator' text widget

In the next text widget created to include the name of the administrator, Give title ; type the content ; add image ; click save (Fig. 4.134).
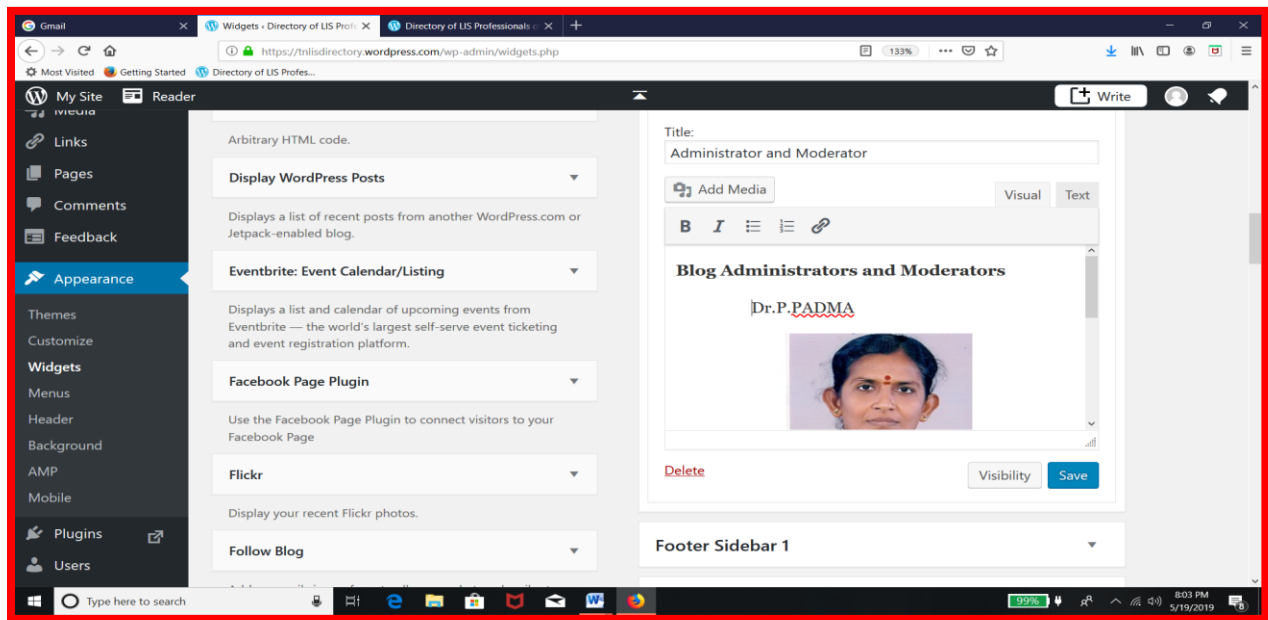
Figure 4.134 : Adding image in the Text Widget in Dashboard

Both text widgets – Creator and Administrator - will look this way in the blog (Fig. 4.135).
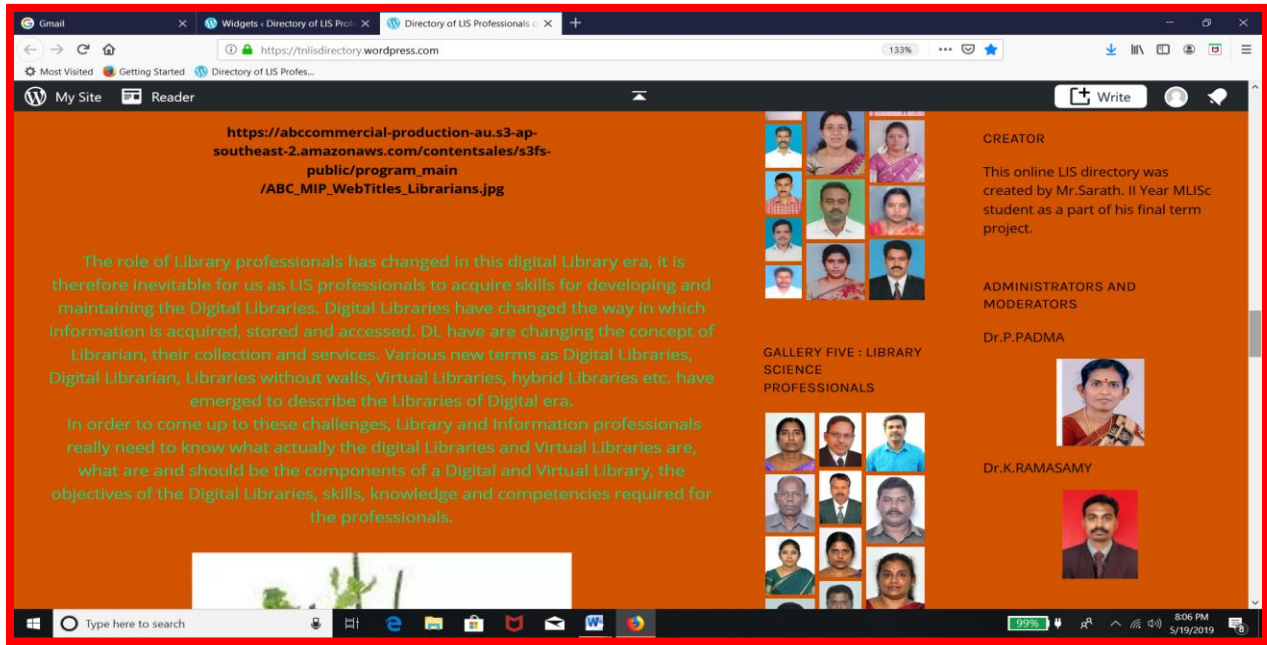
Figure 4.135 : Two new Widgets in the blog

Adding an image widget : Menu - Appearance -Widgets – Select image widget - select sidebar 2 – click add widget (Fig. 4.136).
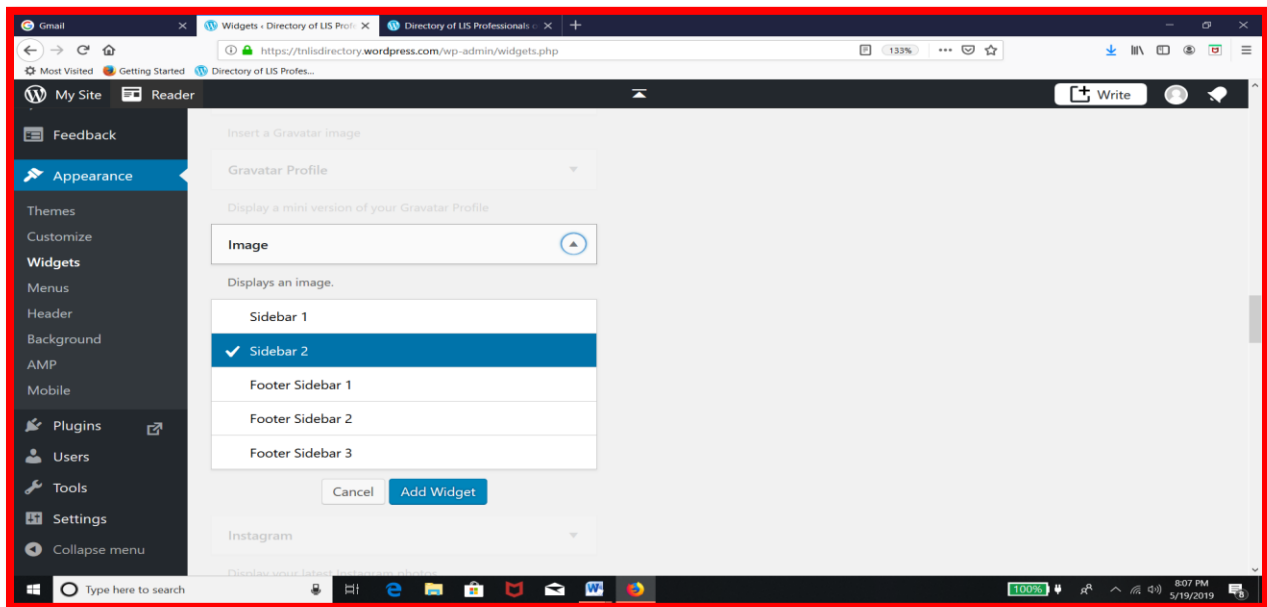
Figure 4.136 : Adding a new image widget in sidebar 2

Give the title ; Type 'Welcome' below title and click ' Add image' (Fig. 4.137).
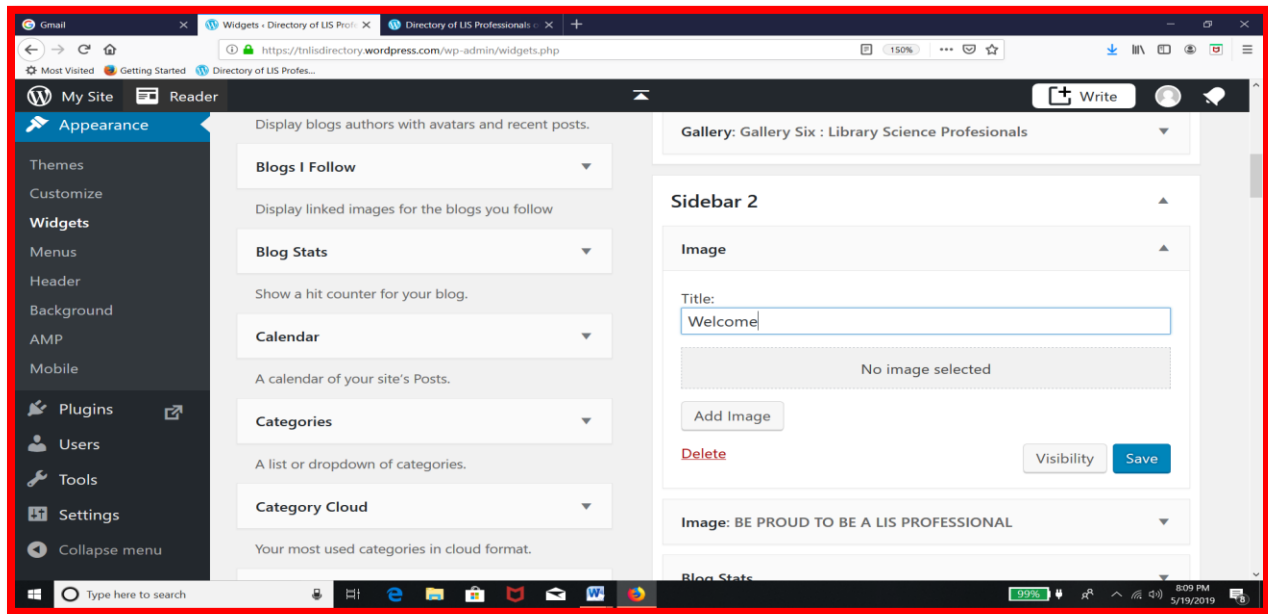
Figure 4.137 : Adding title name in Image widget in Dashboard

Select the image and click " Add to Widget' (Fig. 4.138).
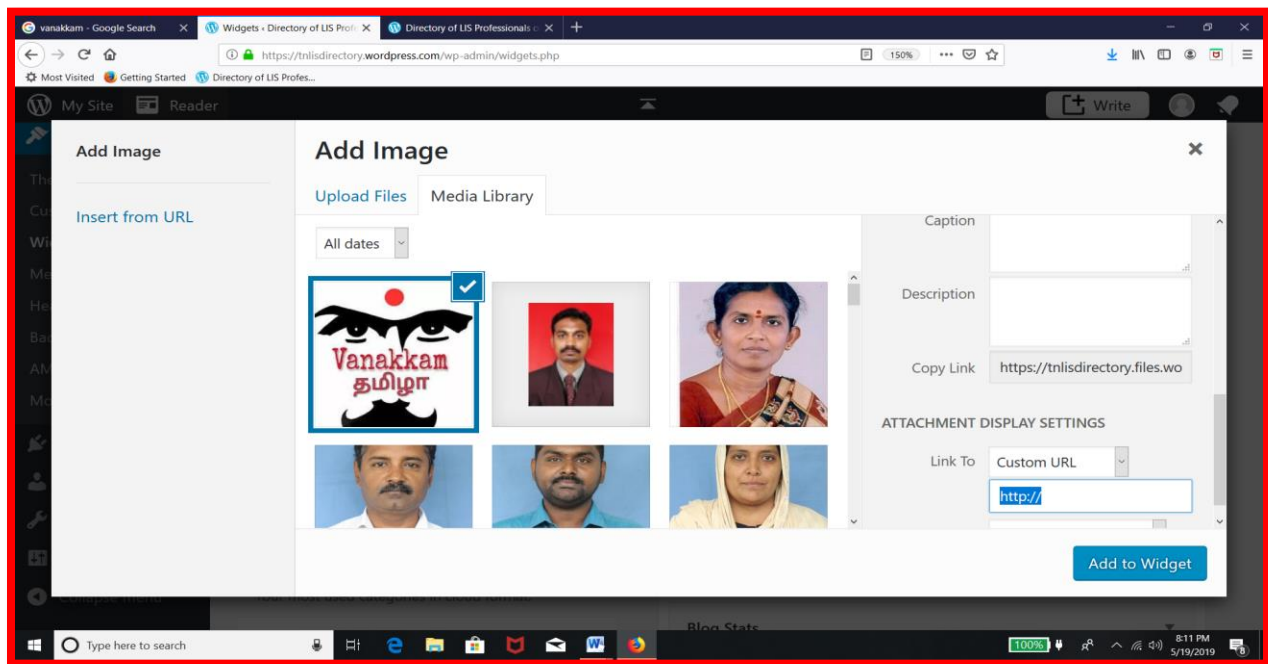
Figure 4.138 : Selecting image in 'Add image' Screen in Dashboard

