Evaluating Web 2.0:
user experiences with Public Library blogs

Michelle McLean
Information Librarian
Casey-Cardinia Library Corporation
michelle.mclean@cclc.vic.gov.au

Paul Merceica
Lecturer - Information Management and Digital Publishing
RMIT
paul.mercieca@rmit.edu.au

Abstract:

How well do Web 2.0 tools work for libraries? There have been countless articles written about which Web 2.0 tools libraries should be using and for what purposes, but what about the success of those that are already being used? Casey-Cardinia Library Corporation (CCLC) conducted a survey of online and in-building users over a two-week period to discover their awareness of and use of CCLC's five library blogs. This data, in conjunction with statistics from Google Analytics, provided an interesting insight into library users and their interaction with CCLC's Web 2.0 endeavours.

Introduction

Web 2.0 is now well established in the online world and libraries have taken advantage of its many features to provide content and services to their users. Although it is no longer new, the means of evaluating their successful use has still been limited. Web log tools can be used to measure visits and hits, but this does not give us an indication of how the content provided through these tools has been used, if it all.

In light of this, and to discover more about the impact of library blogs, Casey-Cardinia Library Corporation (CCLC) decided to look at their corner of this world, and launched an investigation into how people were using CCLC blogs.

This paper reports on a survey of CCLC users and provides responses and analysis of their engagement with the CCLC blogs. The results assist in identifying initial trends in use of these blogs and act as a pilot process for wider investigation of blog and Web 2.0 use by patrons.

Literature Review

There have been numerous publications focusing on Web 2.0 and libraries, with an emphasis on the tools and how libraries can and are using them. (Cohen 2008, Farkas 2007, Godwin 2008).

An investigation of library blogs and their metrics was conducted by Walt Crawford (2007). He selected English language library blogs from around the world that met specific criteria, including still being viable and explored a range of measures including their age, number of posts, length of posts, comments, illustrations/figures, blogging software used, geography, authorship and more. The study results were updated in 2009 in Crawford's "Cites and Insights" (Crawford 2009). Crawford discovered that fewer new liblogs (librarian blogs) were being created and fewer posts were being written, but that in comparison to the wider world of blogs, liblogs were 'doing better than blogs as a whole'.

There are also a number of studies conducted outside the library environment, which have investigated how people use and perceive blogs:

> Furukawa (2006) investigated the use of Japanese blogs and suggested that blog readership was higher when the blog regularly incorporated links to other content, allowed comments and utilised trackbacks.

> A study of the reliability of blog content as compared to that of traditional media and other online sources, was conducted in 2004 (Johnson). The study found that blog readers rated blogs more credible than traditional media and 'rated them higher on depth of information than on fairness'.

> An investigation into factors affecting blog use was done in Taiwan (Hsu 2008). It discovered that 'ease of use and enjoyment, and knowledge sharing (altruism and reputation) were positively related to the attitude toward blogging' with social factors being a good indicator of continued blog use.

Blair (2007) used a case study method to evaluate a subject based blog. Blair's paper outlined the use of online tools to evaluate the success of such a blog, including an 'online survey, web tracking software, RSS feed tracking, and the use of blog search engines'.

CCLC blogs – a brief history

Casey-Cardinia Library Corporation (CCLC 2009a) is a public library service in the outer south-eastern suburbs of Melbourne, serving the City of Casey and Cardinia Shire through seven branches, a mobile library and a centralised headquarters.

CCLC has five blogs. The blogs' purposes are to share news, promote events and promote collections.

Blog	Purpose	Created	Hosted by
Invisible Ink (CCLCa 2009)	Library news	1 September 2006	Drupal
Links to our past (CCLCb 2009)	Local history	1 November 2007	Blogger
Quicksand (CCLCc 2009)	Teen reviews	1 March 2008	Blogger
Reading Rewards (CCLCd 2009)	Adult book reviews	1 October 2008	Blogger
Read like a demon (CCLCe 2009)	Kids book reviews	1 June 2009	Blogger

Table 1 – Casey-Cardinia Library Corporation blogs

Invisible Ink began as a Word Press (Word Press 2009) blog embedded in CCLC's website. However, the CCLC website was redesigned using Drupal as a content management system (Drupal 2009), at which time Invisible Ink was recreated as a Drupal blog.

All blogs have a feed into the library's homepage, where people can read the first paragraph of each blog post as it is published and click to read more if they choose. A copy of each current blog post is available in its entirety on CCLC's website.

Statistics

CCLC uses Google Analytics (Googlea 2009) to assess visits to each of the blogs and Feedburner (Googleb) for the RSS and email subscriptions, to keep track of how many people subscribe. This is worth noting, because with the post being delivered to the user in its entirety, it is likely that the user may never actually visit the blog itself. Since the website moved to Drupal, there have been additional statistics from the viewing of the feeds, apart from the Analytics statistics on the actual blogs.

