

Library Professionals' Scholarly Communications over Online Forum: Content Analysis of New Millennium LIS Professionals (NMLIS)

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Abstract

The paper deals with the content analysis of scholarly communications posted over online forum NMLIS by library professionals. The paper discusses about online communications of LIS professionals through online discussion forums like NMLIS and in relation to that reviewed available literature. One year's scholarly communications of NMLIS have been taken in consideration with numbers of related objectives. Data collection and analysis has been done through online survey and observation methods. Eight categories have been identified for groupings of 2403 scholarly communications. The main focus of scholarly communications has been observed; most prolific contributors of every month have been identified from the group communications; extent of file attachments and numbers of files has been calculated and categorized according to their file types; and finally top most contributors of job related information and library specific information have been identified by number of postings and frequency of postings by contributors. Findings and conclusions have been drawn on the basis of analysis of the collected data at the end.

Keywords: Scholarly Communication, Online Forum, Library Professionals, Content Analysis, NMLIS, Yahoo Group.

1. Introduction

Library is a treasure-house of knowledge that provides organized access to a collection of materials that serves the information needs of an individual or group. A well stock library is an asset to the school, college, university or the neighbour. We can say that a library renders a great service to the society. However, the collection of written knowledge in some sort of repository is a practice as old as civilization itself. Library and Information Professionals (LIS) refers to those professionals who have completed the course qualification in library and information science at either associate or library technician level. LIS Professionals are

believed and trusted for scientific dissemination and application of knowledge concerning information and its transfer. LIS Professionals have been creatively managing the information and research resources of their firms. LIS Professionals play a significant role to promote information literacy in society. Earlier, there existed very few opportunities for communication between LIS Professionals. There were seminars, training programs and periodical publications to gather and express their views and share messages. Traditional methods of professional communication were less interactive and time consuming. The digital era of Internet and mobile technology made a revolution for communication that take an important part in every day's live. Thus, email based discussion forums made a revolution in professional communication.



LIS Professionals have been engaging in professional communication for years. Some library professionals reflect on their personal practice with colleagues in the privacy of their work area to share ways to make their library most useful for their students; others meet in small groups in the staff room with the librarian to discuss library improvement plans; and others attend large group of professionals to learn the latest development in the field. Internet presents library professionals with a platform to expand the scope of collaboration and even shift professional conversations into a variety of publicly shared online environments (online forums). The online forum has offered the potential to gain knowledge from and share experiences with other library professional outside the confines of their work area and local communities.

Online forum transformed the concept of talking about our thoughts in the form of written communication and sharing with other library professionals in the group. Library professionals from various geographical locations can participate in informal, self-organized conversations within a self-selected online social medium such as online forums, making their professional communication transparent to a wider public audience. An online discussion forum is a web-based communication tools that enable participants to post messages and to the type of others' messages asynchronously. Online forum is also known by various names such as discussion board, discussion group, discussion forum, message boards etc. Online forums have evolved into a natural sharing of knowledge, resources and interaction that makes thinking and learning publicly visible. Ebner et al. (2010) contended that it is not the "transfer of information or status messages that are crucial factors, but

rather, the opportunity to be part of someone else's process by reading, commenting, discussing or simply enhancing it" that leads to being part of a "murmuring community" (p. 98). There are multiple of LIS online discussion forums. New Millennium LIS Professionals (NMLIS) Group is widely accepted and used by the library professionals among all other LIS online discussion forums.

The discussion forum New Millennium LIS Professionals created on 22nd October 1999 by Prof. N. Laxman Rao on Yahoo! This is basically made to develop inter-relationship and help. This group is also interested in sharing the knowledge and experience among the information professionals between developing and developed countries. This is the biggest discussion group among all Library & Information Science discussion groups in terms of group members (3111) as well as in terms of communications posted (33269) on the group as on 16.03.2017. It uses English language as a medium of communication. The NMLIS Group is a Yahoo Mail based discussion forum. Those who wish to join the service filled the details in the NMLIS Group website.