The image has come into image widget. Click Save (Fig. 139).
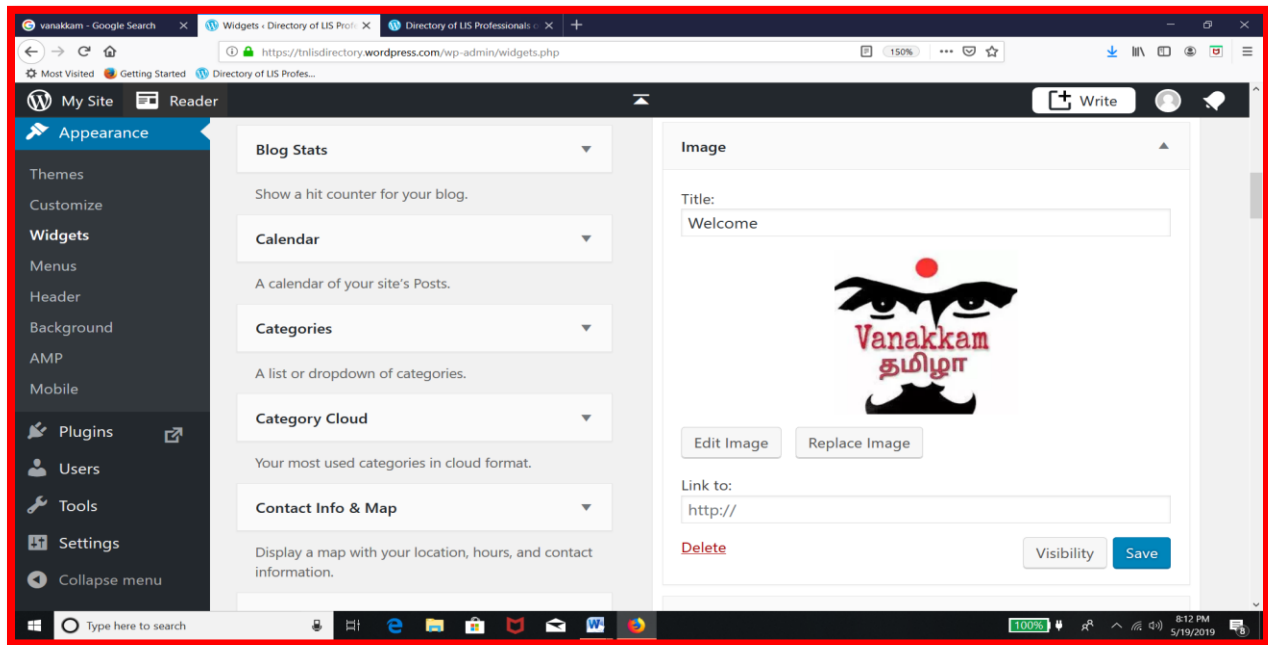
Figure 4.139 : Image Widget – Final Step in Dashbaord
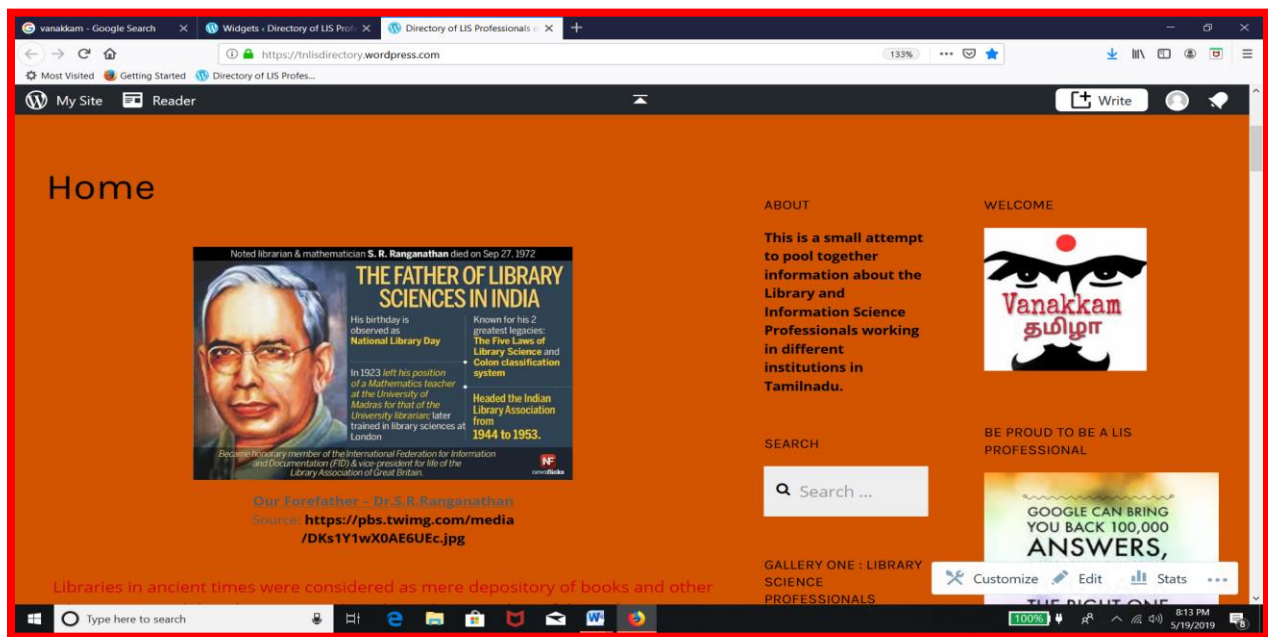
The output look the following way (Fig. 4.140).

Figure 4.140 : Welcome Image widget as displayed in Blog

Choose Archives widget and its location (Fig. 4.141).
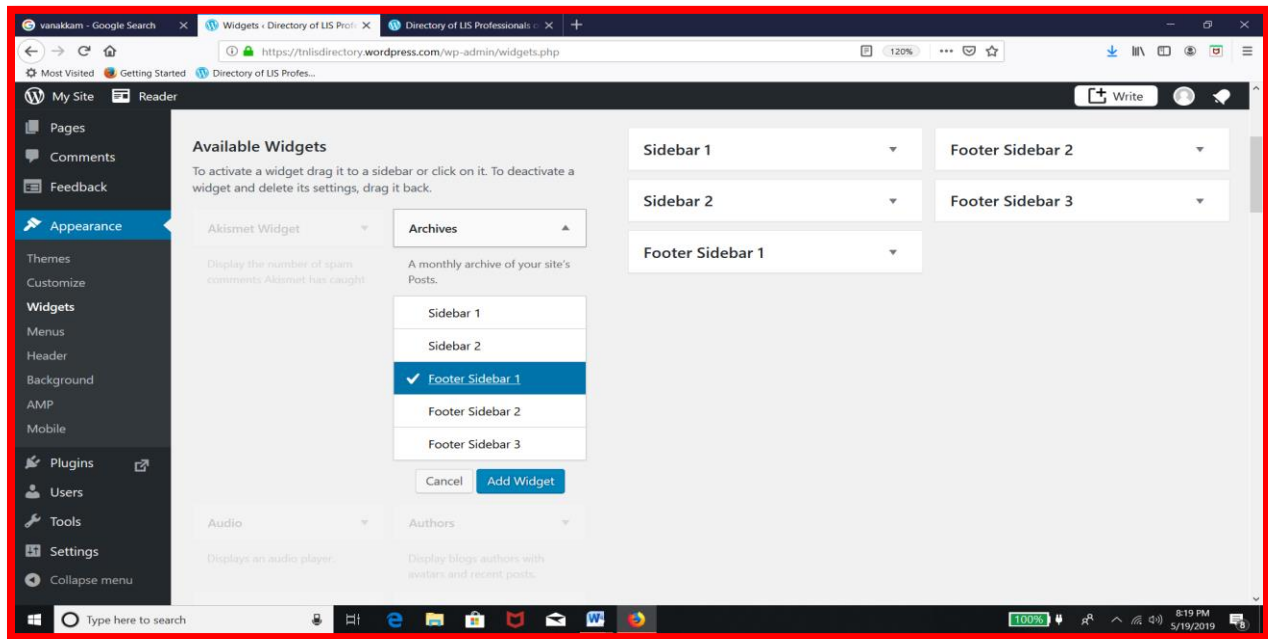
Figure 4.141 : Selecting Archives widget and its location

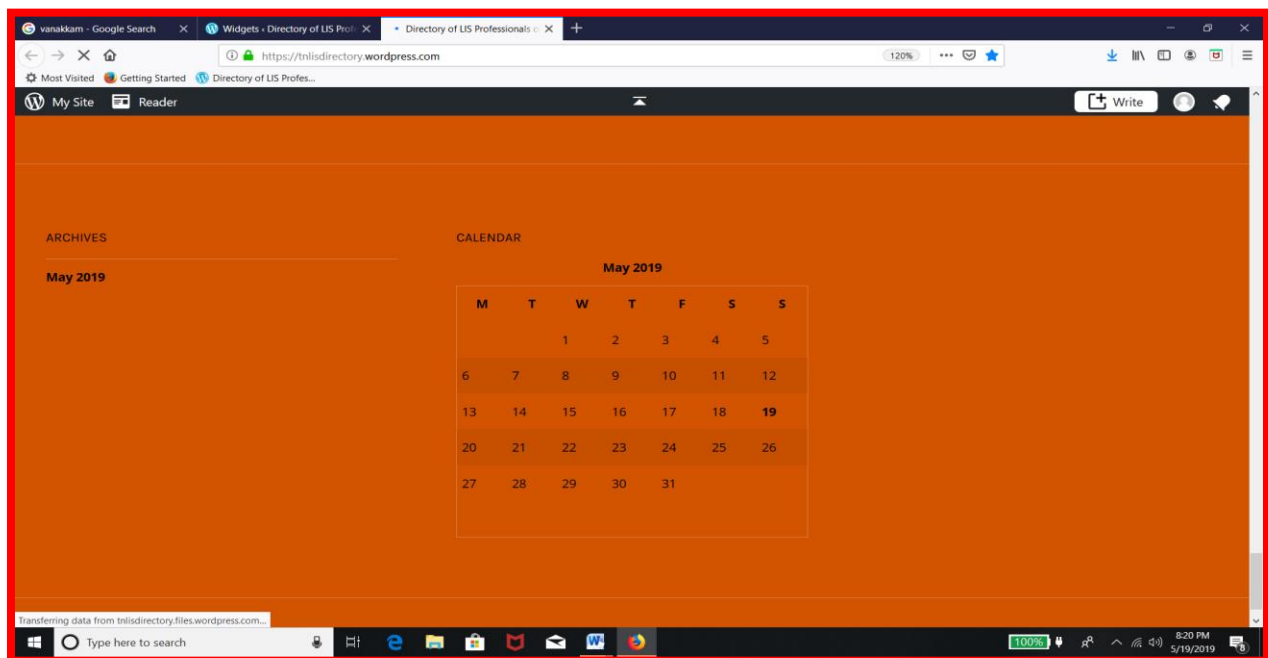The added 'Archives' widget is displayed as given in Fig. 4.142.