A determination of how to account for the Drupal statistics has not yet been made, as allowance has to be made for it being likely that readers would not go back to the original blog. At present, visits to these feeds are not currently included in statistics. The only exception to this is Invisible Ink, which resides only in Drupal – statistics for this blog are based on readership of the full article, which is equivalent to a visit.

These statistics give an indication of how many people are seeing the content from CCLC blogs, but do not give much of an indication of how they are using them. Google Analytics can show us where users go after they leave the blog, but not what they do after. As three of the blogs host reviews, linking back to the collections, CCLC were keen to know if these posts encouraged people to place holds and borrow the items being reviewed.

For the period of the 2-week survey, the blogs recorded the following visits:

	Visits	Increase on previous year	Subscribers
Invisible Ink	235	N/A	12
Links to our past	146	60.96%	10
Quicksand	336	58.33%	36
Reading Rewards	164	N/A	11
Read like a demon	163	N/A	6

Table 2– CCLC Blog statistics for the survey period
Note this data only includes direct visits to the blog, not
readership of the content on the library website, with the exception of Invisible Ink.

The survey

It was determined that the best way to find out how our blogs were being used was to conduct a survey. To give a basis of comparison, the survey was to be conducted online – with links to it from each of the blogs and the website, as well as in some of our physical libraries. The main aim of the physical survey was to discover why people do not use the library's blogs. .

The survey questions were developed by the Information Librarian, in consultation with CCLC's Chief Executive Officer (CEO) and Customer Services Manager. The aim was to identify information such as:
- demographics
- library membership, either at CCLC or elsewhere
- understanding of what a blog is
- how users found out about the library blogs
- why they read a library blog
- which blogs were being read – if any
- how the blogs were being accessed
- how often they were being accessed
- whether users had placed holds as a result of a review on one of the blogs
- whether users had left comments

As CCLC had previously used Survey Monkey (2009), a free online survey tool, for surveys about the then-proposed new library website, it was agreed that this be also used to run the CCLC blog survey. Unfortunately, it was discovered much too late that the free option only allowed the surveyor to ask 10 questions, so the survey was quickly realigned and restructured to determine what were considered to be the most important points. These can be seen in the survey that was administered, available as Appendix A.

RMIT University was asked to analyse the results of the survey, so that formal statistical analysis could be offered. It was advised that the survey could be treated as a pilot survey to assist in developing a wider exploration of Web 2.0 applications in public libraries.

Method

The data was collected through a survey that was administered from Monday 24th August to Monday 7th September 2009. The survey was administered electronically and in print. The electronic version used Survey Monkey; the print version was also generated from Survey Monkey.

The survey was promoted to the potential participants through a post that was placed on each of CCLC's five blogs, as well as through a highlighted feed on CCLC's homepage. Once these posts were superseded by other posts, a banner was added to the top of the homepage, to further highlight the survey and encourage people to complete it. During the same period, printed surveys were administered in the two largest branches and in one of the smaller branches. The print survey was randomly distributed at these branches.

Once the survey period was over, the printed survey results were manually entered into Survey Monkey. All results were then exported (via an Excel file) to SPSS (since rebranded as PASW or Predictive Analytics Software), an application for providing statistics analysis of data. A total of 99 usable survey results were received: 52 online and 47 in print. A caveat should be placed on the trends identified in this paper. This survey acts as a pilot survey to identify initial trends of blog use within a single public library organisation. A larger participant sample will determine if the trends are statistically significant.

Survey population

As it is unknown who uses and accesses the CCLC web based content, a formal invitation to participate could not be sent to an identifiable sample of users or potential users. This means that participation within the online survey was purely self-selected. It is acknowledged that 'self selection' of participants adds potential bias to survey results, however the primary aim of the online version for the survey was to gather responses from the 'online CCLC community' and especially the 'CCLC blog community'. Participants for the print survey were randomly approached, not based on the aim of deliberately matching the demographics of the CCLC user community.

These methods for administrating the survey mean that the results do not represent a random sample of the CCLC user population. Instead, the results reflect those from a self-selected population and this fact needs to be considered as the results are presented and discussed. It should also be recognised that these results are from a pilot process, and thus are indicative of potential issues that will need further exploration through more extensive data collection processes.

The survey consists of ninety-nine responses. Table 3 presents a cross-tabulation of responses by gender and by the format of the responses, print responses versus

online. Two-thirds of the responses were from female participants. While this may reflect a potential bias, this response is consistent with other surveys that tend to indicate greater responses from female participants. (O'Rourke 1987).