"Content analysis is described as the scientific study of content of communication. It is the study of the content regarding the meanings, backgrounds and purposes contained in messages" (Prasad, 2008). According to White & Marsh (2006) "content analysis is a method which can be used qualitatively or quantitatively for systematically analyzing written, verbal, or visual documentation". Holsti (1968) defines it as a "technique for making inferences by systematically and objectively identifying specific characteristic of messages". According to Berelson (1952) "content analysis consists of extracting and evaluating in a systematic

and generally quantitative manner the occurrences of the manifest and latent content of a body of textual or audio-visual materials". Further Berelson (1952) describes the content analysis as "the researcher quantifies and analyzed the presence, meanings and relationships of such words and concepts, then make inferences about the messages within the texts, the writer, the audience, and even the culture and time of which these are a part. Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theatre, informal conversation, or really any occurrence of communicative language".

2. Review of Literature

To examine the real problem, quite a good number of studies have been reviewed by researcher to know the quality of communication and its resources and services provided.

Akira & Aramaki (2015) conducted a content analysis of blog posts on lung cancer patients from Japan, focusing on the feelings and satisfaction levels of lung cancer patients. From the 2499 sentences in the 100 blog posts analyzed, the researchers identified expressions of dissatisfaction and anxiety in 495 sentences. Similar study has been done by Boepple & Kevin (2014) where they analyzed contents of healthy living blogs and after analysis found that the contents of healthy living blogs might be problematic for viewers who have eating or body image issues. Majhi & Maharana (2014), in their study, classified and compared the Facebook in academic, public and special libraries in India with the purpose of understanding patterns of Facebook use in libraries and concluded that library profiles on Facebook would be welcomed by many users

and, therefore, should be strongly considered. Academic libraries might have better success with Facebook than another social network tool. If students contact the library via Facebook the library should respond in the same fashion. The study conducted by Gala (2013) on LIS Blogs concludes that LIS blogosphere has discussing very specific subjects as well as very broad subjects. Blogs on specific topics provide a platform for instant access to current and relevant information, thereby making it possible to detect current trends in the broad subject categories. On an average the blog content comprised of 30% blog posts and 25% response & comments. Another content analysis study conducted by Jackson-Brown (2013) on librarian blogs and examined communication taking place within a purposive sample of 12 librarian blogs. A qualitative content analysis of these blogs was conducted to locate activity of the blogs under four genres – research, social, political and professional development. The study shows that professional development was a major focus of the blog content during the period of study. The findings of the study contribute to knowledge regarding the attraction of blog readers to blogs that support professional continuing education around technology, conferences, career advising and other areas.

A lot of library literature has been written on the various techniques to deal with angry library patrons. However, Operario (2013) conducted a study to gain some insights into what is written about angry library patrons in the blogosphere. He found, an unpopular library policy or procedure or a breakdown in communication between a library staff and a patron, is the reason of anger. Further analyzed that library patrons' anger is usually directed towards either library items or staff members. The ways they

express their anger can be relatively mild or severe which usually involves verbal abuse or violence. Dhanvandan & Tamizhchelvan (2012) analyzed the e-mail discussion forums and highlighted LIS groups available over the Internet and features of the each forum, the number of members, the mode of hosting the messages among LIS forums and found that Library and Information Science forums play an important assistant role for the profession and concluded that LIS forum is a simple and efficient way to communicate to the group members. Seker & Duzyol (2011) performed a content analysis with 277 posts sent to ACRLLog. Most of the posts were about “technological aspects of LIS”, “LIS service activities”, “others” (conference announcements, information and announcements about ACRL, personal ideas and experiences, etc.) and “scientific and professional communication.” They found statistically significant difference in the subjects of the posts by year. ACRLLog posts mostly contain the words “library” (1300) and “librarian”, and the noun phrases “academic librarian” and “academic library”. Further stated to increase the quality of ACRL blog as a professional communication, the interest in the ACRL blog should be increased and current issues such as Web 2.0, information literacy and digital rights should be discussed more often to enrich the content. Bar-Ilan (2007) conducted a study over the use of blogs (Weblogs) by libraries and librarians. The contents of blog posts were characterized using multi-faceted content analysis and findings indicates that blogs have an impact on the activities of information professionals and they are a novel information channel for transferring information both to fellow professionals and to other users of the Web. Librarians use blogs to disseminate

professional and general information, while libraries often use blogs for announcements.

3. Scope of the Study

The present study is confined to the 2403 scholarly communications (messages) posted by group members of New Millennium LIS Professionals (NMLIS) for the year 2016 i.e. from 1st January, 2016 to 31st December, 2016.