Figure 4.142 : The display of Archives Widget in Blog

Adding the next widget 'Contact info and map' and choosing its location (footer sidebar 3) (Fig. 4.143).
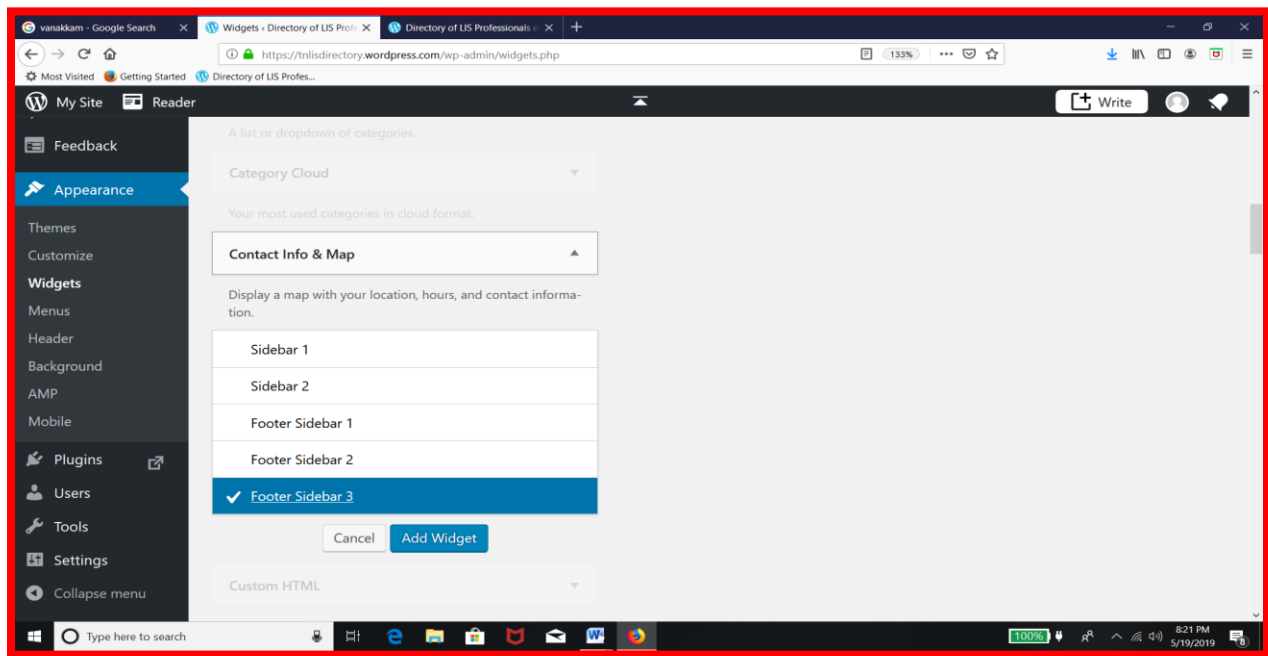

Figure 4.143 : Selecting 'Contact Info and Map' widget in Dashboard

Type the particulars – title, address, phone and hours – Then, click save (Fig. 4.144).
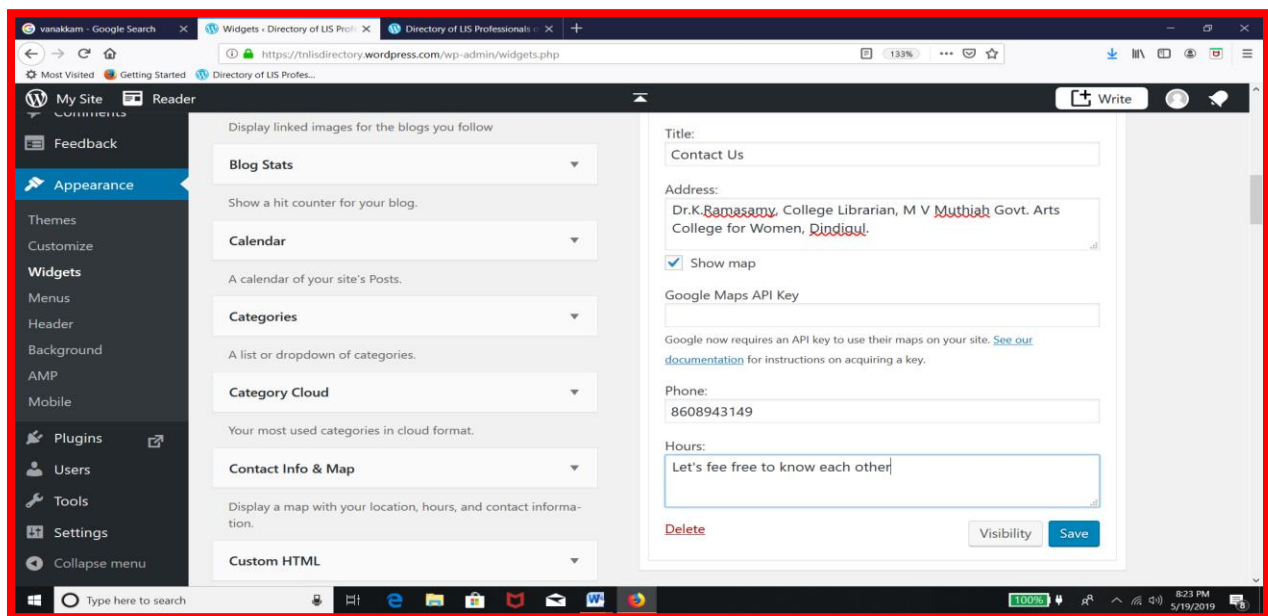

Figure 4.144 : Filling the particulars in 'Contact Info and Map' widget

'Contact Info and Map' widget is displayed in the blog as in Fig. 4.145.
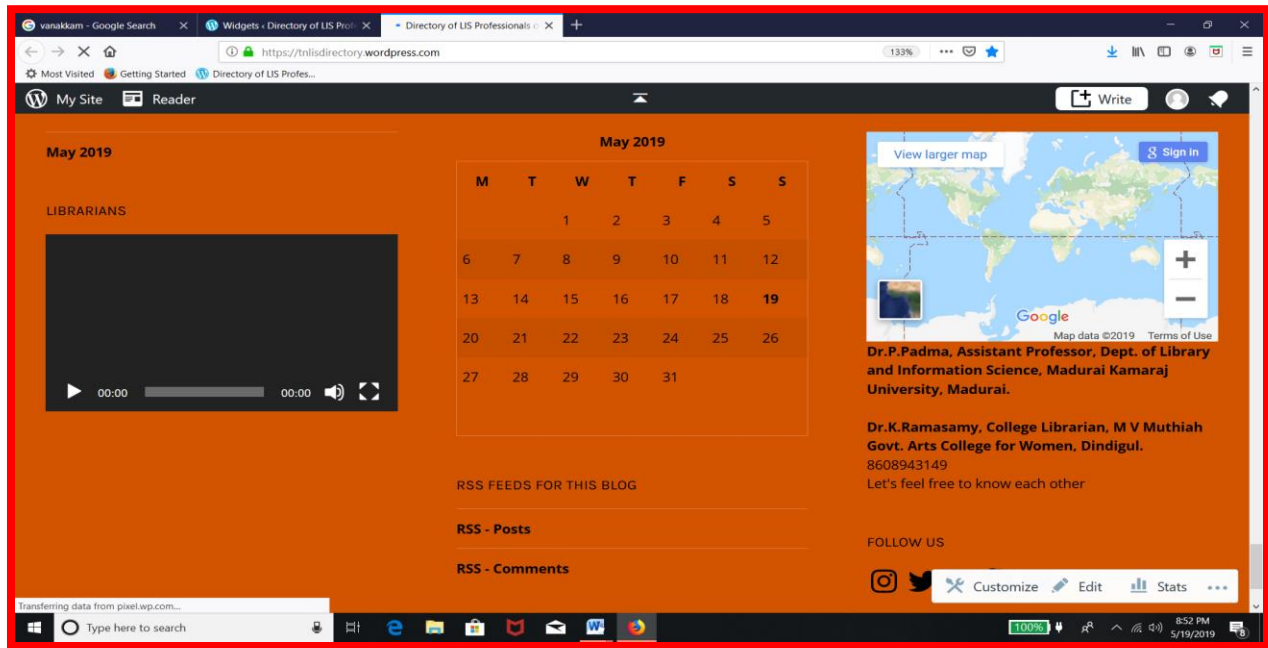

Figure 4.145: Contact Info and Map widget as displayed in the Blog

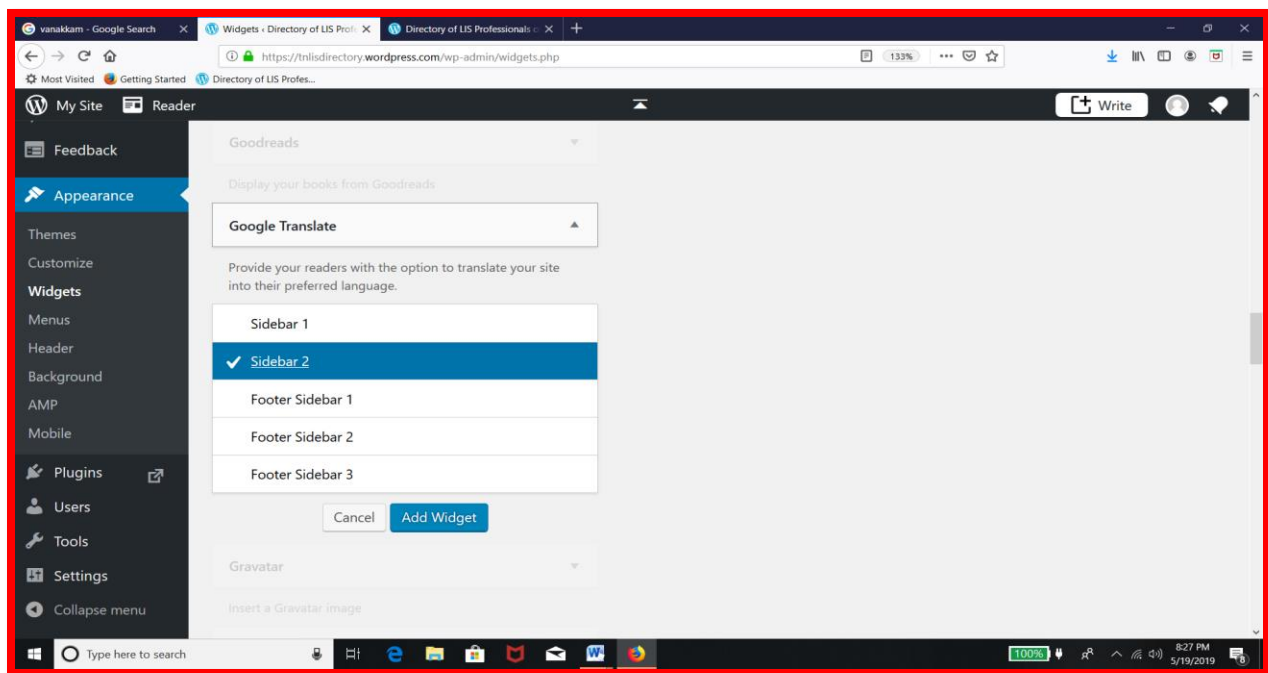Adding 'Google translate' widget : Select the widget and its location as Sidebar2 (Fig. 4.146).

Figure 4.146 : Selecting Google Translate widget in Dashboard

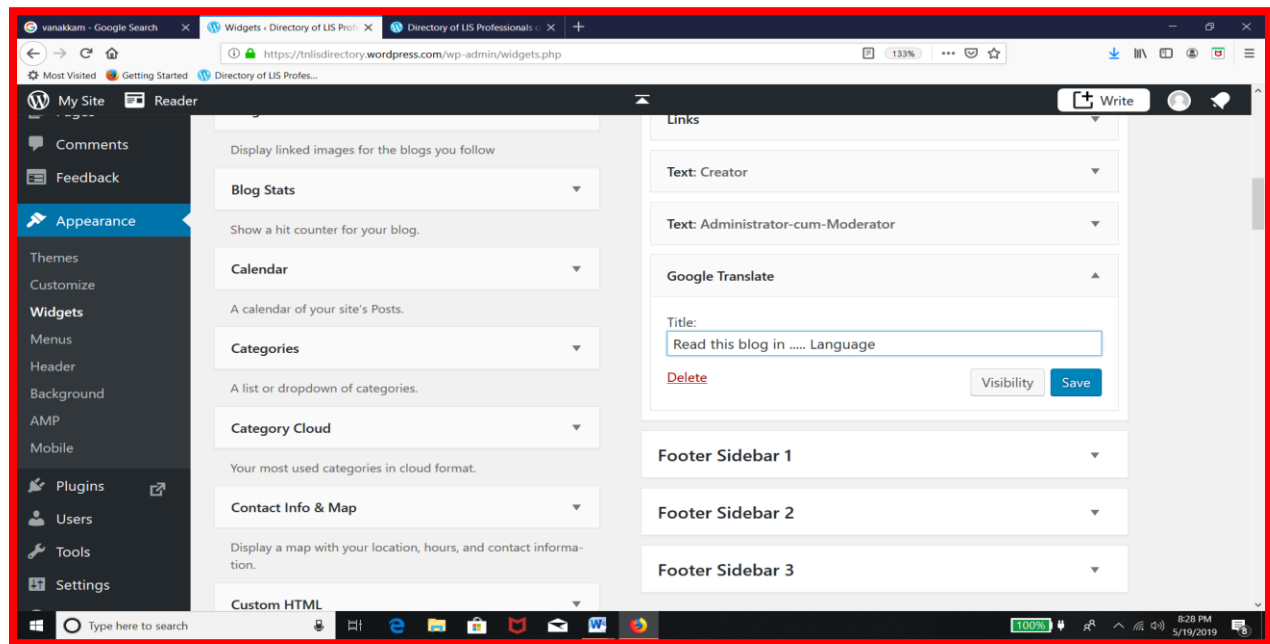Type the title ; click save (Fig. 4.147).