		Print	Online	Total
Male	Count	20	13	33
	% within print / online	45.5%	24.5%	33.3%
Female	Count	26	40	66
	% within print / online	56.5%	75.5%	66.7%
Total	Count	46	53	99
	% within print / online	100%	100%	100%

Table 3: Cross tabulation – Gender / survey format

When gender is compared to the format of the completed survey, the print results tend to indicate a balance between gender (45.5% completed by males and 56.5% by females). However, three-quarters of the online survey were completed by female participants (75.5% by females and 24.5% by males). The self-selected nature of the online survey makes it difficult to determine whether this predominant female response is indicative of the overall users of the CCLC blogs. However, a broader investigation of public library blog use should consider the potential impact of gender on use of the blogs.

Broad age groups were identified within the survey and this is presented in Table 4.

		Under 18	18-25	26-39	40-59	Over 60	Total
Male	Count	5	7	8	11	2	33
	% within gender	15.2%	21.20%	24.2%	33.20%	6.1%	100%
Female	Count	7	12	17	22	8	66
	% within gender	10.6%	18.2%	25.8%	33.3%	12.1%	100%
Total	Count	12	19	25	33	10	99
	% within gender	12.1%	19.2%	25.3%	33.3%	10.1%	100%

Table 4 : Cross tabulation – Age by Gender

Responses have been received from each of the broad age categories. While two thirds of the overall survey respondents are female, the spread of gender across the age groups is consistent between Male and Female respondents.

Individual Website and Blog Use

Respondents were asked to indicate their use of the CCLC website as well as each of the blogs that are provided by CCLC. An indication of frequency of use was sought, ranging from 'daily' use of the online services to 'never' used. As indicated by Chart 1, the participants tended to make use of the library webpage with 80% of the respondents having used the webpage at some time. Nearly half of the respondents

(49.49%) used the website at least on a weekly basis (14.14% daily and 35.35% a few times a week). This suggested that the website could act as a major 'gateway' to the library services.

The individual blogs, however, did not reflect this level of use. Actual use of the blogs ranged from 15% of respondents for "Read like a Demon" to 30.35% for "Reading Rewards". As suggested by Chart 1, usage could possibly have been described as being 'casual'; that is, with a focus on either 'a few times a month' or 'irregular' use by the participants. The blogs did not seem to be accessed on a regular basis (daily or weekly) but rather on a casual basis, with a general monitoring of the blog posts. Chart 1 also presents frequency of use for each blog.

As outlined later, comparisons of frequency of use by gender and age were conducted to determine if use was influenced by either of these variables. It could be expected, for instance, that age could act as a variable because of an assumption that younger users would engage more with blog type content. However, there was little statistical indication of such an impact.
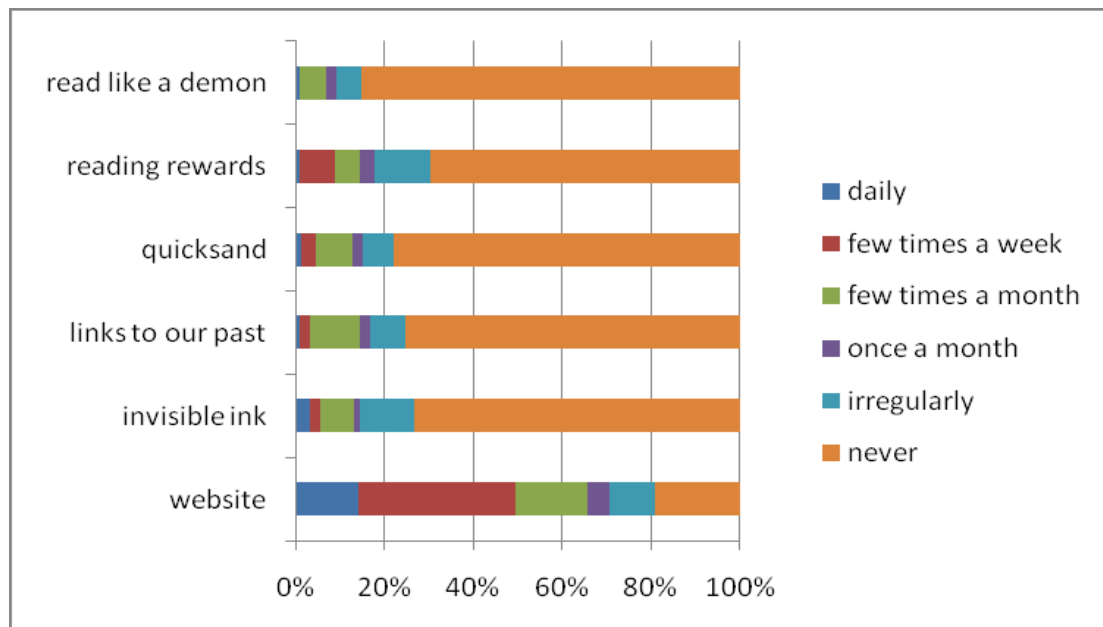
%	Website	Invisible ink	Links to our past	Quicksand	Reading rewards	Read like a demon
daily	14.14	3.33	1.12	1.16	1.12	1.15
few times a week	35.35	2.22	2.25	3.49	7.87	-
few times a month	16.16	7.78	11.2	8.14	5.62	5.75
once a month	5.05	1.11	2.25	2.33	3.37	2.30
irregularly	10.10	12.22	7.8	6.98	12.36	5.75
never	19.19	73.33	75.28	77.91	69.66	85.06

