# LIBRARIANSHIP IN CHANGING ENVIRONMENT

## Festschrift volume in honour of Professor Narendra Lahkar

**EDITORS**

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# Librarianship in Changing Environment

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*Professor Narendra Lahkar*

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### With a foreword by
**Professor C. R. Karisiddappa**

**Assam College Librarians' Association**
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# Foreword

*There is no friend like an old friend who has shared our morning
days, no greeting like his welcome, no homage like his praise.*

*- Oliver Wendell Holmes, Sr.*

The moment I remember the North Eastern States, the first and foremost picture that comes to my mind is Prof Narendra Lahkar of Guwahati University, Assam. Prof Lahkar comes across as a wonderful friend with a warm smile, soft spoken nature and eager to welcome all to Guwahati. The last decade of the 20th century provided me ample opportunities to visit several states of North Eastern region on various academic assignments. I frequently visited the North Eastern Hill University among others frequently. During all such visits, Prof Lahkar used to be the support system in making me comfortable. During these meetings, he used to appraise me about his academic and research activities including his concern for rural libraries in that region, thereby maintaining the professional connect. We had lot of similarities in our working culture as well as emotional makeup. This brought us closer and enabled us to share our joys and sorrows at the personal as well as professional front.

Prof Lahkar is known for his leadership qualities and has the capability to command utmost respect from both the academic and professional forums. His longstanding teaching and research experience, along with his genuine involvement in academic bodies, committees and commissions have gained a place of distinction for him in the LIS profession. He has been an acknowledged as an expert in preparing and presenting the "Assam Public Libraries and Information Service Bill 2006" which I consider as a prestigious assignment. Apart from this, Prof Lahkar served as a Mentor of Library Planning Committees of Manipur, Mizoram, and Nagaland states,

which is a rare distinction. As a long-standing President of Assam College Librarians Association (ACLA), he succeeded in convincing the state government to consider the college librarian as a non-vacational Academic Staff and Ex-Officio Member of the College Governing Body. It is a matter of pride for the LIS profession, that Assam State Government has nominated Prof Lahkar as Member of the high-power committee on National Education Policy 2020. He is presently the elected President of IASLIC and is serving the cause of the National Premier Association.

Prof Lahkar's research interest ranges from intensive study of Rural Library Services in North Eastern States to the establishment of Network of North Eastern States University Libraries. He has successfully guided more than twenty scholars in securing their research degree (PhD). Prof Lahkar has published a few books and many research articles in well known journals. In addition to these, he has participated in several regional, national, and international seminars and conferences. His presence and contributions in these scholarly activities is quite inspiring and insightful.

Considering the versatility of Prof Lahkar and his worthy contributions to the profession, Assam College Librarians' Association has wisely thought of bringing out a Festschrift volume entitled "Librarianship in changing Environment' in honour of Prof Lahkar. It is indeed a befitting testimony for a dynamic professional leader who all through his service and even after his superannuation continues to work for the welfare of the LIS professionals.

The theme of this volume deals with the role of library and information professionals in the rapidly changing technological environment. Librarianship, as we all know has traversed a long way. The journey from Gutenberg to Zuckerberg days, present drastic changes that have taken place in the information world. In fact, there are numerous unprecedented developments in the knowledge environment over the centuries. The major shift in resources from print to electronic, from collection to connection and importantly from printed page to the electronic screen, calls for developing extraordinary skills, competencies and techniques to cope up with the changing information environment by the LIS professionals. Emergence of Social Networks, Artificial Intelligence, Internet of Things, Nano Technology, Natural Language Processing, Big Data and Data

Analytics including 3D printing, etc. are ushering the dawn of fourth industrial revolution. In the light of the impact of these technologies on the LIS field, it is essential that the profession should be rejuvenated, and every effort should be made to understand the methods and modes of coping with the technological transformation of the libraries and resource centres.

Considering some of the innovative developments influencing the functioning of present-day libraries, the Festschrift volume in honour of Prof Lahkar is thoughtfully planned, and the facets are meaningfully designed. Good number of articles are contributed by the teaching faculty, researchers and practising librarians covering most of the specified facets relating to the theme. Browsing through some of the articles, I could realize the potential expertise and interest for adopting the emerging technologies in library and information science arena. Few years back I had participated in an international convention in which the keynote speaker had mentioned a fascinating formula i.e., IT + IT = IT '! Information Technology (IT) + Indian Talent (IT) = India Tomorrow (IT). The LIS professionals from all over the country are now exposed to the converging and cutting-edge technologies owing to the world shrinking to a global village. The various articles contributed to the volume testify the competence and confidence of our professionals specially in adoption of technology. Recently, while writing the guest editorial to one of the Indian Library Science Journals, I had stated that the strategic use of the state-of-the-art technologies, will enable that LIS professionals to convert 'Brick and Mortar' libraries to 'Click and Connect' libraries which can offer 'Swift and comprehensive' information services to the users. It is my firm belief that the future for the library and information profession is exciting and vibrant, with enormous possibilities shaped by the ever-changing yet effervescent technologies.