Figure 4.147 : Configuration of the widget ' Google Translate'

Now, the Google Translate widget appears in the blog. Use the drop down menu 'Select Language' to choose the language 'Tamil' (Fig. 4.148).
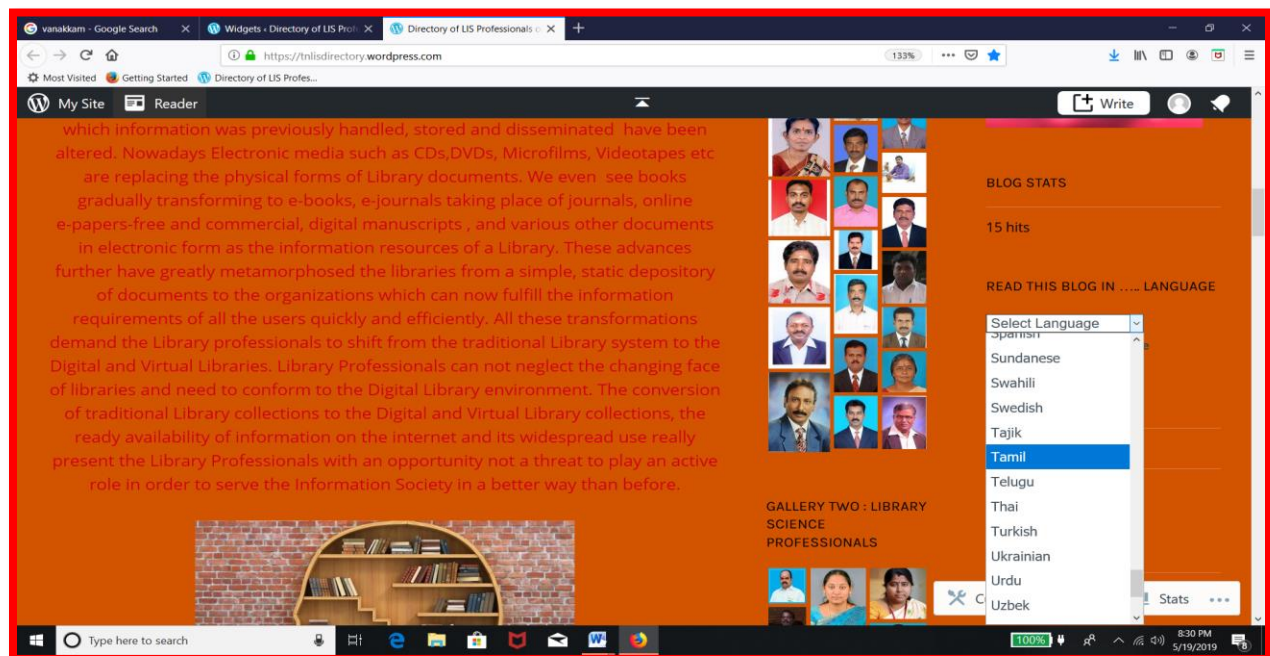

Figure 4.148 : Choosing Tamil language in the blog

The translated blog in Tamil is shown in figures Fig. 4.149 and 4.150.
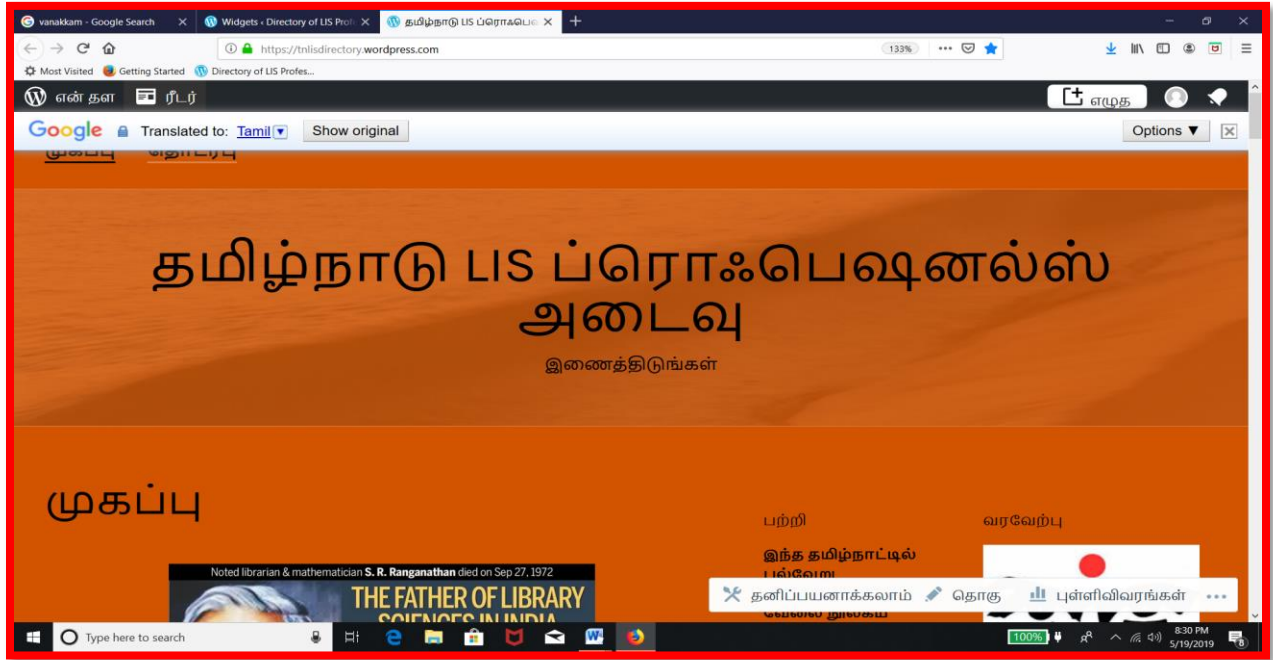

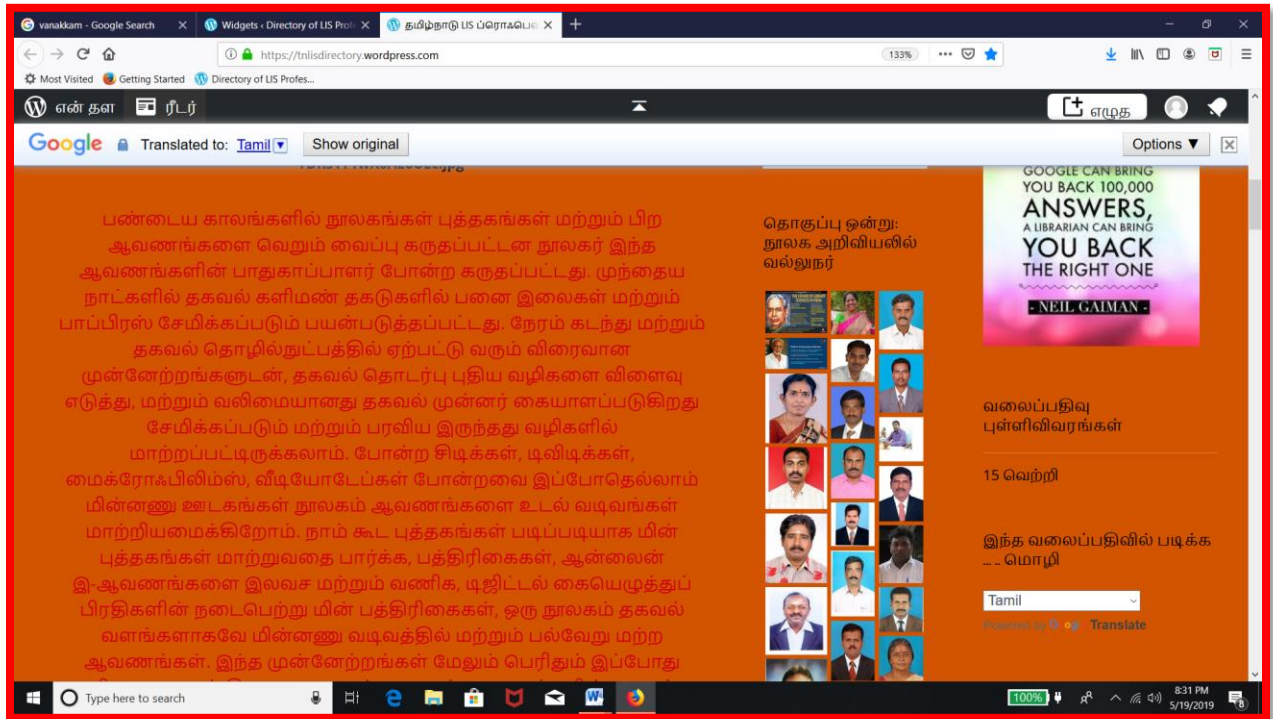Figure 4.149 : The blog in Tamil language - Header

Figure 4.150 : The blog in Tamil language – Contents and Widgets

Adding "Social media icons" widget – Give title, choose the size, paste the URL of social media tools like twitter, instagram, facebook etc (Fig. 4.151).
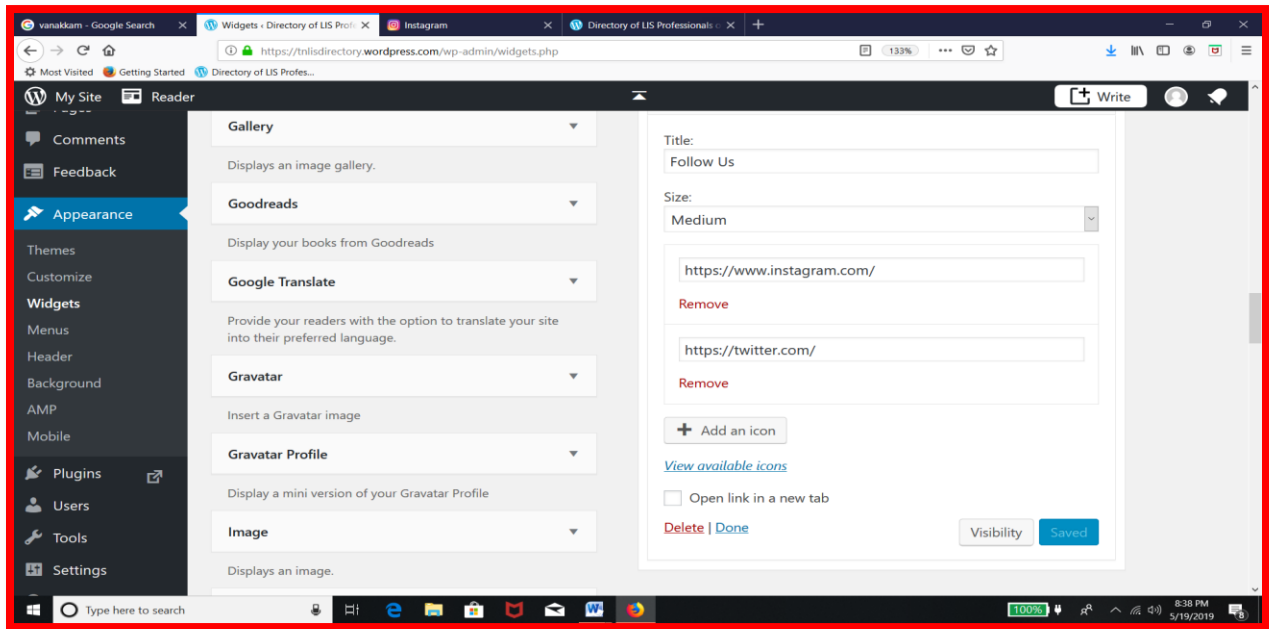

Figure 4.151 : Adding social medias in the Widget in Dashboard – 1

After entering the URL of the social icons, click save (Fig. 4.152).
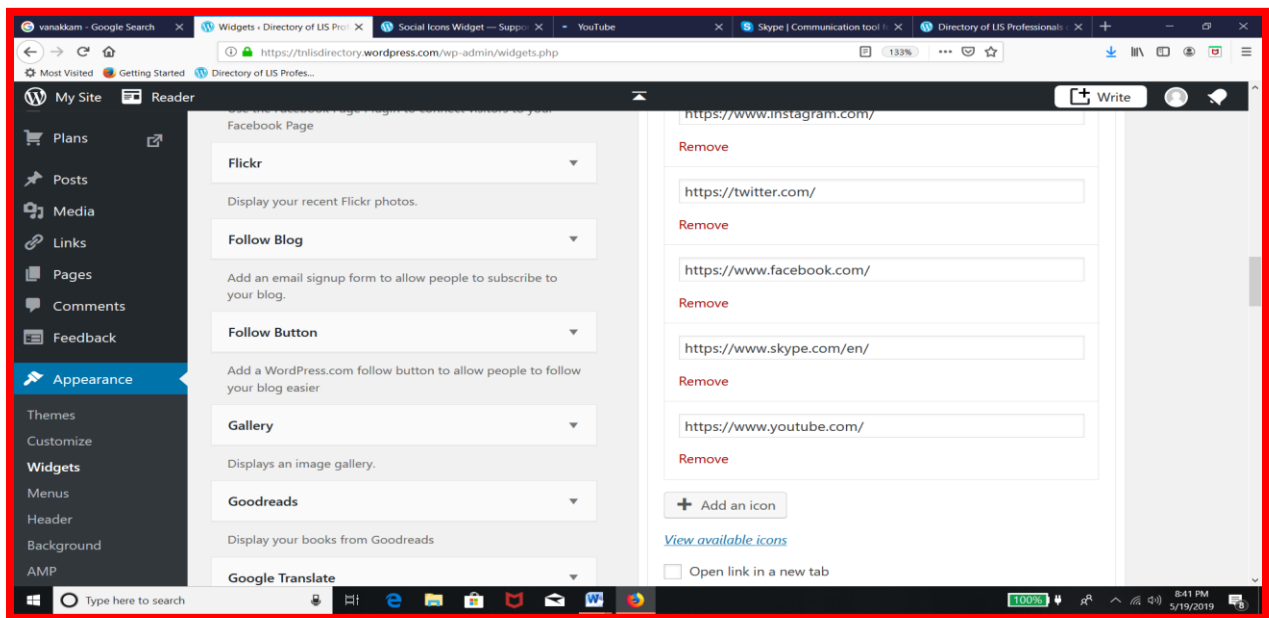