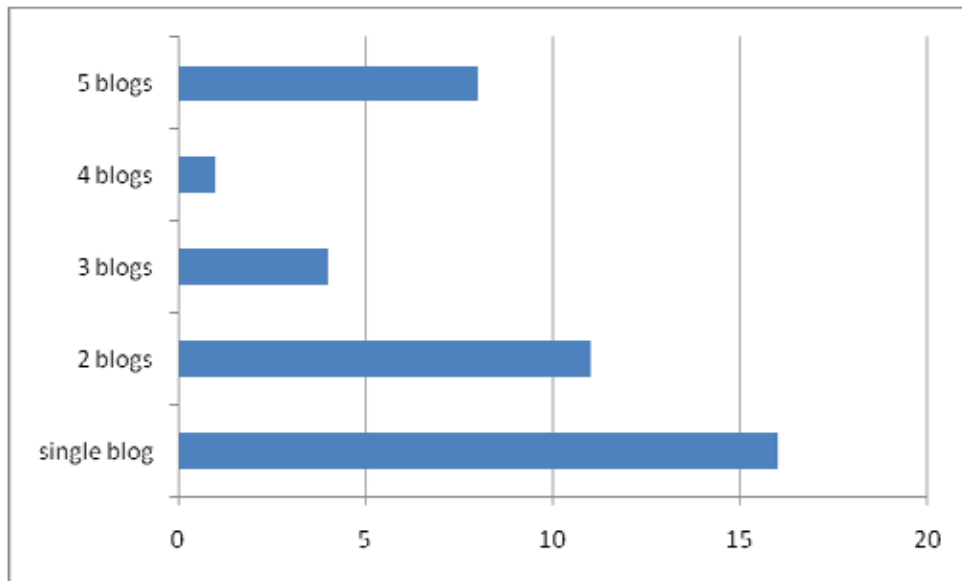Chart 1: Frequency of use of website and blogs (%)

Chart 2: Number of blogs viewed by participants (Raw Count)

Each blog has a specific information focus and is targeted towards different readers. It would, therefore, be expected that the blog readers would tend to focus on the blogs that are relevant to their information needs. Chart 2 provides the raw count for the number of participants who have focused on one blog and those who have focused on more than one blog. These counts are based on any level of frequency of use of a blog. The presentation of the blog use in this manner suggests that a total of 40 participants, out of the 99 survey responses (n=99) have used at least one blog on a single occasion. Chart 2 also indicates that those who have engaged with a blog tend to read more than one blog. Of the 40 participants who have read at least one post, 24 participants (60% of the blog users n=40) have read more than one blog. While it is difficult to extrapolate overall assumptions from a small survey sample, further research could indicate whether there is benefit in public libraries promoting multiple blogs. It may be that 'blog users' are prepared to at least explore a variety of blog foci.

Hidden usage

The issue, however, is developing an ongoing use and engagement with library blogs. As suggested, the participants were not regularly monitoring the individual blogs provided by CCLC; that is, they were not regularly visiting the actual blogs hosted externally to the CCLC website.

However, there seemed to be an indication of 'hidden usage' of the blog posts through the use of blog feeds. This potential hidden usage emerged from the data in two ways.

The first relates to the participants actively setting up an email or RSS feed of the blogs so that posts could be sent directly to the reader. It had been assumed that participants who had indicated a level of use of the blogs would be the participants who would be inclined to have established such a blog post feed. A total of 26 participants (26% of the respondents n=99) indicated that they had set up either a post feed to their email account or to an RSS reader. Of these responses, feeding to

an email account was the preferred method as this was established by 21 of the 26 participants who had set up a feed. Of the 26 participants, six participants who had set up a feed had indicated that they had not ("never") used any of the blogs. This suggests such participants had not actively visited the individual blogs, yet still benefited from the blogs as an information source to their email accounts.

The second 'hidden use' of the blog information stems from a recent redesign of the CCLC webpage. The new design draws content from the CCLC blogs and displays this as a feed on the CCLC homepage. These feeds are presented in a central column on the web page, and act as a form of 'new updates' to information about the library service. Users of the website can simply read the feeds as presented on the website homepage; read an extended version of the feed that is also displayed on the website through a 'Read more' link, or progress to the originating blog post through a link to the original article.