It is interesting to note that there is a steady growth of Festschrift volumes in library and information science discipline in India. This is definitely an indication of acknowledgement for the laudable services of expert professionals in the field. There is no dispute that these volumes are enriching the LIS literature and help in remembering the works and achievements of the person in whose honour the volumes are being brought

out. Taking a cue from this trend, the selfless services and the worthy contributions of Prof Lahkar richly deserve the festschrift volume. The state of Assam is twice blessed to have one such library expert who has touched deeply the heads and the hearts of thousands of LIS professionals through his spotless and selfless service to the field.

I feel privileged to write the Foreword for this Festschrift volume as I got to relive my association with Prof Lahkar which dates to the mid-1980s. It is a universal truth that behind the success of every person, there is a hand which inspires and activates him to move in the direction of success. In the case of Prof Lahkar too, it is Dr (Mrs) Lahkar who has been his strength throughout. She is a noble lady with an amazing attitude and her eagerness to support and extend her husband's hospitality is admirable. I wish the couple a happy, satisfied, and valuable time together after the impressive professional marathon and hope they begin a second stint of inspiring the young generation of LIS professionals in the country.

I thank profusely the members of the Editorial Board of this volume for inviting me to write the Foreword. Quoting John F Kennedy, "Leadership and learning are indispensable to each other", I truly desire that the LIS fraternity will welcome this useful publication and understand the scholarly contributions to lead in their professional journey.

'Neelachala'
**Prof C R Karisiddappa**
**Dharwad (Karnataka)**

# Preface

*"We are librarians, and therefore the elect of
God. To read is human, to catalogue divine" –*
*Charity Blackstock*

Librarianship has existed since the ancient times and has undergone many changes throughout the ages due to many socio, cultural and political reasons. Technology is another major driving force which plays a key role in transforming the libraries of the 21$^{st}$ century in to an electronic, boundary less, networked environment. Computer and communication technologies have brought a tremendous change to the librarianship of present age. We are living in the age of new innovating technology. Innovations in information communication technology have many wide-ranging effects across numerous domains of the society including library and information centres. It has brought fundamental changes throughout the society and become one of the key drivers of social revolution. Information communication technologies have greatly impacted the libraries of the present age and their application in the libraries have facilitated them to transform in to a knowledge centre. New emerging technologies of the present age has been equipping the libraries with new tools which enable them to provide variety of services from mobile devices applications with wireless technology, cloud computing to effective uses of Artificial Intelligence (AI) besides providing access to a variety of scholarly resources to their patrons such as online electronic resources in the form of e-book, e-journals, online databases, multi-media contents, audios etc.

The technology has brought massive changes not only in functioning the libraries but also it changes the nature of work of the library professionals. The growing focus on providing access to online electronic

resources as well as automation, digital library creation, website management etc. all have put big challenges before the librarians. Librarians must need to acquire necessary skills to cope up with these changing technologies and the job of librarianship is becoming challenging day by day with these changes. It becomes necessary for the librarians to constantly update their knowledge and skills to sustain themselves in this technological changing environment. Librarians are now need to acquire skill to work with library automation software, digital library environment, RFID etc. as these are now becoming a common practice in the libraries of present age. The role of the librarian has been rapidly changing due to the influence of Internet. Information and knowledge which constitutes the foundation of most human activities are being constantly updated, altered and increased due to the impact of internet on the publications and allows libraries to provide access to these resources over the world wide web. Information is treated as social wealth, economic resources, marketable commodity and the librarians are to play an active and important role in making information easily accessible to the society and help in nation building with the proper use of Information Communication Technology. In doing so, librarians are facing new challenges which they never faced before. They now have to be more acquainted with the skills of handling of ICT for processing, retrieving and dissemination of information. They need to develop skills for working in new technology environment. The changing role of the librarians of the present age is set to be continued updating of skills needed for handling of latest new technology of the present electronic information age.

Library & Information Centres (LICs) have been playing a crucial role in transforming the society in to a knowledge society. The development of recent technology is playing a vital role in transforming the LICs in to a knowledge Centre. The LICs share resources in printed, electronic and other forms with the masses and act as a catalyst to transform the society into a knowledge society.

Prof. Narendra Lahkar is a well-known name in the LIS Profession, particularly in the North East Region of the country. As versatile leader in the profession, he has made manifold contributions in the field of Library and Information Science. Presently he is the President of Indian Association

of Special Libraries and Information Centres (IASLIC) and also associated with different national and state Professional Associations viz. ILA, IATLIS, ALSD etc. He was a Member of Board of RRRLF and was also a member of State Library Planning Committees of Manipur, Mizoram and Nagaland. Prof Lahkar was also the Chairman, Draft Committee constituted by the Govt of Assam for preparation of Library Bill for the state - the bill "Assam Public Libraries and Information Service Bill 2006". He directed number of seminars and delivered keynote speeches and presented invited papers in a number of national, regional and state level seminars and also organized many professional events. He was invited to deliver a talk at the Department of Information Science and Library Management, Dhaka University, Bangladesh. He has also visited different library systems in United Kingdom, United States of America and Bangladesh.