Figure 4.152 : Adding social medias in the Widget in Dashboard – 2

The selected social media icons are displayed in the blog as in Fig. 4.153.
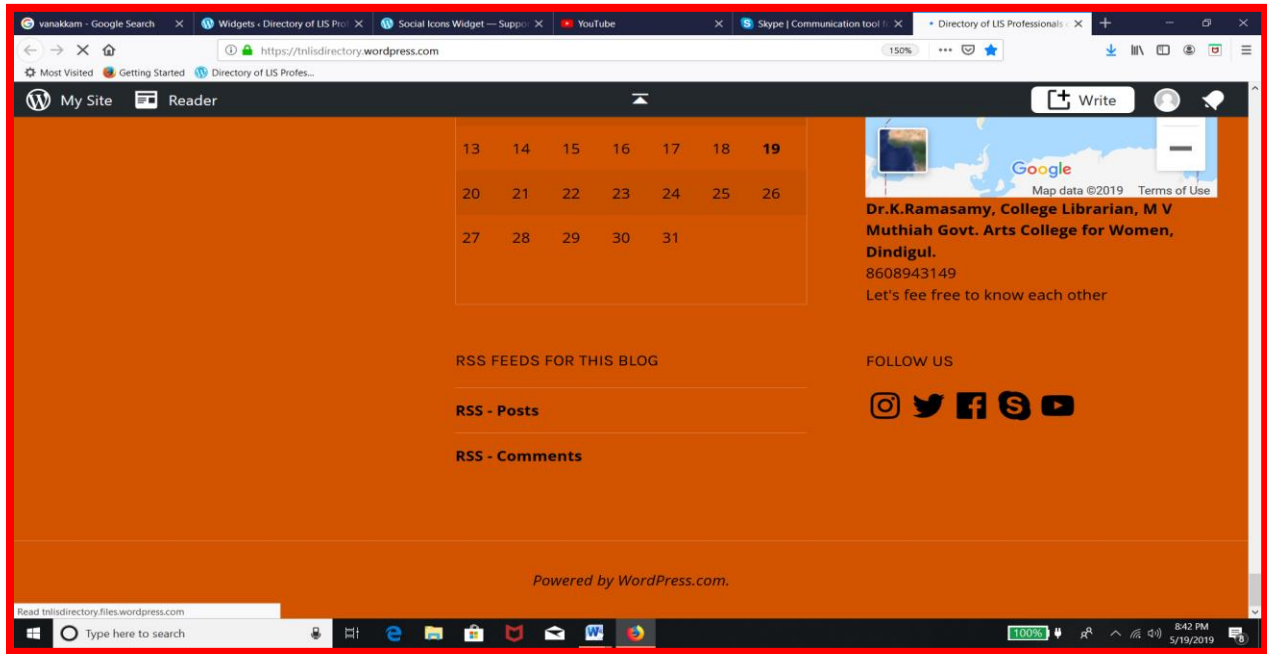

Figure 4.153 : Display of Social media icons in the blog

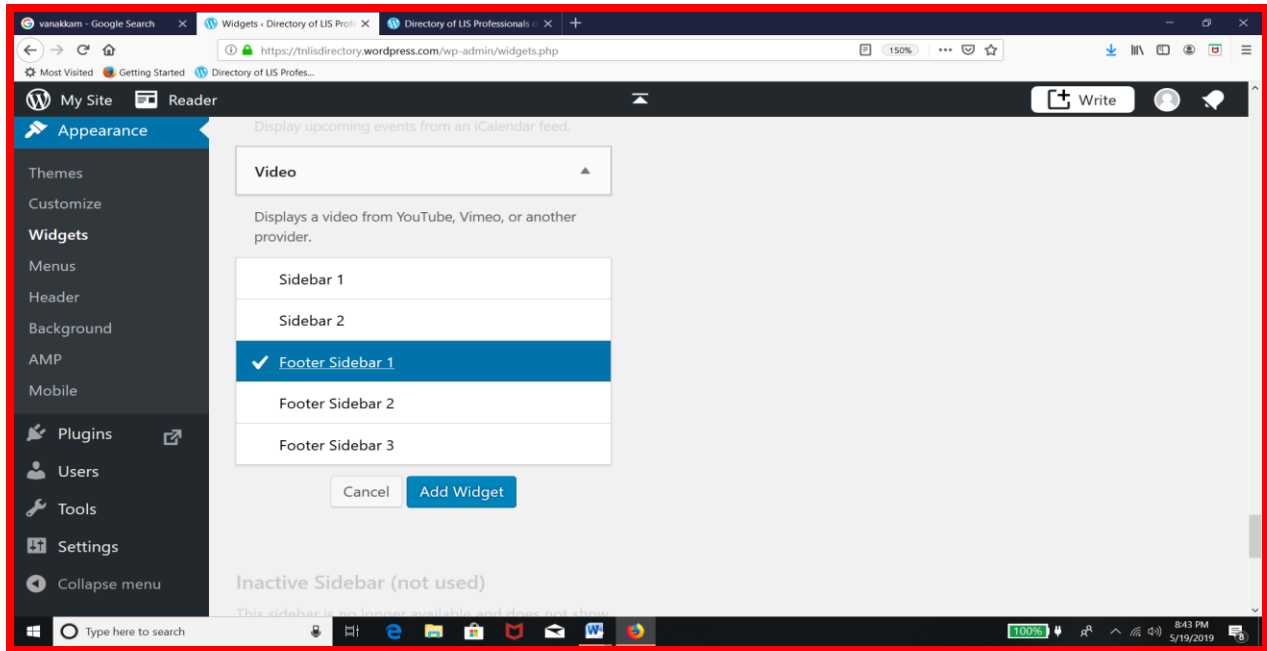Adding 'Video' widget and choosing its location i.e Footer sidebar 1 (Fig. 4.154).

Figure 4.154 : Adding Video Widget in Dashbaord

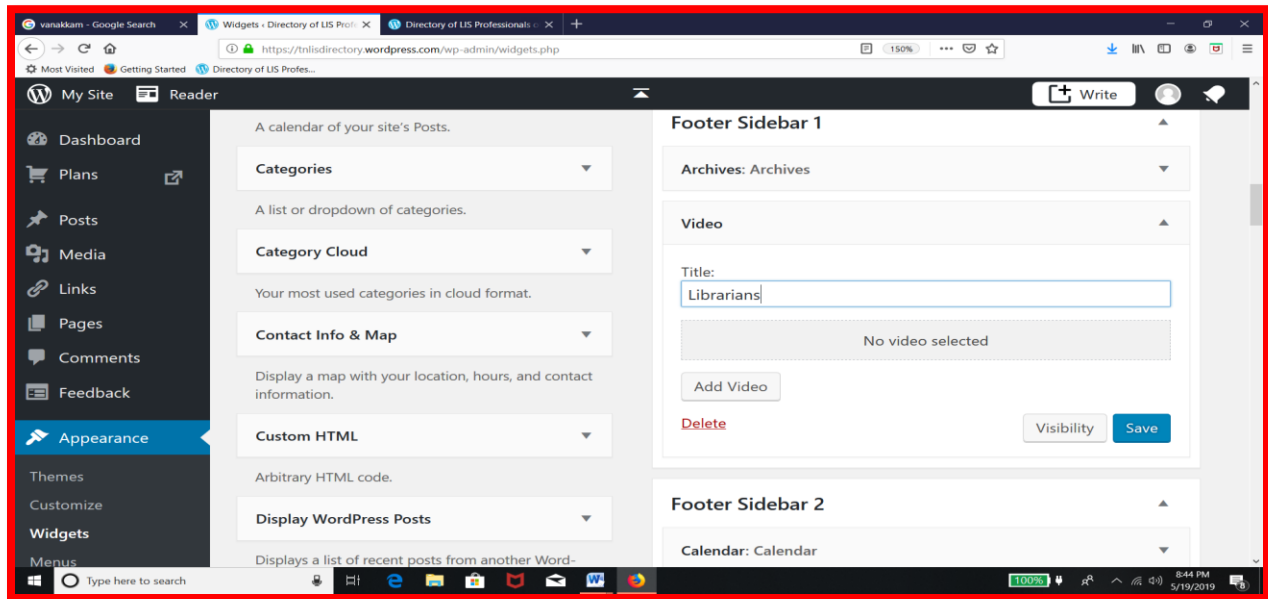Type the title and click 'Add Video' (Fig. 4.155).

Figure 4.155 : Configuration of ' Video' widget in Dashboard

Click Insert from URL – In the box that appears immediately; paste the YouTube URL of the chosen video. Then, Click 'Add to widget' (Fig. 4.156).
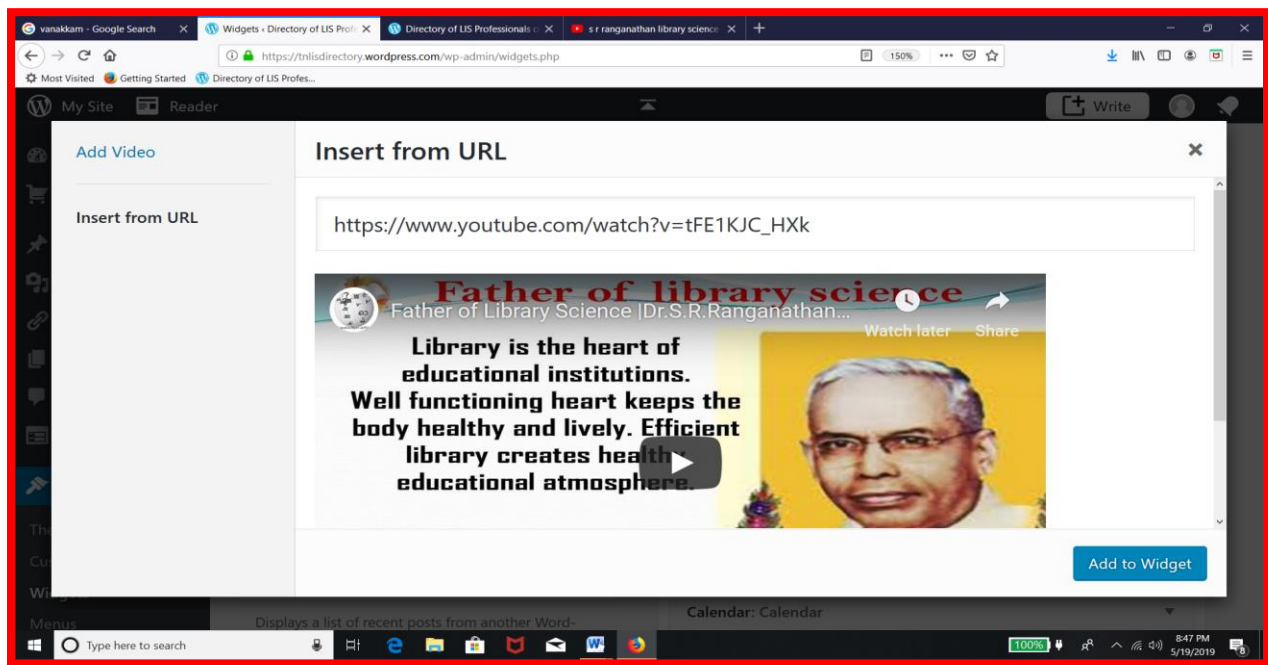

Figure 4.156 : Adding URL in the 'Add Video Widget' in Dashboard

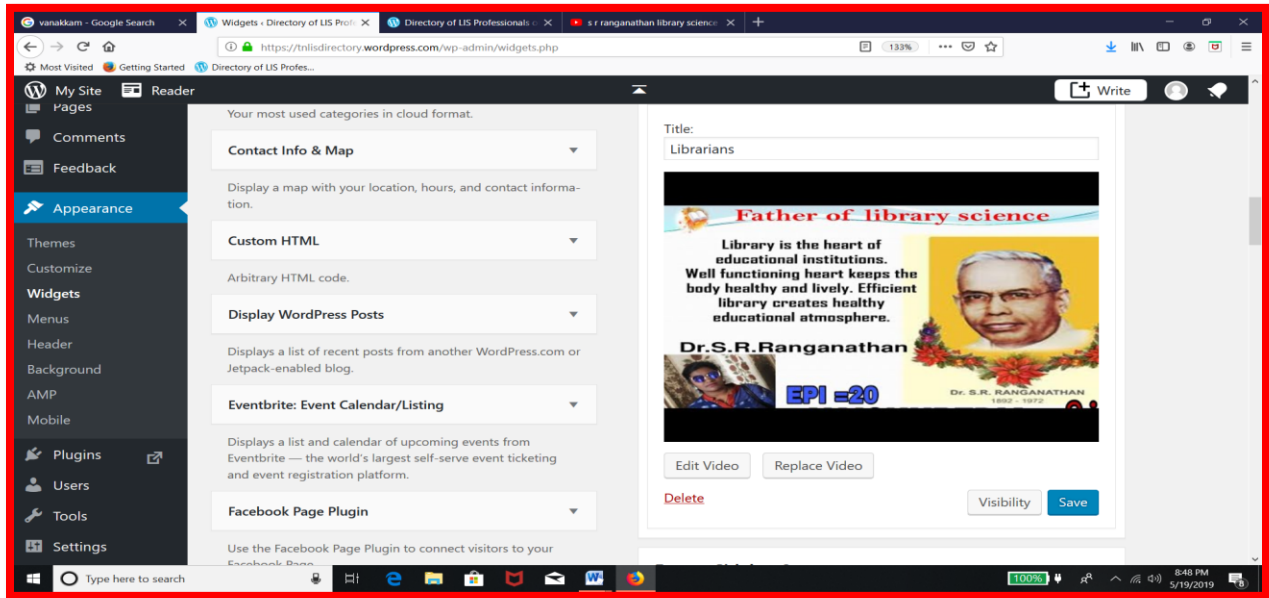The chosen video is now inserted in to the widget. Click Save (Fig. 4.157).