4. Objectives of the Study

The objective of study is to analyze the contents of scholarly communications carried over online forum New Millennium LIS Professionals (NMLIS). The specific objectives for the present study are to:

- ❖ Examine the extent of scholarly communications among LIS professionals' over online forum.
- ❖ Examine the category of scholarly communications among LIS professionals' over online forum.
- ❖ Determine the focus of scholarly communications over online forum.
- ❖ Find out the most prolific contributors of scholarly communications over online forum.
- ❖ Examine the extent of file attachments and category of file types communicated over online forum.
- ❖ Find out the degree of contribution and most prolific contributor for job posts communications over online forum.
- ❖ Find out the degree of contribution and most prolific contributor for library specific scholarly communications over online forum.

5. Data Collection Methods and Procedures

The survey and observation methods of research are being found appropriate for conducting the present study. The primary strategy of data collection involved accessing the Yahoo! group New Millennium LIS Professional (NMLIS). Archived records of online conversations are searchable and accessible for registered members on NMLIS group. Members in the online forum have been tracked to gather data about the level of their involvement, type of their activity and number of scholarly communications (postings) with description. All the conversations posted between the periods of 1st January, 2016 to 31st December, 2016 from the archived database have been collected and grouped into different categories and the transcribed group messages were coded appropriately. Combinations of qualitative and quantitative methods have been used in the study. The qualitative analysis involved to examine and evaluate the content of the discussion forums whereas quantitative analysis involved measuring the amount of online interaction that involved counting and categorizing the unit of content. The MS-Excel has been used for data collection, coding and its interpretation.

6. Data Analysis and Interpretation

a) Extent of Scholarly Communications

Table1: Total Extent of Scholarly Communications

Months	Extent of Scholarly Communications	Percentage
January	235	9.78
February	230	9.57
March	163	6.78
April	214	8.91

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May	192	7.99
June	232	9.65
July	227	9.45
August	165	6.87
September	232	9.65
October	148	6.16
November	159	6.62
December	206	8.57
Total	2403	100
Average	200.25	8.33

The table 1 represents the extent of scholarly communications posted in the NMLIS group during one year i.e. study period. There are total 2403 scholarly communications observed during the year and month wise breakups of the scholarly communications have been shown in the table 1. From the table 1, it has been observed that the highest number of scholarly communications took place in the month of January (235) which is 9.78% of total scholarly communications followed by June (232) & September (232) with 9.65% each of total scholarly communications. The least scholarly communications took place in the month of October (148) that is 6.16% of total scholarly communications during the year. Out of 12 months, 7 months have more than 200 scholarly communications; and if we take the monthly average of total scholarly communications, there is 200 scholarly communications took place in month that is 8.33% of total communications.

b) Category of Scholarly Communications

There are 2403 scholarly communications observed in NMLIS group during the study period. There are

several scholarly communications that belongs to same kind of nature. From the various researches and after the observation of 2403 scholarly communications, eight (8) kinds of categories have

been identified for the grouping of 2403 scholarly communications. These categories are given in table 2 with their description in brief.

Table 2: Categories of Scholarly Communications

SN	Categories (Abbreviation)	Description
1	Conference Communications (CON)	Category includes conference/ seminar/ workshop/symposia/ colloquia etc. alerts and invitation calls for writing papers and for participation in the same.
2	Faculty Communications (FDM)	Development Category includes short term courses, refresher/ orientation programs, faculty development programs/ courses and specialized training programs for LIS professionals.
3	Job Posts Communications (JOB)	Category includes apprenticeship, traineeship, private and government sector LIS vacancies from all over the world.
4	General Communications (GIC)	Information Category includes general kind of information communicated through posts. Such posts have very general approach which is not specifically related to LIS profession.
5	LibraryScienceCommunications(LSC)	Category includes short communications, information/ knowledge sharing, historical account, recent trends, award information, lecture series, technical problem solving, LIS education, admission, grants, coaching, reference queries and many more core information related to LIS profession and professionals.
6	Greetings Communications (GRC)	Category includes new year wishes, award wishes, congratulation messages, festival wishes etc.
7	Obituary Communications (OBI)	Category includes LIS professionals' death related information communications.
8	Other Communications (OTH)	Category includes filtered communications which not fits into above seven categories of scholarly communications.