Participants were asked whether they had read any of this content and responses are presented in Table 5. While not all of the posts that are 'fed' to the home page are read, participants do actively follow posts that have specific interest for them. Twenty-seven percent of the respondents read news posts of interest; thirty-two percent read the detailed link and twenty-five percent followed posts of interest back to the original blog.

	read items in centre of web page (blog posts)		follow the 'read more' links		visit the original article	
	Frequency	%	Frequency	%	Frequency	%
all displayed	6	6.06	0	0	2	2.08
those of interest	27	27.27	32	32.99	24	25.00
only skim read	30	30.30	13	13.40	11	11.46
no	36	36.36	52	53.61	59	61.46
Total	99	100.00	97	100.00	96	100.00

Table 5: Use of posts 'fed' to the CCLC website home page (frequency count / %)

Table 5 indicates that 63% of the respondents have read the feeds that are displayed on the library home page, even if this was, for some participants, a 'skim read' of the content. This percentage of participant drops when examining the degree of follow through to the actual blog – 46% reading the extended version of the feed and 38% reading the blog post on the original blog site.

This suggests that the content of the blogs may have relevance to the library users, but the primary access point to this content is through the library homepage. The participants were probably not aware that the 'news items' were being fed from a blog infrastructure and thus this use is a 'hidden use' of the blog content. This was confirmed by a large number of comments received in response to the question asking about how users found out about library blogs.

Some of the responses received were:
- *I saw them on the website*
- *From the library website*
- *Library page,*

with many additional comments being variations on these descriptions.

While the relevant information could simply be posted directly onto the library webpage, the use of blogs allows multiple contributors to post content. It also allows content to be regularly 'fed' from a number of blog sources. This means that there is a constant updating of the library home page. Where there is interest in specific items, the reader can then link through to the original posting for further information.

Differences in use

It had been the intention of this pilot to explore whether there were differences in frequency of use by gender and by the broad age groupings identified for the survey population. Such comparison can be made using a Chi-Square (x^2) test for independence. This test is used to determine if there is a relationship between two variables. If there is a relationship, then the significance (p) value would be less than .05. The size of the survey population means that valid Chi-Square tests could not be completed without recoding the 'frequency of use' category asked as part of Question 4 in the survey. As there were too few responses for some of the 'frequency of use' categories, a statistical comparison could not be conducted. To overcome this, the use of the blogs (Question 4 of the survey) was re-coded so that two variables of use were identified – 'non-use' and 'use'. Non-use equates to the 'never' response, while 'use' equates to the addition of all frequencies of use of the blog.

In exploring gender use there was no significant difference in use between male and female participants for the following sites:

CCLC website	X^2 (1, N=99) = .130, p = .718
'Invisible ink'	X^2 (1, N=90) = 1.509, p = .219
'Quicksand'	X^2 (1, N=86) = 1.356, p = .244
'Reading Rewards'	X^2 (1, N=89) = 0.002, p = .961
'Read like a Demon'	X^2 (1, N=87) = 2.211, p = .137.

There was, however, a difference in use for the local history blog 'Links to Our Past' - X^2 (1, N=89) = 4.386, p = .036. This difference is presented as more male participants using the blog than would statistically be expected for the sample.

The comparison of blog use by age was also hindered by the sample size and the ability to complete accurate Chi-Square tests. Where valid tests could be completed there was no significant difference in use of the blogs by the various age groups.

'Invisible Ink'	X^2 (4, N=90) = 0.646, p = .958
'Links to Our Past'	X^2 (4, N=89) = 3.758, p = .440
'Quicksand'	X^2 (4, N=86) = 0.742, p = .946.

For this survey population, the trends of use were not influenced by age and (except for the 'Links to Our Past' blog) were not influenced by gender.