Figure 4.157 : Final step in adding Video Widget in Dashboard

The chosen video is displayed in the blog as in Fig. 4.68. On a click, the video will be played in the blog itself (Fig. 4.158).
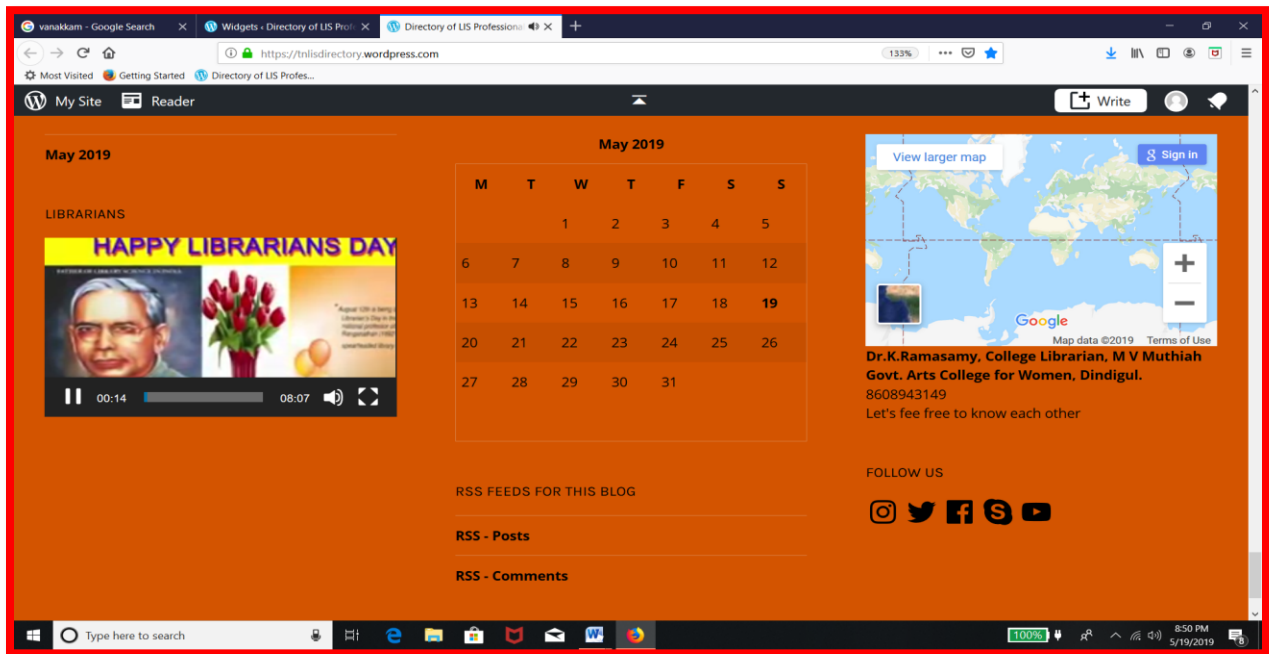

Figure 4.158 : Video being played in the Blog

5 FEEDBACK

Once the beta version is ready, a structured 13-item close-ended questionnaire was used to collect the feedback from 15 LIS professionals on the design, structure and content of the online directory. Based on the feedback from the 15 LIS professionals, Dr.P.Padma, the Project supervisor and Asst. Professor, DOLIS, MKU and Dr.K.Ramasamy, the blogger with more than 10 academic blogs in Wordpress, have made certain sold changes to make the navigation simple and information retrieval easier with appealing look and feel appearance.

Table 5.1

Evaluation of Site Layout and Content of Online LIS Directory

EVALUATION CRITERIA	EXCELLENT		GOOD		NEED IMPROVEMENT	
	No.	%	No.	%	No.	%
Background Colour	5	33.33	5	33.33	5	33.33
Font Size and Colour	3	20.00	4	26.67	8	53.33
Site Layout	5	33.33	8	53.33	2	13.33
Navigation	10	66.67	4	26.67	1	6.67
Menubars	9	60.00	5	33.33	1	6.67
Header	9	60.00	5	33.33	1	6.67
Content - Personalities	7	46.67	5	33.33	2	13.33
Arrangement of Content	7	46.67	7	46.67	1	6.67
Galleries	5	33.33	8	53.33	2	13.33
Links	8	53.33	6	40.00	1	6.67
Quotes	12	80.00	1	6.67	2	13.33

Table 5.1 and Fig. 5.1 show the opinions of the respondents on site layout and contents of the online directory in terms of 11 evaluation criteria.

Look and Feel Criteria

The researcher has made use of six criteria to evaluate the look and feel of the online directory.

Equal number of respondents rated the background colour used in the blog as Excellent, Good and Needs improvement.

More than half of them opined that the font size and colour needs improvement. While one fifth opined that font size and colour is excellent, one fourth felt it to be good.

One third of the respondents said that the sit layout is excellent. While more than half of them stated that the site layout is good, just 13% opined that the site layout needs improvement.

Navigation is excellent for two third of the respondents while it is good for one fourth of the respondents.

The menubars and custom header set in the blog are excellent for 60% of the respondents and good for one third of the respondents.

Content Criteria

The quantity and quality of information provided about the LIS personalities in the blog are excellent among 47% of the respondents and good among one third of the respondents.

The arrangement of content is excellent and good among 47% of the respondents each.

The galleries created in the blog are good among 53% and excellent among 33% of the respondents.

More than half of the respondents commented that the links provided in the blog are excellent and 40% of them stated that the links are good.

The quotes (both gallery and text) available in the blog are rated as excellent by 80% of the respondents.

Thus, it is inferred that both the blog layout and data included are good, to a great extent. Only the font colour and size need to be changed to satisfy the users.
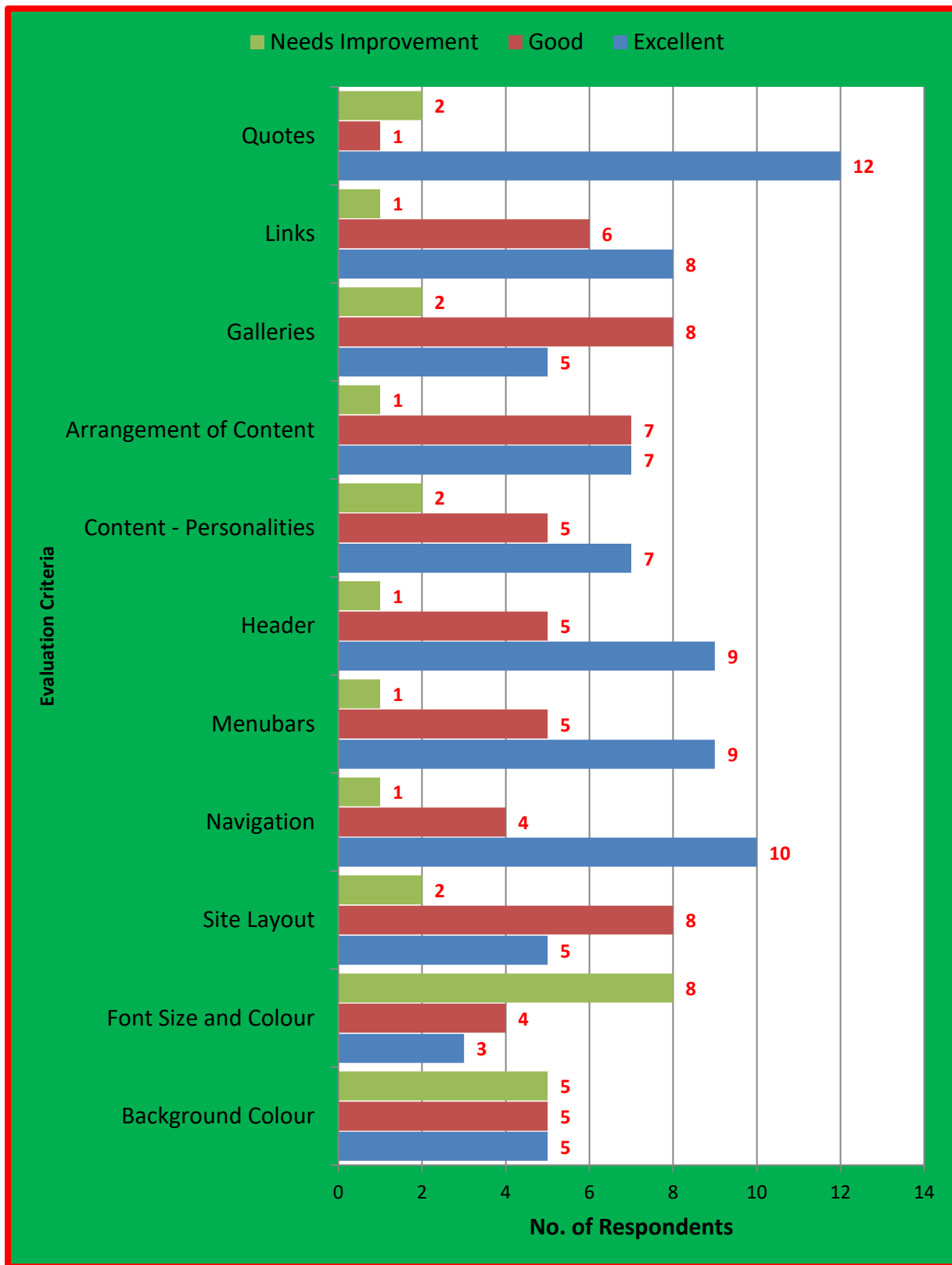
Figure 5.1 : Evaluation of Site layout and Content

Table 5.2

Evaluation of Overall Look and Feel and Content of the Online LIS Directory

EVALUATION CRITERIA	EXCELLENT		GOOD		NEED IMPROVEMENT	
	No.	%	No.	%	No.	%
Overall Look & Feel	6	40.00	7	46.67	2	13.33
Overall Content	5	33.33	9	60.00	1	6.67

Table 5.2 and Fig. 5.6 show that 47% of the respondents stated that the overall look and feel of the blog is good and 40% commented that it is excellent. 13% criticized that it needs improvement. As far as overall content is concerned, 60% of the respondents opined that the content is good and one third of the respondents commented that it is excellent. Only 7% criticized that the overall contents need improvement.
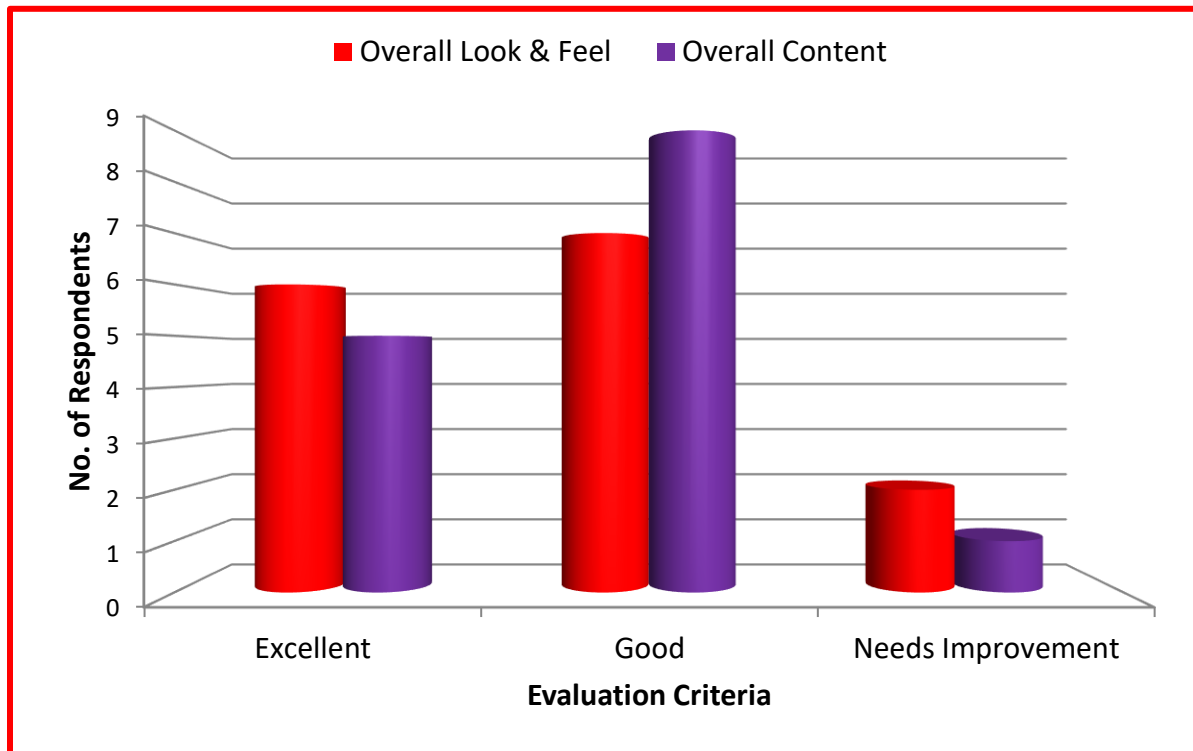
Figure 5.2 : Evaluation of Overall look and Feel and Overall Content of the web Directory

According the comments and suggestions received from the respondents, the researcher has made certain changes in the blog in terms of its font colour and background colour.