c) Focus of Scholarly Communications

Table 3: Extent of Scholarly Communications – Category wise

Months	Extent of Scholarly Communications	Categories of Scholarly Communications							
		CON	FDM	JOB	GIC	LSC	GRC	OTH	OBI
January	235	51	7	44	58	60	9	4	2
February	230	41	8	27	93	46	0	11	4
March	163	22	2	19	39	74	2	5	0
April	214	32	5	22	68	48	13	26	0
May	192	38	3	22	54	38	1	34	2
June	232	30	0	20	102	27	0	52	1
July	227	30	2	17	94	49	4	30	1
August	165	51	0	18	51	30	1	14	0
September	232	44	1	29	85	46	1	26	0
October	148	28	1	2	54	45	4	14	0
November	159	40	0	6	56	38	0	15	4
December	206	43	0	8	73	59	4	17	2
Total	2403	450	29	234	827	560	39	248	16
Percentage	18.73	1.21	9.74	34.42	23.3	1.62	10.32	0.67	

Table 3 display extents of scholarly communications monthly as well as categorically in month and year wise. There are eight categories of scholarly communications have been identified and data have been analyzed accordingly. From the observation of table 3, it has been found that 34.42% “General Information Communications (GIC)” related scholarly communications were shared in the group which is the highest amongst all categories followed by “Library Science Communications (LSC)” with 23.3%, “Conference Communications (CON)” with

18.73%, “Other Communications (OTH)” with 10.32%, and “Job Posts Communications (JOB)” with 9.74%. “Faculty Development Communications (FDM)” is less than “Greetings Communications (GRC)”. During the study period, 0.67% “Obituary Communications (OBI)” has been also observed. The categories CON, FDM, JOB, and LSC are directly related to development of LIS professionals. There are 52.97% scholarly communications belongs to four (4) core categories (CON, FDM, JOB, and LSC) identified for professional development. From the

table 3, it has been inference that except “General Information Communications (GIC)” which is sharing one-third (34.42%) scholarly communications of the total, Conference Communications (CON), Job Posts Communications (JOB), and Library Science Communications (LSC) were the major focus of scholarly communications in NMLIS group.

d) Most Prolific Contributors of Scholarly Communications

Table 4 display prolific contributors of scholarly communications (top five contributors) along with total extent of contributors monthly. January month has highest number of contributors (41) followed by April (34), July (34), February (31), and September (31). The least contributors have been observed in the month of October with 23 contributors. From the table 4, it has been found that same contributor is repeating in many months and they are repeatedly occurring in top 5 lists of contributors. The extent

Table 4: Prolific Contributors (Top 5 Contributors)

Months	Extent of Contributors	Top 5 Contributors in Coden Name (with extent of Scholarly Communications)				
January	41	AMR (55)	NL (46)	PJ (42)	NLR (40)	DK; ASLA (4)
February	31	PJ (79)	NLR (47)	NL (45)	AMR (20)	GS (5)
March	25	PJ (53)	NL (45)	AMR (23)	NLR (15)	RCG (4)
April	34	PJ (63)	NL (48)	NLR (40)	AMR (19)	AL (6)
May	30	NLR (62)	NL (53)	PJ (27)	LR (11)	AL (8)
June	29	PJ (101)	NLR (52)	NL (36)	TLA (9)	ASLA (5)
July	34	NL (67)	PJ (66)	NLR (45)	PER (6)	GS (5)
August	30	PJ (49)	NL (42)	NLR (35)	ASLA; AL (4)	TLA (3)
September	31	PJ (86)	NLR (54)	NL (44)	AMR (9)	PER (4)
October	23	PJ (52)	NLR (21)	AMR (24)	NL (16)	AL (11)
November	25	PJ (74)	NL (27)	NLR (25)	AMR (5)	DS (3)
December	24	PJ (97)	NL (37)	NLR (20)	AMR (18)	AL (7)

Legends: AMR = A Madhava Rao; PJ = Pralhad Jadhav; NL = Naglaxman; NLR = Prof. N. Laxman Rao; LR = Laxman Rao; GS = gopalakrishnan shanmugam; TLA = Telangana library Association; ASLA = ASIAN LIBRARY ASSOCIATION; DK = Dattatraya Kalabande; PER = Prakasan E.R.; RCG = Dr. Ramesh C Gaur; AL = **@nil**; DS = dinesh sanadi.

of scholarly communications mentioned with the contributors coden name which is described below in the table 4 with legends section due to having more letters in writing names in the cells of table. The original identities of contributors are mentioned in the legends section as such appeared in the NMLIS posts.