Prof. Lahkar is a committed teacher in LIS. He has more than 30 years of teaching experience in the Post Graduate and research levels in the University; authored and edited 8 books on the subject and more than 40 research articles at the national and international level. With his guide-ship 21 Research Scholars successfully completed their PhD degree and six are still working as research scholar. He has successfully completed two Major Research Projects sponsored by ICSSR and UGC. Professor Lahkar was honoured with Satija Research Foundation for Library and Information Science (SRFLIS) -Veena Saraf Award in 2017 in honour of his immense contributions towards the subject of Library and Information Science. At present Prof Lahkar is a member of Executive Council, Bodoland University, Kokrajhar; a Member, School of Economics, Management Science, Information Science (SEMIS), NEHU, Shillong; a Member, Board of Post Graduate Studies in LIS, Assam University, Silchar and also a Member, High Power Committee, Govt of Assam, for the National Education Policy, 2020.

Prof. Lahkar was the President of Assam College Librarians' Association (ACLA) and served the association as its President for long 10 years. Due to his able guidance and initiatives, the ACLA, as a professional association, has attained a new height and during his tenure the status of the College Librarians of Assam has been granted by the Govt of Assam by way of two different Office Memorandum: one as the

Non-Vacational Academic Staff and other one as the Ex-Officio member of the Governing Body of the college. In view of his manifold contributions to LIS Profession as a whole and his dynamic and inspiring leadership towards the development of library services particularly in the State of Assam, the Assam College Librarians' Association (ACLA) is dedicating a Festschrift for him as *"Librarianship in Changing Environment: Prof. Narendra Lahkar Festschrift"*.

An editorial committee was formed by the Executive Committee of the Association for this purpose and the committee invited articles from the LIS professionals across India for contributing a paper in different LIS areas fixed by the Editorial committee. We received an overwhelming response in response to our invitation. We would like to express our gratitude to all the contributors for their timely response. We are also grateful to Prof. C. R. Karisiddappa for accepting our request to write a Foreword for this festschrift in honour of Professor Narendra Lahkar.

We feel honoured and privileged to be associated with this Festschrift. This publication includes 31 papers covering different areas in LIS. These papers are grouped in to five sections excluding – "Prof. Narendra Lahkar: Appreciations and Reminiscences". These sections are - *Library and Librarianship; LIS Education and Research; Information Needs and Information Literacy; Knowledge Management; Information Communication Technology, Digital Library and Social Media.*

On behalf of the Association (ACLA), LIS professionals and also on behalf of the Editorial Committee, we pray to Almighty to give a good health and strength to Prof. Narendra Lahkar to work many more years for the development of LIS profession in India in general and development of LIS profession in the entire North Eastern region in particular.

**Editors,**
**Dr. Dhrubajit Das**
**Dr. Bibhuti Choudhury**
**Dr. Prasanta Kumar Deka**
**Dr. Gajendra Ballav Devchoudhury**

# CONTENTS

## Section : 1
### Library and Librarianship

# Section:2
## LIS Education and Research

# Section: 3
## Information Needs and Information Literacy

(xv)

# Section: 4
## Knowledge Management

# Section: 5
## Information Communication Technology,
## Digital Library and Social Media

# Section: 6

## Prof. Narendra Lahkar : Appreciations and Reminiscences

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# Design and Development of a Library Website by Using Blogger Platform

**Badan Barman** [1]
**Kankana Baishya** [2]

*Abstract:*

*Purpose: The purpose of this paper is to provide a step by step approach to design and development of a website by using Blogger platform.*

*Design/methodology/approach: The paper is based on the experience of the authors in design and development of different kinds of website by using the Blogger platform.*

*Findings: Blogger platform is completely free and can be used to design and develop a full-fledged website without spending anything on the web hosting front. It has almost all the features needed to have a website of a library or any institute or organization.*

*Originality/value: The steps mentioned in this article will help the Library and Information Science (LIS) professionals to design and develop their websites by using the Blogger blog.*

*Keywords: Website, Library Blog, Blogger Blog, Blogger, Blogspot.*

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## 1.  Blogger:

Blogger (https://www.blogger.com) is a blog-publishing and hosting service that allows single or multi-user blogs with time-stamped entries. It can be used to design and develop a blog free of cost or launch a personal or professional website. It gives a way to automate the website publishing process without writing any code or worrying about installing any sort of server software or scripts. Generally, the blogs developed by using Blogger are hosted by Google at a sub-domain of blogspot.com, however, users can also use a custom domain for their blog. Blogger was started by Evan Williams and Meg Hourihan (Pyra Labs of San Francisco) in August 1999 and was purchased by Google in February 2003.

## 2.  Features of Blogger Blog:

The following are some of the features of the Blogger blog.

a)  **Free of Cost:** The blogger blog can be designed and developed free of cost just like signing up for a Gmail address. The Google or Blogger do not display an advertisement in the blog unless the user opted for the same to earn money. Even people can use custom domain purchase from elsewhere for their blogger blog without the need to pay anything to Blogger or Google.

b)  **Free Sub-Domain:** In case of blogger blog, all blogs will be hosted by Google at a sub-domain of blogspot.com and the address will look like http://AddressOfTheBlog.blogspot.com where blogspot (Blogger) is the free sub-domain service provider. If anyone doesn't like to pay to maintain the domain name then this is the best option.

c)  **Use of Custom Domain without Any Added Fees:** If one is really serious about blogging, purchasing a custom domain is the right job to start with and the use of custom domain for blogger site is almost an automatic process and free to use (you need not to pay Blogger a fees for that).