6 VISION

6.1 My Vision

- To include LIS professionals all the districts.
- To collect details about public librarians and include them in the directory
- To collect details about the school librarians and include them in the directory
- To add more information about each LIS professional included in the directory
- To create a Google form for the new LIS professionals to enter the data directly on the directory
- To update the directory with latest news
- To add more users for the blog administration

6.2 Vision For Future Researchers

- To create separate online directory for specific breed of librarians eg. Online directory for school librarians, arts and science college librarians, public librarians etc.
- To extend the area of operation to cover neighbouring states too
- To get a paid domain to run the directory of LIS professionals
- To run such directories with the support of LIS associations
- To get funds from Governments / Funding bodies to create a mega directory of Indian LIS Professionals.

7. CONCLUSION

The libraries are making use of lot of print and online resources – primary, secondary and tertiary sources – to satisfy the information requirements of users. In this digital era, where the users are living amidst wi-fi gadgets and internet environment, the library and information science professionals are striving hard to find out new ways and means to reach the users at their desktops at their own timings. This project is one such an attempt to reach the information seekers on their screen right away.

REFERENCES

https://wordpress.com/

Ramasamy, K., & Padma, P. (2013). Blog management as the new facet of rejuvenated library management in Web 2.0 : A live managerial experience with the library blog at Library, KendriyaVidyalaya, No.1, Narimedu, Madurai. *International journal of current research, 5*(5), 1314-1324.

Appendix A
EVALUATION OF LIS ONLINE DIRECTORY (www.tnlisdirectory.wordpress.com)
CHEKCLIST

NAME   : ………………………………………………………………

DESIGNATION : ………………………………………………………………

INSTUITUION   : ………

CELL/EMAIL ID : ………

S.NO	EVALUATION CRITERIA	EXCELLENT	GOOD	NEED IMPROVEMENT
1	BACKGROUND COLOUR			
2	FONT SIZE AND COLOUR			
3	SITE LAYOUT			
4	NAVIGATION			
5	MENUBARS			
6	HEADER			
7	CONTENT - PERSONALITIES			
8	ARRANGEMENT OF CONTENT			
9	GALLERIES			
10	LINKS			
11	QUOTES			
12	OVERALL LOOK & FEEL			
13	OVERALL CONTENT			

APPENDIX B : OUTPUT OF THE PROJECT WORK
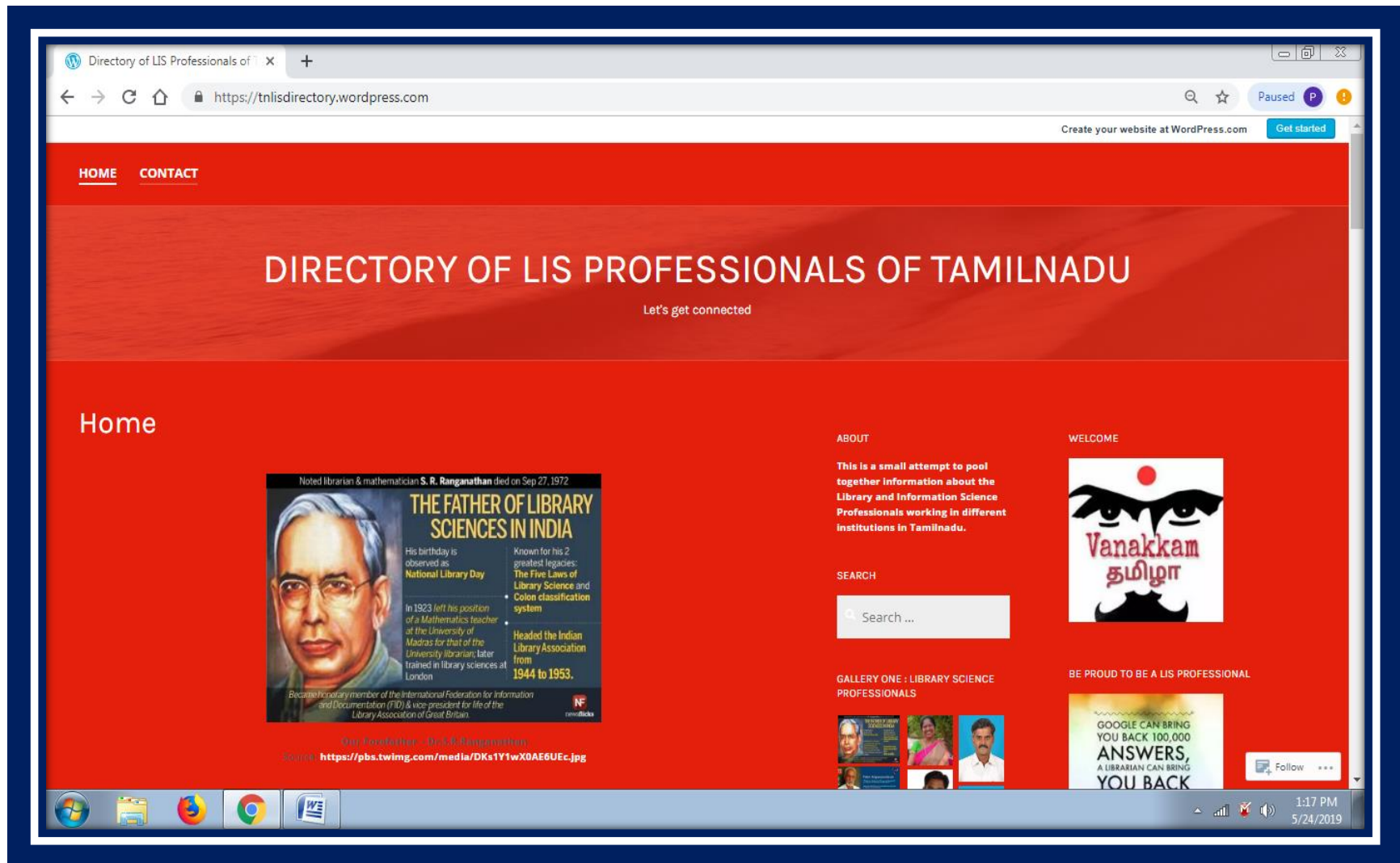
Figure B1 : Homepage of the blog ' tnlisdirectory.wordpress.com'
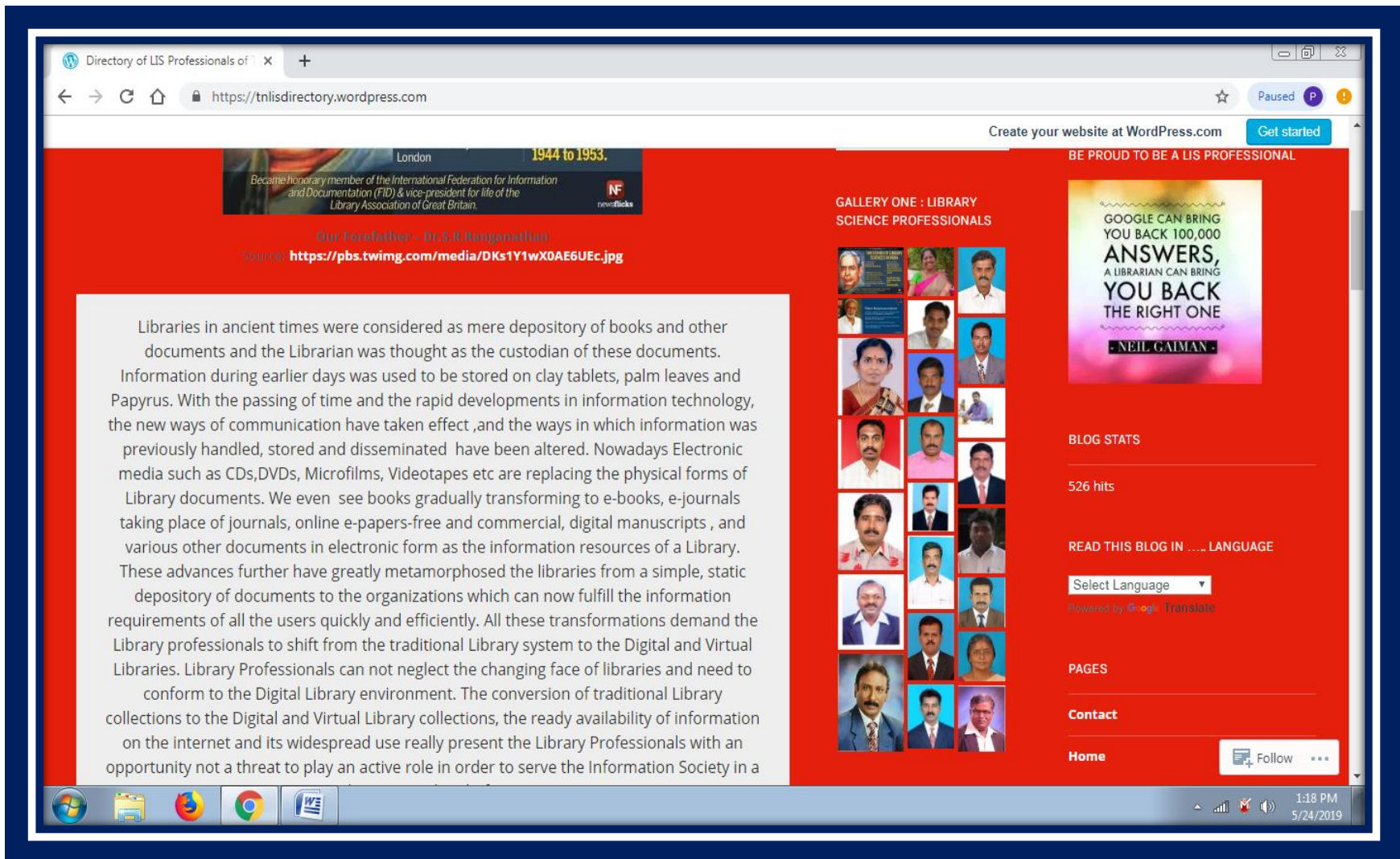
Figure B2 : Gallery Widget, Image Widget, Blog Stats Widget and Page Widget in the Web Directory
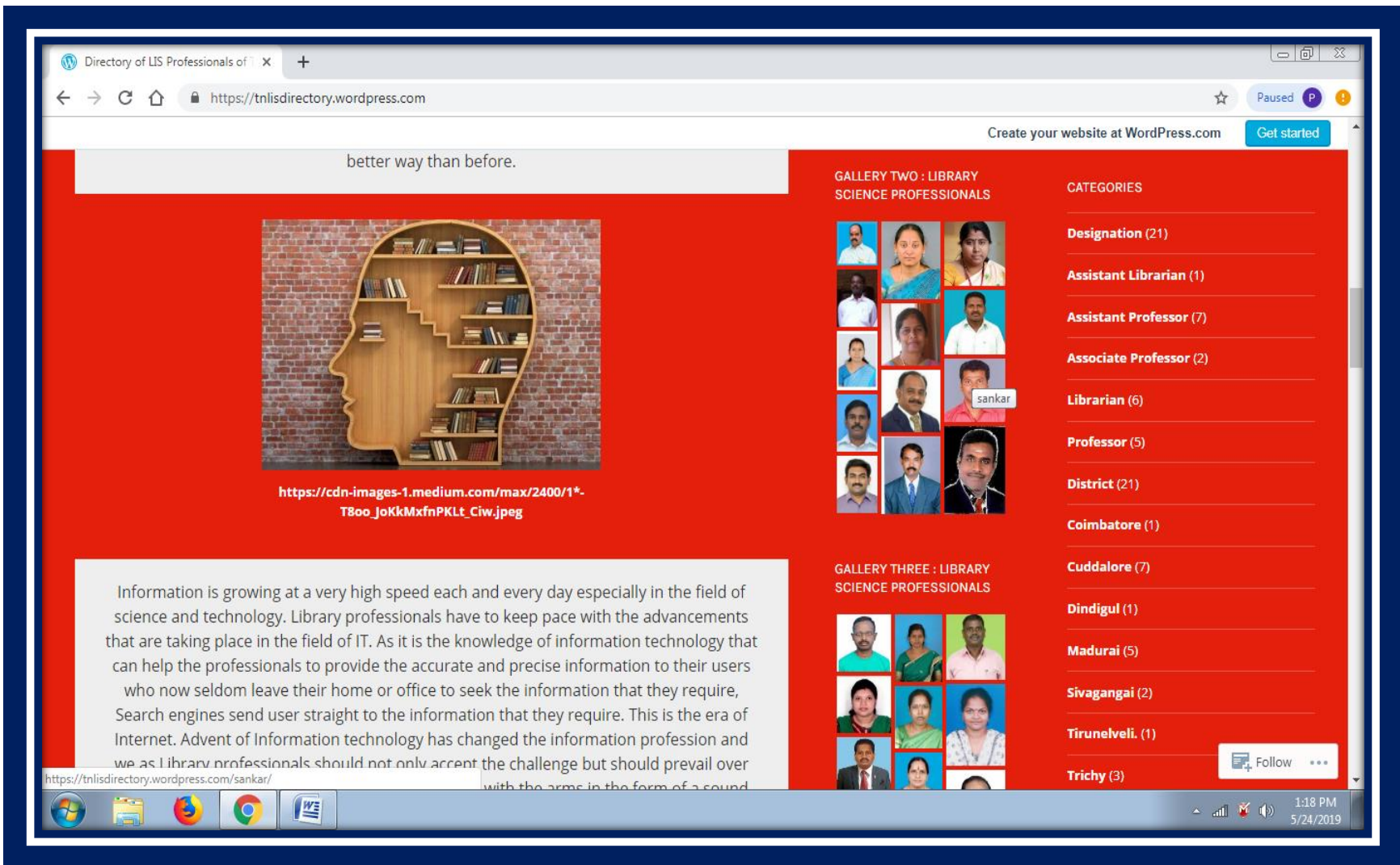
Figure B3 : Gallery Widget and Category Widget (Designation and District)