Table 5: Most Prolific Contributors

Name of Contributor(s)	Extent of Contribution (Posts)	Percentage (out of 2403)	Frequency of Contribution (Months)
ASLA	13	0.54%	3
AL	36	1.49%	5
AMR	173	7.19%	8
DK	4	0.16%	1
DS	3	0.12%	1
GS	10	0.41%	2
LR	11	0.45%	1
NL	506	21.05%	12
NLR	456	18.97%	12
PER	10	0.41%	2
PJ	789	32.83%	12
RCG	4	0.16%	1
TLA	12	0.49%	2

Table 5 displays the frequency and extent of contribution (scholarly communications) of all month's top 5 contributors with their coden name as listed in table 4. As per extent of contribution, from table 5, PJ (Pralhad Jadhav) is the most prolific contributor amongst all followed by NL (Naglaxman), NLR (Prof. N. Laxman Rao), and AMR (A Madhava Rao). As per frequency of contributors' contribution, it has been found that three contributors namely NL, NLR and PJ have highest frequency of contribution i.e. every month they have contributed and they were appeared under top 5 contributors. There is one contributor, Prof. N. Laxman Rao, which

uses three different contributor identities LR, NL and NLR for his contributions in the group NMLIS; this separates his contributions into three parts, if we analyze separately by login identity. By the combination of three different login identity of Prof. N. Laxman Rao, he contributed 973 scholarly communications which is 40.49% of total scholarly communications observed during the study period. Pralhad Jadhav has contributed 789 scholarly communications with one login identity and alone covering 32.83% of total scholarly communications during the study period.

e) Extent of File Attachments & Category of File Types

Table 6: Extent of File Attachments

Months	Extent of Scholarly Communications	Extent of Communications having File Attachments (A)	Extent of Files (B)	Ratio between (A) & (B)
January	235	45	65	1 : 1.44
February	230	35	68	1 : 1.94
March	163	11	20	1 : 1.81
April	214	37	79	1 : 2.13
May	192	30	44	1 : 1.46
June	232	33	43	1 : 1.30
July	227	35	54	1 : 1.54
August	165	36	58	1 : 1.61
September	232	40	44	1 : 1.10
October	148	25	51	1 : 2.04
November	159	23	26	1 : 1.13
December	206	37	47	1 : 1.27
Total	2403	387	599	1 : 1.54

Table 6 display month wise extents of scholarly communications that have file attachments during the period of study. Further extents of files have been given against extent of scholarly communications that have file attachments. From the observation of table 6, it has been found that 387 scholarly communications were having file attachments during the study period which is 16.1% of total scholarly communications. The highest file attachments observed in the month of January (45) and the least file attachment observed in the month of March (11). On an average, 32 file attachments

per month is calculated. Extents of files are more than extent of communications that have file attachments due to more than one file as attachment in one scholarly communication. There are total 599 files found in 387 scholarly communications. Monthly ratio between extent of scholarly communications that have file attachments and extent of files has been calculated and found 1:1.54 ratio between both of them.