Benefits of the blogs

The respondents were asked to rate a number of statements across a five point Likert scale (Strongly Agree / Agree / Neutral / Disagree / Strongly Disagree). The statements were based on perceived benefits that the library had for the development of the blogs. The blogs were seen by CCLC as being a promotional and information tool. Hence, the comments sought opinion on whether the participants viewed the blog as assisting in locating information about library and community events, and whether it help them to stay informed about the library. The blogs also provided reviews of items from the library collection. Participants were therefore also asked whether the blogs assisted in locating material in the collection and whether they borrowed material that had been reviewed and promoted by the blogs.
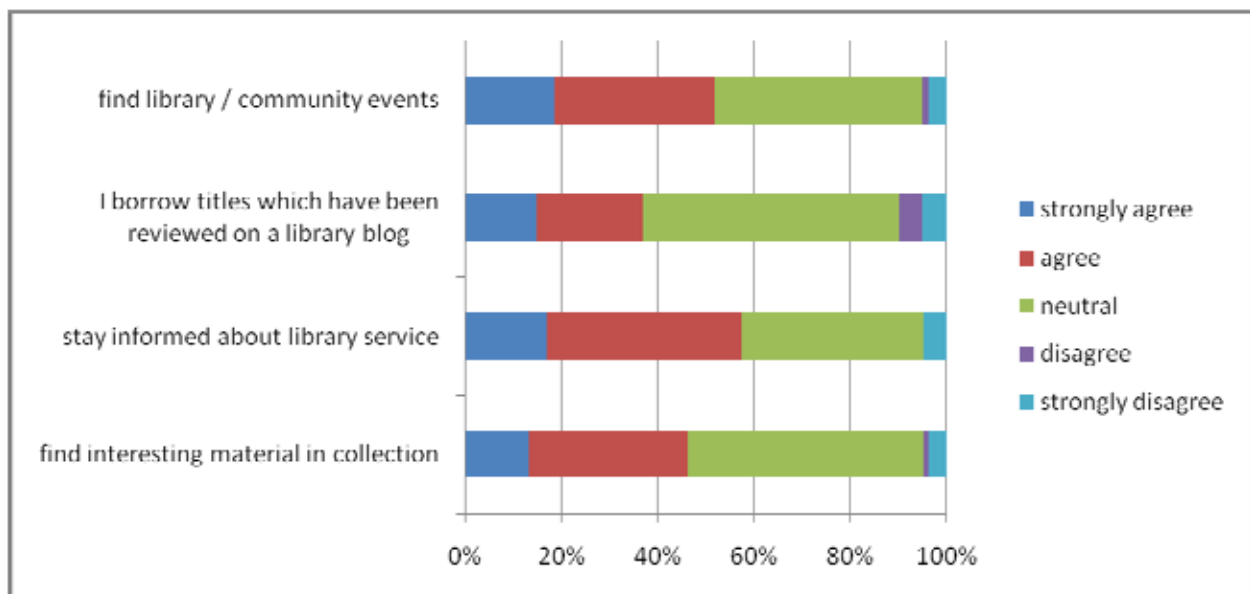
Chart 3: Likert scale responses to blog benefits (%)

Chart 3 presents the responses to these Likert scale questions. Respondents were uncertain about the impact of the blog, thus the high level of responses that recorded a 'neutral' statement. However, the respondents that did record a response tended to be supportive of the blogs' promotional aspects. The blogs support a process for maintaining awareness of the library service, with 57% agreeing to the statement (17% strongly agree and 40% agree). Promotion of library and community events is also seen as being a function of the blogs, with 51% (18% strongly agree and 33% agree) of the respondents supporting the statement.

Forty-six percent (13% strongly agree and 33% agree) support the notion that the blogs assist in their engagement with the library collection. The blogs have also led to participants seeking material from the collection that has been promoted through blog posts. Thirty-seven percent (15% strongly agree and 22% agree) indicated that they had borrowed material that had been reviewed on the blogs, as confirmed by this comment from the survey:

- *I access these blogs to help me help my kids to choose books to read and find out about activities in the library and the local community.*

These responses suggest that there is a favourable impact of the blogs on promotion of events and collections of the library. There is a need to further explore these responses against actual use of the blogs, as these responses show a slightly higher favourable interpretation of the blogs than the use that has been identified through the survey results. However, this may be due to the identified 'hidden use' of the blogs through subscriptions to the feeds, and/or also to the new library website and its highlighted blogs feeds, which may have an impact on developing awareness of the collection and the services. These conclusions were supported by comments on the survey, including:

- *I don't actually 'check' the Links to our Past blog ever, I read the articles when they appear in my rss reader*
- *By using the website, I just came across them (the blogs)*

(a sentiment which was repeated over and over again in survey responses).

As suggested by two of the comments offered by the participants, the blogs have been useful for some participants in their engagement with the collection and the service.

- *I access these blogs to help me help my kids to choose books to read and find out about activities*
- *I am continually amazed and delighted by the information in Casey-Cardinia Links to Our Past-I think it is tremendously interesting effort on the part of the researcher, and it's greatly appreciated!*

Complementary data

CCLC blogs have regular reviews of titles, to encourage users to make more use of our collections. In the data collected through the survey, it was shown that CCLC users made good use of these posts. To confirm this, more data was sought.

At the end of the survey period, data was collected on holds placed on titles reviewed on the CCLC's blogs. Although we can not directly correlate the holds placed with the blog posts on those titles, we can theorise an implied connection between the two. However, this can not be verified without actual feedback from the users placing holds. As it does however, support the survey result that users are placing holds as a result of blog posts, we will take it as encouragement to see them potentially doing so.