d)  **No Advertisement:** Most of the blog hosting services display either banner ads or text ads or both in the blogs which are provided as a free, however, in case of Blogger blog, Google does not display any advertisement and it is completely free.

e) **Mobile Compatible:** Users can post new information and edit existing information including text, links and photos in the Blogger blog through their mobile devices. Blogger also provides dynamic mobile views for the blogs developed by using the Blogger.

f) **Lots of Posts in its RSS Feed:** All the blogger blog will have a default RSS feed, it also generates RSS feed for each label and users can pull out any number of posts in its RSS feed.

g) **Email Subscription Options:** The blogger default RSS feed is automatically configured through Feedburner (a RSS burning service) by Blogger so that the blog owner can provide users with facilities to subscribe to the blog's new post by way of Email.

h) **Comments and its Moderation:** The Blogger blog owners can opt for the comments moderation if they wish for in the blog they own.

i) **Posting New Posts in the Blog by Sending Email:** The Blogger blog can be easily configured to post new information in the blog by sending an Email to a designated Email id.

j) **Monetization of the Blogger Blog is Easy:** The Blogger blog can be easily monetized by way of AdSense and others and the owner virtually can put or display the advertisement at any portion of the blog to earn revenue.

k) **Statistics Generation:** In the Blogger blog it is easy to display the page-views to the user. It can also be configured by way of Google Analytics to collect other kinds of statistics by the blog owner.

l) **Option to Created Static Pages:** In blogger blog one can create static pages like "About Us", "Contact Us" and so on.

m) **Single and Multi User:** In Blogger blog, it can be either maintained or owned by a single user or multi user.

n) **100 Blogs per User:** A user can have upto 100 blogger blogs at any given time.

o) **Can be Used as Blog, Website, Group, Mailing List or Forum:** The blogger blog can be used as blog by using the posts options and as a website by using the facilities of Pages and keeping a single post as Home Page.

It can be used as a group by using the facilities of "Email Posts To". It is the provision of sending the blog post directly to the user by inserting Email address or group Email address. This facility of the blogger can be used for push information.

The blogger blog can provide an Email subscription option by default, if signed in by the user it will send all updates over the site to the subscribers automatically. By this way, it will help the developer to inform the entire users about anything by just posting a message over the blog. This facility can be used to notify the user about anything and can act as a Mailing List.

In the blog world "post" means individual message. Each blog post has the link to comments, where the blog post visitor can append their own comment. So, the users of a blog can discuss the issues in the post through the comment option and thus it can act as a discussion forum.

p) **Numerous Visual Appearance and Template:**  Blogger have numerous prebuilt templates and a huge numbers are available from any number of website, additionally the style sheet and HTML code can be changed with much ease in comparison to others i.e. WordPress. In Wordpress you cannot customize any template without paying for its upgrade.

q) **Less Search Engine Indexing Time:** The search engine indexing time is very less with Blogger Blog, after developing and posting a post, it hardly takes an hour to index your blog by Google- it may be due to its link with Google or the massive number of blog develop at Blogger whereas in case of others like WordPress one will have to wait a day or two. So Blogger means instant traffic to the posted information.

r) **Ease of Use:** Most of the people have hundreds of jobs and they cannot devote much time towards their blog hosting and customization. In such cases, Blogger is one of the best solutions. People can design and develop a functional blog within a few minutes in Blogger. One can even get a complete backup of their blog within a minute whereas in WordPress one has to spend an hour.

s)   **Blogger is Backed by Google:** Blogger is backed by Google, the giant company over the Internet. It means less downtime, more security (virtually hacker proof) and less spam attack. It means the most money and development time can be placed to develop new features over Blogger that WordPress or other may wait for and so on. Blogger use the user id and password of the Google account and thus it is easy for people to use other Google products like Webmaster Tool, Analytics, Custom Search, Adsense, Feedburner, etc services. If a user will rely on others like Wordpress, as it is an open source solution, one will have to add a massive code that may lead to a broken link in the blog.

## 3. How I Should Have a Blogger Blog:

In the following paragraphs the required steps are given for designing and developing a Blogger blog.

**Steps**

a)   Go to Blogger (**http://www.blogger.com**)

b)   Sign in with your Google account

c)   Click on **Continue to Blogger**

d)   Click on **New Blog....**

e)   Give a title for your blog. For Example: *Library, Gauhati University* and click on **NEXT**

f)   Give a web address of the blog. Before choosing the web address make sure it is not taken by others over Facebook or Twitter. If possible your address should remain consistent across different platforms i.e Blogger, Feedburner, Twitter, Facebook, etc. The address should be short enough to remember and long enough to express the name. It again should represent your library / institution and should have a mnemonic value. After selecting the address click on **SAVE**

## 4. Changing the Settings of the Blogger Blog

**Steps**

a)   Click on the **Settings** and then under **Basic**

b)   Click on **Description** and then give a brief description about your blog within 500 characters. For Example: *K. K. H. Library, Gauhati*

*University, Guwahati, Assam supports the teaching and learning needs of its students and faculty members.*

c) Click on **Blog Language** and then select **English (United Kingdom)** and then click on SAVE

d) Under **Formatting** tab click on **Time zone** and change it to **(GMT+05:30) India Standard Time – Kolkata** and then click on **SAVE**

e) That's it; your blog is now ready.