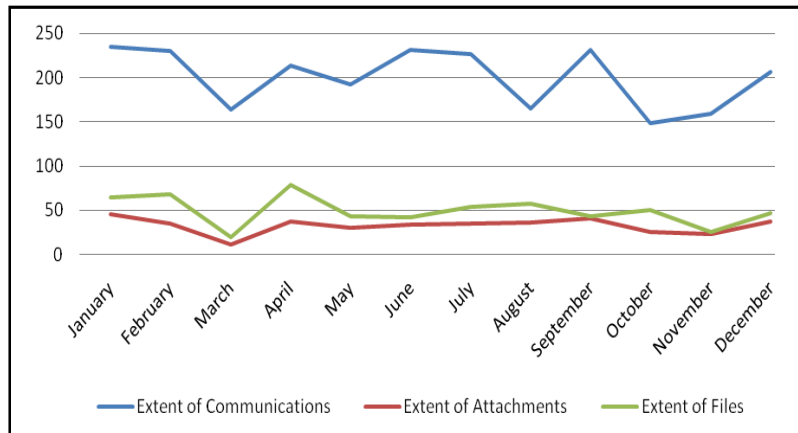


Figure 1: Extent of communications, attachments, and files

Table 7: Extent of File Attachments with File Types

Months	Extent of File Attachments	Extent of Files	File Types									
			PDF	Image	Excel	Word	PPT	Audio	Video	Others	Zip	HTML
January	45	65	24	30	0	4	0	0	0	6	0	0
February	35	68	28	37	0	1	0	0	0	2	0	0
March	11	20	5	13	0	1	0	0	0	1	0	0
April	37	79	30	46	0	3	0	0	0	1	1	0
May	30	44	12	20	0	8	0	0	0	4	0	0
June	33	43	8	17	0	15	0	0	0	2	0	2
July	35	54	18	29	0	2	0	0	0	5	0	0
August	36	58	15	22	0	15	0	0	0	5	0	1
September	40	44	8	21	1	1	0	0	0	13	0	0
October	25	51	10	36	0	1	0	0	0	4	0	0
November	23	26	2	5	0	1	0	0	0	16	0	0
December	37	47	14	26	0	2	0	0	0	5	0	0
Total	387	599	174	302	1	54	0	0	0	64	1	3
Percentage		100	29.04	50.41	0.16	9.01	0	0	0	10.68	0.16	0.5

There are various number of file types. There are 10 file types identified which have maximum probability for communication of scholarly content through email based group NMLIS. During data collection and tabulation, utmost care has been given to identify the file type and its extent. Table 7 display the analyzed data of file types communicated in the group during the study period. Microsoft Power Point (PPT), audio files and video files have not

been observed during the year as file attachments. Majority of file attachments were found in the form of Image files (50.41%) followed by PDF (29.04%), and MS-Word (9.01%). MS-Excel, HTML and Zip files appeared rarely. More than 10.68% files could not identify due to non-availability of proper documents and kept under "Others" category. The most used file types were Image files, PDF files and MS-Word files which consists 88.48% of total files as attachments.

f) Degree of Job Posts Contribution & Most Prolific Job Posts Contributor

Table 8: Degree of Job Posts Contribution & Prolific Contributors

Months	Extent of Scholarly Communications	Extent of JOB Posts	Top Contributor
January	235	44	AMR (34)
February	230	27	NL(11)
March	163	19	NL(13)
April	214	22	NL(6)
May	192	22	NL(9)
June	232	20	NL(9)
July	227	17	NL(8)
August	165	18	NL(6)
September	232	29	NL(15)
October	148	2	NL(1), NLR(1)
November	159	6	NL(3)
December	206	8	NL(3), NLR(3)
Total	2403	234	NL(84), AMR(34)

From the observation of table 8, it has been found that 234 JOB posts were communicated in the group NMLIS during the study period which is 9.74% of total scholarly communications. The highest JOB posts communicated in the month of January (44) and the least JOB posts communicated in the month of October (2). Top contributors for the JOB posts were calculated monthly and annually also. The contributor AMR (A Madhava Rao) contributed

only once with the highest number of JOB posts (34) in month of January which is highest amongst all months also. In rest of the months (from February to December), contributor NL (Naglakshman) contributed the highest JOB posts every months. From the total JOB posts, Naglakshman contributed 84 job related scholarly communications which is 35.89% of total JOB posts communicated in the group followed by A Madhava Rao (14.52%).

g) Degree of Library Science Communications & Most Prolific LSC Contributor

Table 9: Degree of LSC Posts Contribution & Prolific Contributors

Months	Extent of Scholarly Communications	Extent of LSC Posts	Top Contributor
January	235	60	AMR (18)
February	230	46	AMR (15)
March	163	74	PJ (25)
April	214	48	AMR (17)
May	192	38	NL (12)
June	232	27	PJ (11)
July	227	49	NL (14)
August	165	30	PJ (13)
September	232	46	PJ (19)
October	148	45	AMR (24)
November	159	38	PJ (16)
December	206	59	PJ (22)
Total	2403	560	PJ (107), AMR (74), NL (26)

From the observation of table 9, it has been found that 560 LSC posts were communicated in the group NMLIS during the study period which is 23.3% of total scholarly communications. The highest LSC posts communicated in the month of March (74) and the least LSC posts communicated in the month of June (27). Top contributors for LSC posts were calculated monthly and annually. The contributor AMR (A Madhava Rao) contributed four times as top contributor of LSC posts in the months of January, February, April and October. The contributor PJ (Pralhad Jadhav) contributed six times as top contributor of LSC posts whereas NL (Naglaxman) contributed twice as top contributor for LSC posts in the months of May and July. Pralhad Jadhav is the top most contributor of LSC posts in terms of frequency (6) and in terms of number of posts (107) which is 19.1% of total LSC posts communicated in the group followed by A Madhava Rao (4 times, 74 posts, 13.21%) and Naglaxman (2 times, 26 posts, 4.64%).