	Number of blog posts in survey period	Number of titles reviewed in survey period	Holds placed during survey period – since title reviewed
Quicksand	1	5	28
Reading Rewards	3	6	13
Read like a demon	2	5	8

Table 6 – Total holds placed on titles reviewed on CCLC blogs during the survey period

Further research

This paper has presented the results of a pilot survey that aimed to identify initial trends in use of a library services' blog environment. As a pilot survey, the sample size can only illustrate broad patterns of use, with data primarily being presented as frequency counts that can suggest the emergence of these patterns. The ability to extrapolate these trends to the wider use of blogs across the public library environment will require further data collection processes. This will then provide a larger participant sample that will allow for the identification of potential correlation between the trends suggested in this pilot analysis. Such correlation can then determine whether the trends identified in this paper are statistically significant.

Conclusion

The survey results confirmed in general the expected usage of CCLC's blogs. CCLC's philosophy for using blogs to publish this content had been as a content management system, a means to easily publish and disseminate content to be delivered to library users. The main benefits of using blogs for this purpose have been the ease of use for multiple content authors and the ability to disseminate content easily to a wide range of virtual locations. The results from the survey indicate that many users were reading the blogs for the purposes for which they were created.

One unexpected result was the amount of use the blogs are getting, as nearly half of the users surveyed had engaged with the blogs at some stage, even if only to skim-read the content of interest to them. The number of participants who accessed the blog content through the library website reinforced the need to incorporate content into a variety of locations and access points, which is something that CCLC will look to expand as social networking tools are investigated for potential library use.

Although this pilot study brought some interesting data to light and some potential trends, there could be other reasons for the results discovered in this small sample. These could have included users' ignorance of RSS and how to utilise it, and the lack of library promotion of these resources, reasons that were also highlighted by survey comments, including:

- *Didn't know about them*
- *Was not aware blogs existed*

These are issues that CCLC will be addressing with the aim of increasing blog readership. It seems there may be a willing audience also, with comments such as:

- *This survey has opened a new door*
- *Have not been aware of them, but now will look*
- *Perhaps some information about them in the library*
- *Doing this survey has made me more determined to read more of the blogs.*

Other comments about the content of the blogs, including the voice used and the type of information included, specifically in Invisible Ink, will be particularly noted and hopefully future posts will be much improved in these areas.

There is still much that can be learnt about how public library blogs are being utilised by library users. It is hoped in future that the data and methods used here can be expanded to a wider public library network, so that a greater insight into the affect of Web 2.0 in public libraries can be more extensively assessed.

Appendix A – Survey Questions

Casey-Cardinia Library Corporation Blogs Evaluation

1. Casey-Cardinia Library Corporation Blog Evaluation

Casey-Cardinia Library Corporation (CCLC) provides information about library collections and services through a number of blogs. CCLC now seeks your opinion about these blogs so that we can continue to develop and improve the services that we provide.

We ask that you complete the following survey which should take approximately 5 minutes to complete. You have been directed to this survey from either the CCLC website or from one of the CCLC blogs. We seek responses, regardless of whether you regularly read the blogs.

The survey is anonymous and your responses will be aggregated with others so that anonymity is assured. The results of this survey will be used by CCLC as part of its ongoing development of services. The summary of the results may also be published as part of ongoing research into the use of blogs by public library patrons.

By responding to the questions and submitting your results, you agree for the results to be used as part of this evaluation and research. If you are less than 18, please consult a parent or guardian before proceeding with the survey.

The survey has been approved by the CEO of CCLC. If you have any questions about the survey, please contact Michelle McLean at information@cclc.vic.gov.au.

* 1. The following questions provide general information about yourself.

Are you:

◯ Male

◯ Female

* 2. How old are you?

◯ Under 18

◯ 18-25

◯ 26-39

◯ 40-59

◯ 60+

* 3. Are you a member of:

	Yes	No
Casey-Cardinia Library Corporation	◯	◯
Other public library service(s)	◯	◯

Casey-Cardinia Library Corporation Blogs Evaluation

✱ 4. Casey-Cardinia Library Corporation provides an online website and five blogs. Please indicate how frequently you read or access these services.

	Daily	Few times a week	Few times a month	Once a month	Irregularly	Never
Website	◯	◯	◯	◯	◯	◯
Invisible Ink	◯	◯	◯	◯	◯	◯
Links to our Past	◯	◯	◯	◯	◯	◯
Quicksand	◯	◯	◯	◯	◯	◯
Reading Rewards	◯	◯	◯	◯	◯	◯
Read like a Demon	◯	◯	◯	◯	◯	◯

5. How did you find out about the library blogs?

[   ]

✱ 6. Have you:

	All displayed	Those of interest	Only skim read	No
Read the items that are displayed in the central column of the library homepage?	◯	◯	◯	◯
Followed the Read More link to the full item?	◯	◯	◯	◯
Visited the original article?	◯	◯	◯	◯

✱ 7. You can receive blog updates by email or RSS. Do you subscribe to any of the library blogs?