## 5. Selection of a Theme for the Blogger Blog

**Steps**

a) Click on **Theme**

b) Under **Picture Window** select a theme from the options of Shade, Open, Screen or select virtually any theme of your interest.

c) Click on **Apply** and then click on **GOT IT!**

d) That's it; your blog is now ready.

## 6. Changing Layout:

To change the layout kindly performs the following actions.

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Select your blog from the Drop Down menu.

c) Click on **Layout**

d) Click on **Theme Designer**

e) Click on **Layout** and select your desirable layout and then click on **Save** icon

f) Click on **Adjust widths** and then make the necessary adjustment in the widths of **Entire bog** or **Left sidebar** or **Right sidebar** as the case may be as per your need and then click on **Save** icon

g) That's it; your blog is now ready.

## 7. Changing the Arrangement of the Gadgets in the Layout:

To change the arrangement of the different gadgets in the blog, kindly perform the following actions.

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Select your blog from the Drop Down menu.

c) Click on **Layout**

d) Now drag and drop the position of different gadgets as per your need and then click **Save**.

e) To insert a new Gadget click on **Add a Gadget** and then click on the Gadgets you want to insert, make necessary modifications and then click **Save**. To change the position of the gadget, drag and drop it at the required position and then click **Save**.

f) To remove a Gadget click on the **Edit** tab of the gardet and then click on **Remove**

## 8. Removing The *Blogger Banner (Navbar)*:

Many bloggers might find navbar above the blog unnecessary. To hide navbar from the blogger blog, one could simply uncheck the **Layout** -> **Navbar** -> **Edit** -> **Off** -> **Save** option. This will do for some bloggers blog. However, sometimes this setting might not work properly in certain templates and then one will have to remove it manually from the template by inserting codes. The steps for doing this task is mentioned below-

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** (Find) button of your keyboard to have the search button appear

e) Now look for the following line

*Variable definitions*

f) Just above the line that is (/* Variable definitions), copy and paste the following tag

*#navbar-iframe {*

*display: none !important;*

*}*

g) Now click on **Save** icon

h) The blogger blog now will not have a blogger banner.

## 9. Remove Blank Space above Blogger Header:

In the Blogger Blog, the Blog title or blog banner displayed slightly lower. We can use a script that will raise the blogger header. This is especially important to give a nice look to the blog. The steps for doing so are mentioned below-

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*</head>*

f) Just above the </head> tag paste the following code

*<style type='text/css'>*

*.content-inner*

*{*

*margin-top: -50px !important;*

*}*

*</style>*

*Note: If required you can increase and decrease the value of "-50px" to remove the blank space above the blogger header.*

g) Now click on **Save** icon

h)   Now the extra space above the header will be deleted.

**10. *Home* Link Removal**:

In the footer of Blogger template, there is a "Home" page link. Usage of that link is very rare due to its position in the wrong place. One can remove this link by a simple template edit. The steps for doing it is as follows-

**Steps**

a)   Go to Blogger (https://www.blogger.com/home)

b)   Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c)   **Click** anywhere inside the HTML code

d)   Press **Ctrl + F** button of your keyboard to have the search button appear

e)   Now look for the following tag

   *< a c l a s s = ' h o m e - l i n k '
   expr:href='data:blog.homepageUrl'><data:homeMsg/></a>*

f)   There will be two lines of the above code, delete both of them carefully so that other information remains untouched.

g)   Now click on the **Save** icon.

h)   The home page now will not appear in your blogger blog

**11. *Labels* removal / deletion / hiding from Blogger posts:**

Many bloggers might find labels below posts (or post titles) unnecessary, as long as they are already in the blog's sidebar. To hide labels from the blogger post footer (or below post title), we could simply uncheck the Layout -> main -> Blog Posts -> Edits -> Labels option. This will do for some bloggers blog. However, sometimes this setting might not work properly in certain templates and then we will have to remove it manually from our template by inserting codes. You can do it by following ways-

**Steps**

a)   Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*</head>*

f) Just above the </head> tag, add the following piece of code:

*<style>*

*.post-labels {display: none;}*

*</style>*

g) Now click on the **Save** icon

h) Any blog post of your blogger blog now will not display the labels.

**12. *Showing posts with label .... Show all posts* Text and Link Removal:**

For any default Blogger layout, whenever a user will click on any label of your blog post it will show the text and link "Showing posts with label... Show all posts" message above the post. As it's a pretty useless and annoying message, you should remove it by following ways-

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*<b:includable id='status-message'>*

f) After you found the above piece of code, click on the sideways arrow next to it, to expand the rest of the code and delete all of them carefully so that other information remains untouched.

