

## AN INVESTIGATIVE ANALYSIS OF COMMUNICATIONS ON A NOTABLE ILOSC DISCUSSION FORUM IN INDIA

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### **Abstract**

*Information sharing in the digital era is very much important for scholarly communications. There is various online forum, that provides authentic information about LIS and ILOSC is one of them. This forum is providing information since 2008 with continuous innovations all over the globe. The present study is focused on the communications among library professionals during the month of September 2022. The main emphasis is on analysing the trends and seeking the behaviour of LIS professionals in this digital era.*



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**Keywords:** LIS Professionals, MLOSC Forum, ILOSC Forum, Google Groups

### **Introduction**

The academic library profession is drastically changed due to the impact of ICT. Librarianship in this digital environment needs to accept the new technological change and provide services accordingly. Various new teaching-learning platforms have been developed and used for blended learning. The students are also very much aware of online learning platforms. In this digital era library services also need to augment as per the requirement of users.

Social Networking, scholarly communication and a collaborative approach is the need for better librarianship. Communication channels can play a vital role in sharing new information. Most library professionals are communicating with each other via various groups and other media. Here Indian Librarians' online study circle (ILOSC) previously called Maharashtra Librarians' online study circle (MLOSC) plays a key role in better communication among library professionals.

The online forums are helpful for communication and solving the needs of users and providers of library and information services in India. For professional development, HRD centres were organizing various orientations, refreshers, and short-term courses. For the various studies to collect data, (Munavalli, 2019) an online platform like the ILOSC forum is very much helpful. Dhanvandan,(2012) stated that discussion forums are discussed through e-mail groups in the

professions. The terms discussion forum “Forum, Mailing list and List are used interchangeably.

This paper deals with the effective communication among library professionals in India, their subject areas, requirements, and future needs of the professions. For this, the messages have been analyzed over the month and trends followed by them have been investigated.

### **Review of Literature**

Indian Librarians online study circle (previously Maharashtra Librarians online study circle) was established on 20<sup>th</sup> July 2008. Today this group is having 6643+ members from various parts of India and abroad. The total discussions on various facets of LIS in the group are grown up to 29354+ till 30<sup>th</sup> Sep. 2022. The ILOSC group is very much popular and helpful to library professionals in India. There are various studies have been carried out on this forum. Basosle & Dharmapurikar (2013) studied the information-seeking trends of library professionals under the MLOSC forum (Now ILOSC) in 2012. This forum is very much active in Maharashtra to remain in touch with the state of the art of this profession. Apart from online discussion, various activities have been undertaken by this forum. Also helps in understanding library professionals’ problems and provides solutions. It is very much support of professional development in Maharashtra. Pujar (2014) has also analyzed the messages on the LIS discussions from India. Dhanvandan (2012) has analysed the various forums like yahoo, google groups and the growth of the LIS forum has been discussed. ILOSC group is also useful for jobs for newcomers in LIS professions. There was always the advertisement were published regularly. (Sawant, 2017)

### **Objectives of the study:**

The main objective of this study is to investigate the communication in the ILOSC discussion forum of library professionals;

- To analyse the communication flow of the members
- To know the pattern of members’ participation
- To identify the member’s professional environment
- To discuss the subject areas of interest

### **Scope and Limitation of the study**

The Indian librarian’s online study circle (ILOSC) forum is considered for this study. The messages posted in the month of September 2022, are only considered for the analyses. The previous messages were not considered.

### **Research methodology:**

Research is a systematic investigation toward problem-solving and fact-checking, the establishment of new principles, testing and evaluating in an academic environment. It is a continuous process to update knowledge and facts. Proper Research methodology is also playing a

key role while collecting the data and analyzing them properly. For the present study, an observation technique has been used to collect the data. The emails received and the available on the ILOSC group are critically analyzed.

**Data Analysis and interpretation**

The data has been collected from the google group of the ILOSC forum (<https://groups.google.com/g/ilosc>) The data has been collected from the website and the Mailing List of ILOSC. The communication on this forum during the month of September 2022 has been considered. The data has been presented in tabular format.

**Total messages**

**Table no. 1 date-wise posting**

Sr no.	Duration days	No. of posts	Percentage %
1	1 – 10	14	20.29
2	11 – 20	37	53.62
3	21 – 30	18	26.09
Total		69	100

A total of 69 messages were posted in the month of September 2022, and 6 replies have been given to these messages. So, a total of 75 messages were posted this month. The flow of messages indicated that library professionals are more communicated during the dates 11<sup>th</sup> to 20<sup>th</sup> of September.

There were 47 library professionals who joined for the communication in the month of September 2022. If we categorized them gender-wise then found that 51% of females while 49% of males have contributed.

**Table no. 2 Top messages from professionals**

Sr. no.	Names	No. of messages
1	Vidya Dhanwantari	11
2	Aruna Lingam	5
3	Sneha Deole	4
4	Shamala Muzumdar	2
5	Sangeeta Dhamdhare	2
6	Kalyani Gokhale	2
7	Dr. Mange Ram	2
8	Bhakti Gole	2
9	Ankita Dhumal	2
10	Devayani Kulkarni	2
	Others	41
Total		75



The above table indicated the top library professionals posted the messages in the month of September 2022. Out of all 10 professionals, 9 were females.

The messages were posted from different parts of India and abroad. One message was posted from UAE, 77% of messages were from Maharashtra, while Tamil Nadu contributed 7% of messages, Uttar Pradesh with 6%, also contributed from Himachal Pradesh, Uttarakhand, Karnataka, West Bengal, and Gujarat. Here Maharashtra is dominating this month, From Maharashtra, nearly 46% of messages were from Pune and 16% of messages were from Mumbai.

**Table no.3 Messages types**

Sr. no.	Messages types	No.	Percentage
1	Request Article	40	57.97
2	Journal subscription	2	2.90
3	Book related publish or request	8	11.59
4	Library norms	6	8.70
5	Digital	2	2.90
6	Recruitment	2	2.90
7	UGC	1	1.45
8	Seminar/ Workshop/ Conf.	8	11.59
	Total	69	100.00

If you categorized the messages under different facets then found that a maximum of 58% of messages related to requests for information in the form of articles etc. The seminar etc. related messages (55.59%) were also posted to share their thoughts and books-related messages with 11.59% sharing in the month of September. Overall, all facets of library science are communicated among professionals.

Traditional, as well as innovative technology-based information, is always shared among the professionals in this group.

The ILOSC google group is a platform to express library professionals' views and share information and get connected with each other for the development of the LIS profession.

### **Conclusion**

The present study shows that female professionals were more active in scholarly communication in the ILOSC group. Almost all parts of India have contributed to sharing their views, ideas, and information among professionals. This group is free to join for every library professional and works towards the betterment of library professionals by sharing the latest information and becoming the most popular or notable platform in India.

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