Figure B4 : Gallery Widget, Category Widget – Institution, Quotes (Image Widget)

Figure B5 : Gallery Widget and Link Categories – Practitioners and Preachers

Figure B6 : Image Widget and Text Widget (Administrator)
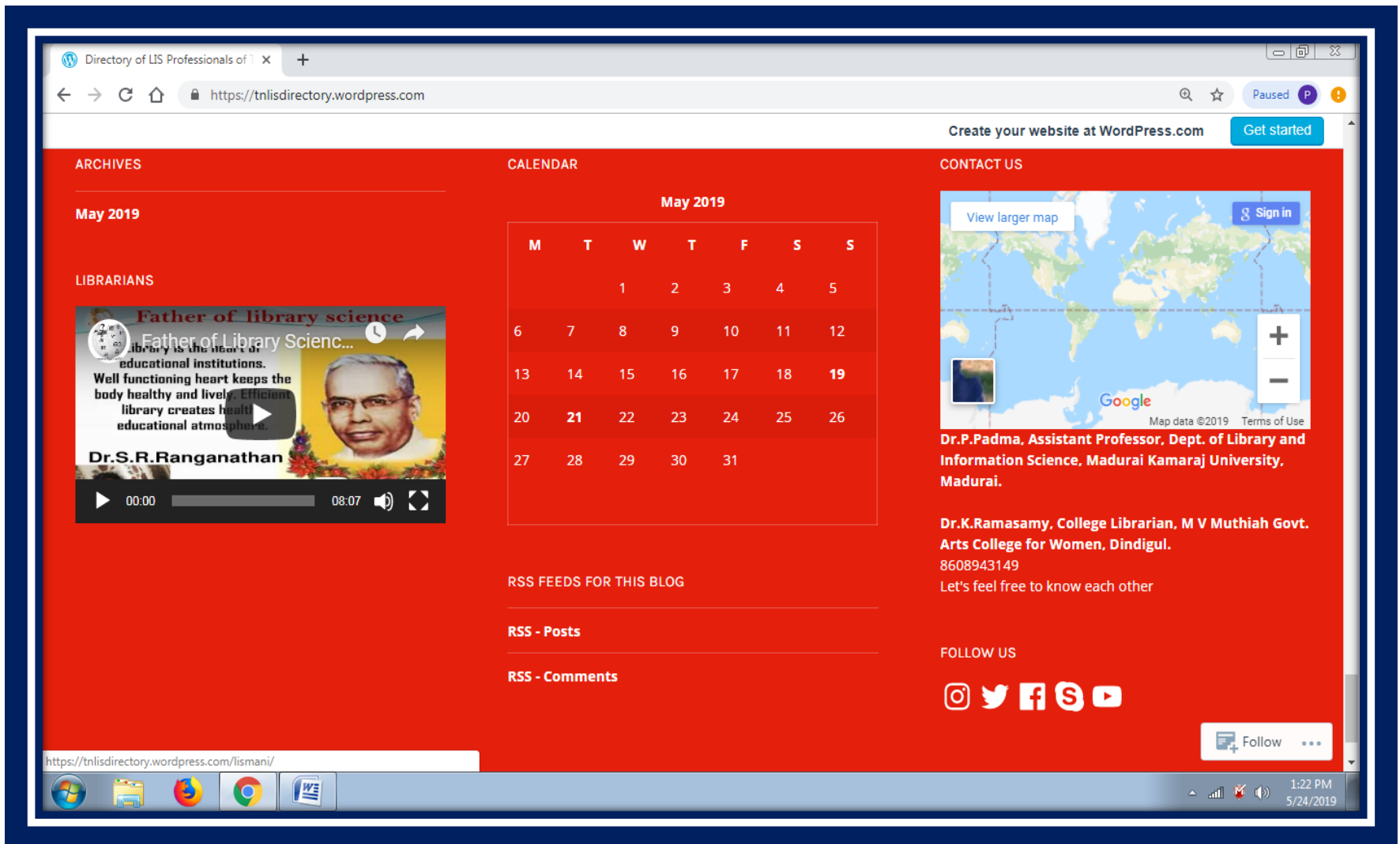
Figure B7 : Archive Widget, Video Widget, Calendar Widget, RSS Widget, Contact and Info Map Widget and Social Icons Widget
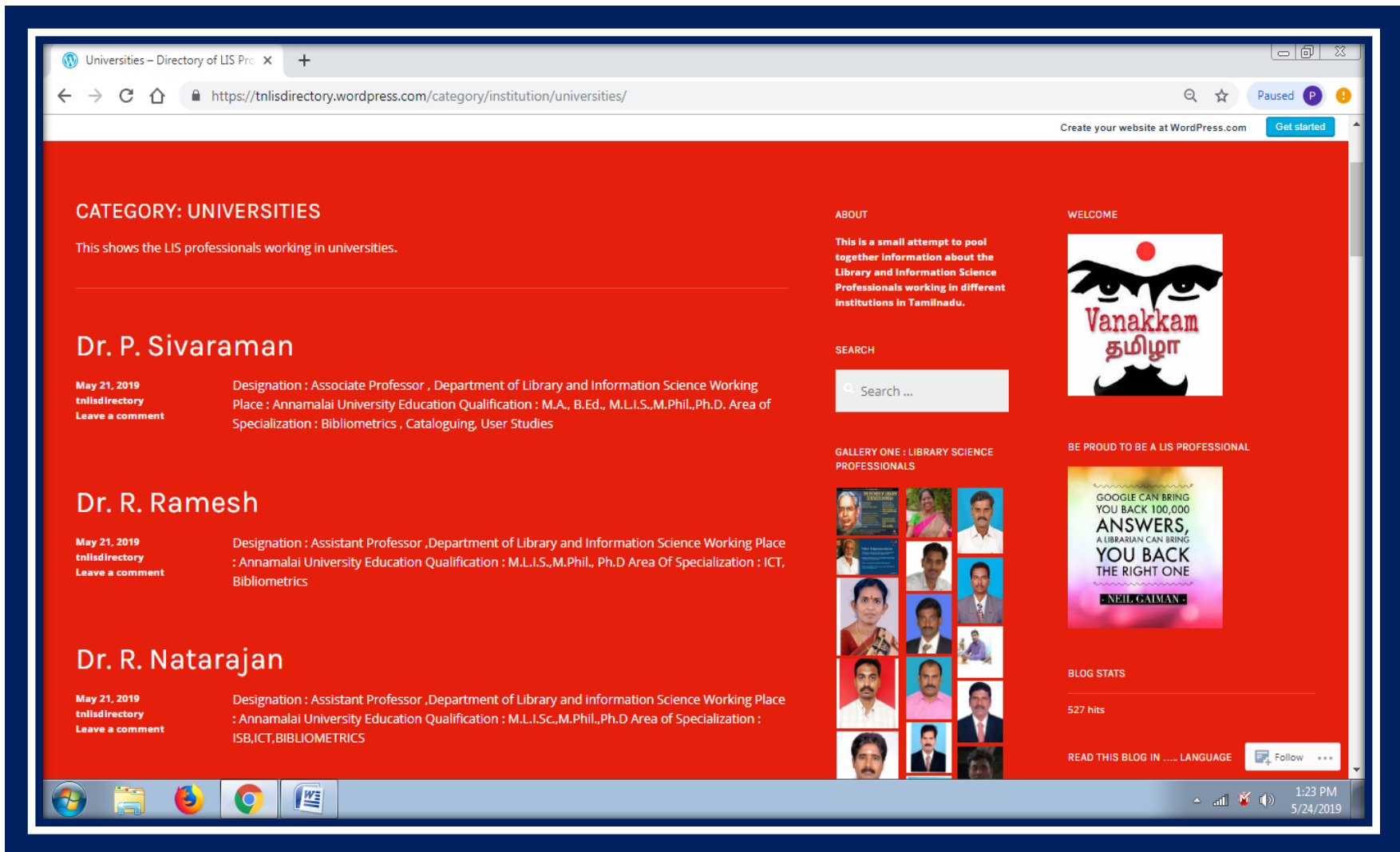
Figure B8 : Results : LIS Professionals of Tamilnadu who are working in Universities
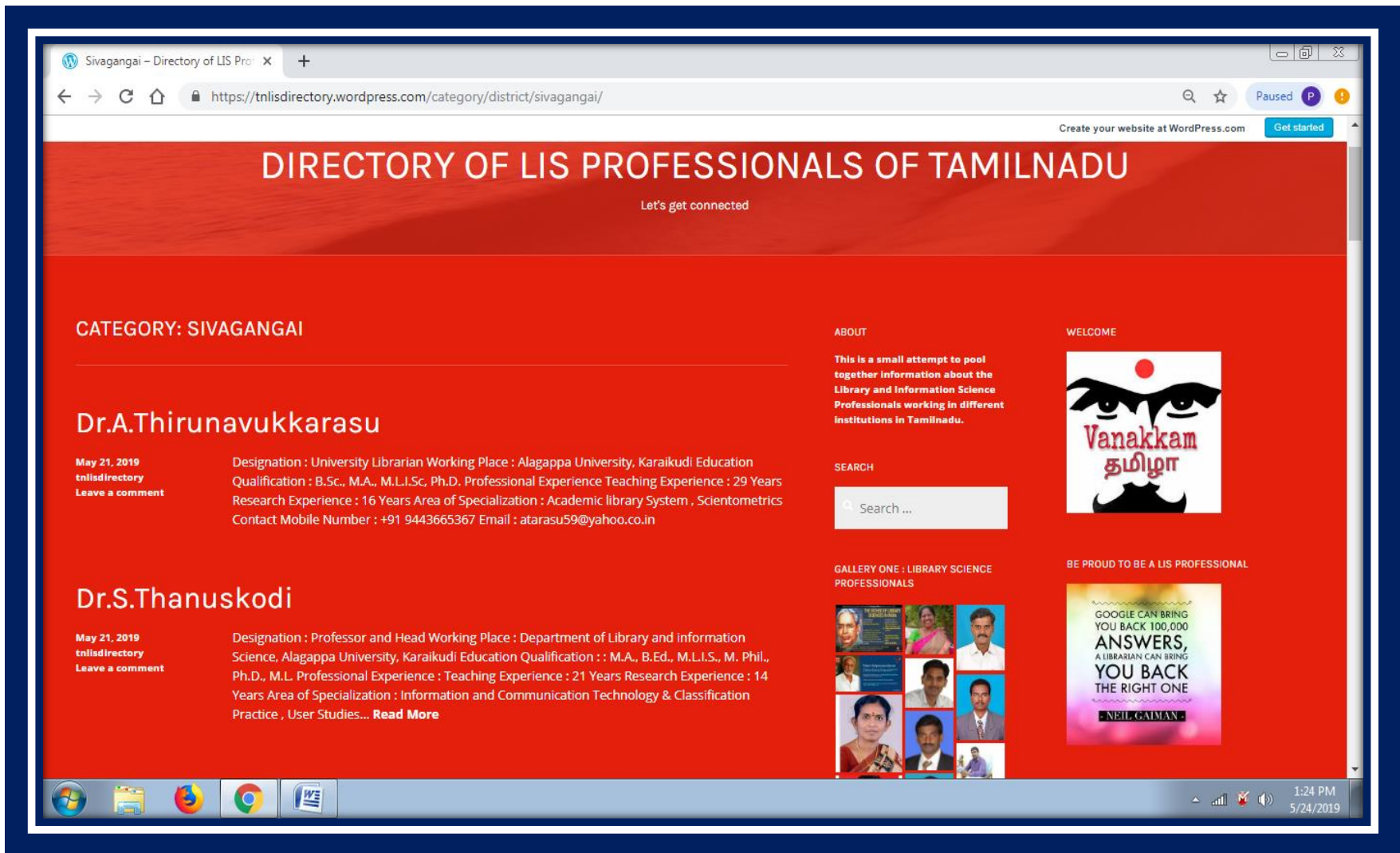
Figure B9 : Search Results : LIS Professionals working in Sivagangai District

Figure B10: Search Results : Information about one individual LIS Personality