The pieces of code that need to be deleted are as follows

```
<b:includable id='status-message'>
  <b:if cond='data:navMessage'>
  <div class='status-msg-wrap'>
    <div class='status-msg-body'>
      <data:navMessage/>
    </div>
    <div class='status-msg-border'>
     <div class='status-msg-bg'>
      <div class='status-msg-hidden'><data:navMessage/></div>
      </div>
    </div>
  </div>
  <div style='clear: both;'/>
  </b:if>
</b:includable>
```

g) Now replace the above code with the following code:

```
<b:includable id='status-message'>
<b:if cond='data:navMessage'>
<div>
</div>
<div style='clear: both;'/>
</b:if>
</b:includable>
```

h) Now click on the **Save** icon

i) The Showing posts with label... Show all posts" message now will not appear in your blogger blog

### 13. *Subscribe to: Posts (Atom)* **Link Removal:**

In the footer of Blogger template, there is a Subscribe to: Posts (Atom) link. Usage of this link is very rare. We can remove this link by a simple template edit. The steps for doing it are as follows-

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c)  **Click** anywhere inside the HTML code

d)  Press **Ctrl + F** button of your keyboard to have the search button appear

e)  Now look for the following tag

*<b:include data='feedLinks' name='feedLinksBody'/>*

f)  There will be a single line of the above code, delete it carefully so that other information remains untouched.

g)  Now click on the **Save** icon

h)  The Subscribe to: Posts (Atom) link now will not appear in your blogger blog.

### 14. *Subscribe to: Post Comments (Atom)* **Link Removal:**

In the footer of Blogger template, there is a Subscribe to: Posts Comments (Atom) link. Usage of this link is very rare. We can remove this link by following ways-

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Select your blog from the Drop Down menu.

c)  Click on **Layout**

d)  Click on **Theme Designer**

e)  Click on **Advanced** and then select **Add CSS**

f)  Copy and paste the following code in the box

*.feed-links {display:none !important;}*

*Or put the following code inside the <head> ...</head> tag*

*<style>*

*.feed-links {display:none !important;}*

*</style>*

g)  Now click on the **Save** icon

h)  The Subscribe to: Posts Comments (Atom) link now will not appear in your blogger blog.

## 15. *Newer Post* .... *Older Post* **Link Removal:**

In the footer of each post, there is a Newer Post... Older Post link. Usage of this link is very rare. We can remove this link by following ways, however, kindly note that along with this link the **Home** link located in the footer will also disappear-

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Select your blog from the Drop Down menu.

c)  Click on **Layout**

d)  Click on **Theme Designer**

e)  Click on **Advanced** and then select **Add CSS**

f)  Copy and paste the following code in the box

*#blog-pager {*

*display: none;*

*}*

g)  Now click on the **Save** icon

## 16. **Opening External Link in a New Window:**

One can use a script that will make every external link inside of all the blog posts to open in a new page. This is especially important when one wants to refer the visitors to other websites without losing the valuable traffic. One can do it by following ways-

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*]]></b:skin>*

f) Just after the above line of code, paste the following pieces of code. Here kindly note that you have to replace **www.lislinks.com** and **lislinks.com** address with your own blog's address and it may be a blogspot address like badan-barman.blogspot.com or a custom domain name like lislinks.com.

*<script language=’javascript’>*

*var dominio = “www.lislinks.com”;*

*var dominio1 = “lislinks.com”;*

*var script = “javascript:void(0);”;*

*var imagenesblogger0 = “bp0.blogger.com”;*

*var imagenesblogger1 = “bp1.blogger.com”;*

*var imagenesblogger2 = “bp2.blogger.com”;*

*var imagenesblogger3 = “bp3.blogger.com”;*

*var blogger1 = “www.blogger.com”;*

*var blogger2 = “www2.blogger.com”;*

*var publicidad = “pagead2.googlesyndication.com”;*

*function LinksExternos() {*

*var Externo;*

*if (document.getElementsByTagName(‘a’)) {*

*for      (var      i      =      0;      (Externo document.getElementsByTagName(‘a’)[i]); i++) {*

*if (*

*Externo.href.indexOf(dominio) == -1 &amp;&amp;*

*Externo.href.indexOf(dominio1) == -1 &amp;&amp;*

*Externo.href.indexOf(script) == -1 &amp;&amp;*

```
Externo.href.indexOf(imagenesblogger0) == -1 &amp;&amp;
Externo.href.indexOf(imagenesblogger1) == -1 &amp;&amp;
Externo.href.indexOf(imagenesblogger2) == -1 &amp;&amp;
Externo.href.indexOf(imagenesblogger3) == -1 &amp;&amp;
Externo.href.indexOf(publicidad) == -1 &amp;&amp;
Externo.href.indexOf(blogger1) == -1 &amp;&amp;
Externo.href.indexOf(blogger2) == -1
)
{
Externo.setAttribute('target', '_blank');
//Externo.setAttribute('class', 'linkexterno');
}
}
}
}
window.onload = function() {
LinksExternos();
}
</script>
```

g) Now click on the **Save** icon

h) Now every external link included in your blog will open in a new window.

## 17. Showing Title of the Blog Post Before Blog Title in Search Engines:

Google, the top most destinations for the people who look for information over the Web generally display only 60-65 characters in the search result. So, if your blog title comes first than that of the post title, you are optimized only for the blog title and not for the post title and it is not considered as good for the search engine. To reverse the process, the following steps can be followed-

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c)  **Click** anywhere inside the HTML code

d)  Press **Ctrl + F** button of your keyboard to have the search button appear

e)  Now look for the following tag

    *<title><data:blog.pageTitle/></title>*

f)  Once you find the above piece of code, replace it with the following.