7. Findings of the Study

Following are the findings derived from the present study:

- ❖ In one year duration, NMLIS group has 2403 scholarly communications. On an average 200 scholarly communications takes place per month.
- ❖ Scholarly communications have been grouped into 8 identified categories. These categories are: Conference Communications (CON), Faculty Development Communications (FDM), Job Posts Communications (JOB), General Information Communications (GIC), Library Science Communications (LSC), Greetings Communications (GRC), Obituary

Communications (OBI), and Other Communications (OTH).

- ❖ From the eight categories of scholarly communications, General Information Communications (GIC) category is highly focused in the group posts followed by Library Science Communications (LSC), Conference Communications (CON), Other Communications (OTH) and Job Posts Communications (JOB). Faculty Development Communications (FDM) category is less focused in the group posts.
- ❖ Pralhad Jadhav is the most prolific contributor amongst all contributors followed by Naglaxman, Prof. N. Laxman Rao, and A Madhava Rao. As per frequency of contributors' contribution, Naglaxman, Prof. N. Laxman Rao and Pralhad Jadhav contributed every month in a year and they were under top 5 contributors every month. Pralhad Jadhav has contributed 789 scholarly communications alone which is 32.83% of total scholarly communications during the study period.
- ❖ There are 387 scholarly communications out of 2403, having file attachments during the study period which is 16.1% of total scholarly communications. Total 599 files were found attached in 387 scholarly communications. Annual ratio of scholarly communications that have file attachments and extent of files is 1:1.54.
- ❖ There are 10 file types identified for categorization of 599 files found as attachment in the scholarly communications. Microsoft Power Point (PPT), audio files and video files have not been observed as file attachments. Image and PDF files found most communicated file types.
- ❖ There are 234 Job posts were communicated in the group NMLIS during the study period which

is 9.74% of total scholarly communications. Naglaxman is the highest contributor of Job posts communications and contributed 35.89% of total Job posts.

- ❖ There are 560 Library Science Communications were communicated in the group NMLIS during the study period which is 23.3% of total scholarly communications. Pralhad Jadhav is the highest contributor of LSC posts in terms of frequency and in terms of number of posts also.

8. Conclusions

Since start of the LIS profession, it was the primary work of library professionals to disseminate and share knowledge and information among users' group. Library professionals have faced many technological challenges, overcome the challenges, and adopted the new techniques during the long journey of professional development. When a library professional is communicating with users' group, he is sharing scholarly knowledge. The advent of Internet and World Wide Web has increased the work beyond the boundary of library. For the development of LIS profession and self-development, library professionals' have their own circle for discussion. Nowadays, many Web based platforms are available through which they are making larger group of professionals and sharing scholarly communications amongst them. NMLIS is one of the largest groups of library professionals in India having more than 3000 online members and successfully run by library professionals with more than 33000 scholarly communications since the formation of the group. The group is posting significant number of scholarly communications in a year and these communications have variety also. From the general kind of information to library specific information, from job related information to

faculty development information, and from greetings to obituaries kind of information have been shared in the group. The focus of scholarly communications in group is still maintained, and majority of scholarly communications belongs to LIS professional development. The group has more than 3000 online members but group's scholarly communications contributors are very less comparatively. This seems that amongst the group of professionals, professional also become a user for getting information in the form of scholarly communication rather than sharing or creating more scholarly communications. There may be several reasons to become a user in the professionals' group and this is not our focus in this research. The group contributor shares scholarly communications, if necessary, in the form of files as attachments; though the number of such scholarly communications is less (16.1%) in the group. About 9.74% scholarly communications belongs to job related information which displays the interest of group members for their self-development and promotion. More than 23% scholarly communications belong to library specific information which increases the knowledge base of every group members whether they are senior librarian or library trainee. The library specific information contains all kinds of latest information of LIS profession from all over the world. Such kind of specific groups should be run by LIS professionals to boost up their calibre by enhancing the field specific knowledge and technical know-how of the field.

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