- ◯ By email
- ◯ By RSS
- ◯ By email and RSS
- ◯ No

Casey-Cardinia Library Corporation Blogs Evaluation

8. Consider your use of any of Casey-Cardinia Library Corporation's library blogs and select a response from the scale provided.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
This blog assists me in finding interesting material in the library's collection	○	○	○	○	○
This blog helps me stay informed about the library service	○	○	○	○	○
I borrow titles which have been reviewed on a library blog	○	○	○	○	○
This blog is useful for finding out information about community/library events	○	○	○	○	○
Don't read any of the blogs	○	○	○	○	○

✱ 9. Have you ever commented on:

	Yes	No
A Casey-Cardinia Library blog post	○	○
A different library's blog post	○	○
A library profession related blog post	○	○
Any other blog post	○	○

10. Please feel free to provide any further comment on your use of the CCLC blogs or on how we can improve the development of our blogs?

References

Blair, J. & Level A. (2008) "Creating and evaluating a subject-based blog: planning, implementation, and assessment", *Reference Services Review*, 36 (2), pp: 156-166, viewed 17 November 2009, <http://www.emeraldinsight.com/Insight/ViewContentServlet?Filename=Published/EmeraldFullTextArticle/Articles/2400360204.html>

Blogger 2009, Google, Mountain View, California, USA, viewed 21 August 2009, <http://www.blogger.com/>

CCLCa 2009, Casey-Cardinia Library Corporation, Cranbourne, Victoria, viewed 21 August 2009, <http://www.cclc.vic.gov.au/>

CCLCb 2009, Casey-Cardinia Library Corporation, Cranbourne, Victoria, viewed 21 August 2009, <http://cclclinkstoourpast.blogspot.com/>

CCLCc 2009, Casey-Cardinia Library Corporation, Cranbourne, Victoria, viewed 21 August 2009. <http://cclcquicksand.blogspot.com/>

CCLCd 2009, Casey-Cardinia Library Corporation, Cranbourne, Victoria, viewed 21 August 2009, <http://cclcreadingrewards.blogspot.com/>

CCLCe 2009, Casey-Cardinia Library Corporation, Cranbourne, Victoria, viewed 21 August 2009, <http://readlikeademon.blogspot.com/>

Cohen, Laura (ed) 2008, *Library 2.0 initiatives in academic libraries,* Association of College and Research Libraries, Chicago.

Crawford, Walt 2007, *Public library blogs: 252 examples*, Cites & Insights, Mountain View, (CA), USA

Crawford, Walt 2009, The Liblog Landscape 2008-2008: a lateral look, *Cites and Insights,* vol. 9, no. 7, June 2009, <http://www.citesandinsights.info/civ9i7.pdf>

Drupal 2009, Drupal Association, Belgium, viewed 21 August 2009, <http://www.drupal.org>

Farkas, Meredith 2007, *Social software in Libraries,* Information Today, Medford NJ.

Furukawa, Tadanobu et al 2006, Analysis of user relations and reading activity in weblogs, *Electronics & Communications in Japan, Part 1: Communications;* Vol. 89 Issue 12, p88-96, <http://search.ebscohost.com/login.aspx?direct=true&db=lxh&AN=21299017&site=ehost-live >

Godwin, Peter and Parker, Jo (eds) 2008, *Information Literacy meets Library 2.0* Facet, London.

Googlea 2009, Google, Mountain View, California, USA, viewed 21 August 2009, <http://www.google.com/analytics>

Googleb 2009, Google, Mountain View, California, USA, viewed 21 August 2009, <http://feedburner.google.com/>

Hsu, C.L. & Lin C.C.L (2008), "Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation", Information & Management, 45 (1) Jan, pp. 65-74, viewed 17 November 2009, <http://dx.doi.org/10.1016/j.im.2007.11.001>

Johnson TJ, & Kaye BK, (2004) "Wag the Blog: How Reliance on Traditional Media and the Internet Influence Credibility Perceptions of Weblogs among Blog Users", J*ournalism and Mass Communication Quarterly*", 2004, viewed 17th November 2009, <http://www.glog.nl/wiki/upload/docs/thomas%20j%20johnson.pdf>

O'Rourke, Diane and Lakner, Edward 1987, Gender bias: an analysis of factors causing male underrepresentation in surveys, *International Journal of Public Opinion Research* Vol. 1, No. 2, p164-176
http://ijpor.oxfordjournals.org/cgi/content/abstract/1/2/164

Survey Monkey 2009, Survey Monkey, Portland, Oregon, USA, viewed 21 August 2009, <http://www.surveymonkey.com/>

Word Press 2009, Automattic, San Francisco, USA, viewed 21 August 2009, <http://www.wordpress.org/>