    *<b:if cond='data:blog.pageType == "item">*

    *<title><data:blog.pageName/> | <data:blog.title/></title>*

    *<b:else/>*

    *<title><data:blog.pageTitle/></title>*

    *</b:if>*

g.  Now click on the **Save** icon

## 18. Adding Advertisement below Blog Post Title and below Post Content / Body:

A few bloggers put the advertisement for example AdSense codes in each blog post individually but this can be a time consuming and a tedious job when you have more posts and need to change the codes manually in future. To avoid such problems the following steps can be helpful. The following tips only work properly when you parse the advertisement code, otherwise, sometimes the ads will appear and sometimed not.

If you want to wrap the text around the Adsense ads then you can use the tag <div style="float:right;"> Your Adsense ad script </div> or <div style="float:left;"> Your Adsense ad script </div> and parse it and then put in inside the HTML code of your blogger blog.

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*<data:post.body/>*

f) You might find this code more than one time but, you have to consider the second one. Once you find the above piece of code, put the advertisement code (parsed version) above the line if you want to put the advertisement below blog post title and put the advertisement code (parsed version) below the line if you want to put the advertisement below blog post content.

g) Now click on the **Save** icon

## 19. Adding Advertisement in the Middle of a Blog Post:

To use the following tips you have to parse the Adsense code, otherwise sometimes the advertisement will appear over your blog and sometimes not. Again, there is a problem with this piece of code i.e. The next lines immediately after the ads will be aligned centre and so if this piece of code is used there may be formatting errors in some posts. So, use it cautiously

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Now look for the following tag

*<data:post.body/>*

f) You might find this code more than one time but, you have to consider the second one. Once you find the above piece of code, replace it with the following code.

*<div expr:id='&quot;post1&quot; + data:post.id'/>*

*<div class='googlepublisherads' style='margin:20px 0'>*

*<center>*

*Your parsed ads code here*

*</center>*

*</div>*

*<div expr:id='&quot;post2&quot; + data:post.id'><data:post.body/></div>*

*<script type='text/javascript'>*

*var obj0=document.getElementById(&quot;post1<data:post.id/>&quot;);*

*var obj1=document.getElementById(&quot;post2<data:post.id/>&quot;);*

*var s=obj1.innerHTML;*

*var t=s.substr(0,s.length/2);*

*var r=t.lastIndexOf(&quot;&lt;br&gt;&quot;);*

*i f ( r & g t ; 0 ) {obj0.innerHTML=s.substr(0,r);obj1.innerHTML=s.substr(r+4);}*

*</script>*

g)   Now click on the **Save** icon

*Note:* If you want to wrap the text around the Adsense ads then you can use the tag <div style="float:right;"> Your Adsense ad script </div> or <div style="float:left;"> Your Adsense ad script </div> and parse it and then put it inside the HTML code of your blogger blog.

## 20. Disable Copy-Paste for a Blogger Blog:

The following method will disable Ctrl. + A, Selected copy and paste in Google Chrome, Firefox and most of the other browsers and thus it will prevent other people from copying the content of your blog post.

**Steps**

a)   Go to Blogger (https://www.blogger.com/home)

b)   Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c)   **Click** anywhere inside the HTML code

d)  Press **Ctrl + F** button of your keyboard to have the search button appear

e)  Now look for the following tag

*<body*

f)  Once you find the above piece of code, replace the <body .....> with the following code.

*<body expr:class='&quot;loading&quot; + data:blog.mobileClass' oncontextmenu='event.cancelBubble=true; event.returnValue=false; return false;' oncopy='return false;' oncut='return false;' onpaste='return false;' onselectstart='return false;'>*

g)  Now click on the **Save** icon

## 21. Removing Text from Copying and Pasting by way of Ctrl+P Option:

To protect the contents from copy pasting by other bloggers, one can hide your text in the Ctrl+P option by using the following ways.

**Steps**

a)  Go to Blogger (https://www.blogger.com/home)

b)  Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c)  **Click** anywhere inside the HTML code

d)  Press **Ctrl + F** button of your keyboard to have the search button appear

e)  Now look for the following tag

*</head>*

f)  Once you find the above piece of code, just above the code paste the following piece of code

*<style type="text/css" media="print">*

*\* { display: none; }*

*</style>*

g)  Now click on the **Save** icon

## 22. Making All External Links Automatically Nofollow in Blogger Blog:

Nofollow is a value which is used to instruct some search engines that a hyperlink should not influence the external link's ranking in Search engine results. It does not allow passing the PageRank of the Blogger Blog to any other external link specified. In simple words, giving a Nofollow link is like giving a text matter with a link but without passing the PageRank of the site. To achieve Nofollow, kindly perform the following steps

**Steps**

a) Go to Blogger (https://www.blogger.com/home)

b) Click on **Theme** and then from drop down menu nearby the **CUSTOMIZE** select **Edit HTML**

c) **Click** anywhere inside the HTML code

d) Press **Ctrl + F** button of your keyboard to have the search button appear

e) Search for the ending </head> tag and just above it paste the following JavaScript coding.

*<script src='http://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.js' type='text/javascript'></script>*

*<script type="text/javascript">*

*jQuery(document).ready(function () {*

*jQuery('a[href*="http://"]:not([href*="http://badanbarman.in"])').attr('rel', 'nofollow');*

*jQuery('a[href*="https://"]:not([href*="https://badanbarman.in"])').attr("target", "_self");*

*});*

*</script>*

f) Replace the site name ***http://badanbarman.in*** and ***https://badanbarman.in*** with your own site name. If you want to open all external link in a new window instead of " *_self*", kindly write " *_blank*" or even you can delete the portion ".*attr("target", "_self")*" to make all external link to behave as they are formatted in the posts of the blog.

g) Now click on the **Save** icon

## 23. Finding RSS Feed for Label in Blogger Blog:

In general, the Blogger feed is having the web address like ***http:// badan-barman.blogspot.com/feeds/posts/default*** and the single worded label will have the RSS feed address like ***http://badan-barman.blogspot.com/feeds/posts/default/-/Article/?alt=rss*** (where **Article** is the label) and the multi-worded label will have the RSS feed like ***http://badan-barman.blogspot.com/feeds/posts/default/-/Bio%2Data/?alt=rss*** (where **Bio Data** is the label). Kindly note that "/-/" after default is not given as a mistake but it is a very essential part of the feed. These addresses can be used to burn the feed with Feedburner to provide the Email alert services to the Blog users. The RSS feed of a question in a feed will have a website address like ***https:// badan-barman.blogspot.com/feeds/posts/default?q=Keywords***

## 24. Retrieving More Content from RSS Feed:

In general, the Blogger feed provides the most recent 10 or 20 items through RSS feed and so when they are burned with Feedburner, the resulting burned-feed also contains that much of content in the feed. To overcome this problem i.e. to retrieve more than 10 or 20 item (or posts), one can use the following technique

The default Blogger Blog feed will look like http://badan-barman.blogspot.com/feeds/posts/default (where ***badan-barman*** is the blog address). One can add "?start-index=1&max-results=1000" after default to retrieve 1000 posts, so the new web address will be ***http://badan-barman.blogspot.com/feeds/posts/default?start-index=1&max-results=1000***

In case of the RSS feed of a single word tag, its RSS feed will look like http://badan-barman.blogspot.com/feeds/posts/default/-/Article/?alt=rss . One can add "?max-results=1000" after the feed to get 1000 most recent items (or posts), so the new address will be ***http://badan-barman.blogspot.com/feeds/posts/default/-/Article/?max-results=1000***

In case of RSS feed of a multi worded labels, its RSS feed will look like http://badan-barman.blogspot.com/feeds/posts/default/-/Bio%2Data/?alt=rss and one can add "?max-results=1000" after the feed to get 1000 most recent items (or posts), so the new address will be ***http://badan-***

*barman.blogspot.com/feeds/posts/default/-/Bio%2Data/?max-results=1000*

### 25. Setting up a Custom Domain for Blogger Blog:

To use a custom domain for a Blogger blog, one need to purchase that domain either from Google Domains (https://domains.google.com), GoDaddy (https://www.godaddy.com), Enom (https://www.enom.com) or such other domain registrars or should have the ownership access to it. If one purchases the domain from Google Domains, it becomes almost automatic to use the custom domain for the Blogger blog, otherwise, people need to insert a piece of code from the Blogger blog to the Domain registrar and address from the Domain registrar to the Blogger blog. If you have purchased your domain from Google Domains, then the need is only to put the domain address in the **Settings -> Publishing -> Custom domain** and then add the domain address and to **Save** it.

### 26. Setting up a Custom Subdomain for Blogger Blog:

To use a custom subdomain, one needs to purchase that domain either from Google Domains (https://domains.google.com), GoDaddy (https://www.godaddy.com), Enom (https://www.enom.com) or such other domain registrars or should have the ownership access to it. In order to create blogs at custom sub-domains, like http://news.gauhatiuniversity.in or http://newsletter.lislinks.com one need to insert that address into the Blogger (blogspot) blog without the "http://" and then create CNAME records for the same in the Domain Registrar and point it to Google and it is pretty simple to do that. Different Registrars have different interfaces. You might be able to do it from the "Simple DNS Zone Editor" in most cPanels. If you do not have such an option, contact the Help pages of your Domain Registrar. After creating this record with your Domain registrar (and after it has propagated) your blog will be published in that sub-domain.

### 27. Conclusion:

There are hundreds of options to design and develop a blog, however, if one does not want to pay for his/her blog, then there are only two options left - Blogger and WordPress. A mass percentage of the blogs available over the Internet uses these two platforms. Some people say that

the Blogger is better than Wordpress, others argue that Wordpress is the best blogging platform. However, when it comes to free there is no Blogging platform better than the Blogger.

The downside of a blogger includes lack of creating one's own brand, virtually one cannot remove the icon at the footer that says "Powered by Blogger.". It is just like a "me to platform". Again, one wrong post which is against Google's Terms of Service in any Blogger blog may result in banning and deleting the blog from Google's end.

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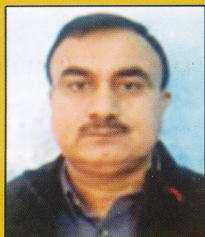
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