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Abstract

The purpose of this thesis is to identify the Components of International Social Cataloging Sites in users and expert's perspective by exploring the wourlds most visited populer social cataloging sites.This is an applied research and the research method is library and descriptive scrolling. First, by reviewing the scientific literature and resources, a list consists of 14 criteria (display features, screen organization, search facilities, links, options and visual icons, text customization, user help and guidance, error messages , The possibility of interaction and feedback, user interface language, user control, template types (format), resources available on the site, the possibility of studying the source retrieved from the site, and other facilities), which included 73 extracted components, then finalized in Delphi and evaluated was used. The results of this study showed that all of the components examined in this study are important. The ability to provide regular advice to readers with an average of 4.52 has the highest significance from the perspective of users and experts, and then, the access to the site and the rest of the main sectors from the homepage and vice versa is at the second rank with a score of 4.42.

Key words: social media, social cataloging sites, Goodreads, Librarything, Anobii.

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Introduction & Statement of Problem

The advancement of technology and machine life have changed the people lifestyle and increased their need for information as well. Thus, information has turned nowadays into a valuable commodity and is considered as a superiority criterion of countries than to each (Safavi, 2013). The history of reading dates back to the fourth millennium BC. Reading is the only way to access information. Reading is a multi-dimensional cognitive process and decoding of signs to build and extend the meaning of the text. There are no complicated rules for reading; however, reading allows the readers to generate and regenerate their own ideas. In fact, reading is a semantic method of communication and distribution of information and thoughts. By the end of 2000, many people might not have the ability to buy mobile phones, computers and today's technologies; but today, these tools are widely available to everyone. Information technology has changed the today's human life and made changes in the quality of study and the study habits of individuals. Such changes have played a major role in the developments of reading, thinking, quality and quantity of study. Ultimately, they have led to lifelong learning and, as a result, an open revolution in the society (Shimeri, Keerti and Rama Yeh, 2015).

Studying needs books, which may not be available to millions of people around the world. However, today technologies such as mobile and Internet sites have solves this problem. The current study approach is different from the past as well. Nowadays, with the development of modern technologies, people have tend to digital and electronic books and use modern tools. Thus, one can say that digital content creation has eliminated the physical boundaries of the home, school and workplace. In the current world and with the growth and development of social networks that have crossed the borders and increased the communications dramatically, the users play an essential role in the production and transmission of content.

Social cataloging sites are a subset of social media, which are web-based applications allowing the users to digitally catalogue books, movies, music, etc. and simultaneously share their opinions and ideas with others. The social cataloging sites applications allow the users to catalogue their collections and collaborate and interact with the social networks. The social catalogues are very helpful for librarians, as they enable them to organize their resources. These sites are also useful in developing the collection and provide the possibility of complete description and review of the books. They can serve as a good tool in hands of the librarians for library acquisition. Finally, it is a tool to give consultation to the readers through which the librarians can communicate with their users and suggest appropriate books to them (Cho, Giustini and Hooker, 2009).

Social cataloging sites have simplified the discussion on books and critique in online environments. In these sites, the description of users on the sources are provided. The users also rate the books they have read. Indeed, these tools can be considered an extension of the second law of Ranganathan: Every reader his/her book (Social Cataloging Sites, 2015).

There are numerous social cataloging sites in the world; however, the most popular examples used widely around the world can be mentioned Goodreads, Librarything, Shlefari and aNobbi, which respectively ranked as 293, 16211, 68239, and 25571 on the Alexa website with visitors from the US, Canada, England, Italy, India, etc. The Alexa website is owned by the American company Alexa that ranks the social networking websites based on 4 indicators of number of visits, number of users, number of site updating, and the number of pages on the site. Based on the survey made, there is no social cataloging sites in Iran, or if any, its activity is limited. This suggests little progress in this regard. The reasons for the failure of this network may include the failure of membership of other countries due to single-language, lack of apparent attractiveness, system slowness and lack of user-friendliness, failure to create added value for users, lack of trust, non-disclosure and proper advertising, insecurity of information and non-confidentiality of the information. Thus, evaluating the components of the sites mentioned in the world, a native model with a global image and standard can be provided. The present study aimed to identify the criteria and components of social cataloging sites that upon identifying the structural elements of these sites, the opinions of users and experts on the proposed components would be considered.

Finally, using the intended components, the features of a proper model for a native social cataloging site were described.

Research questions

1. What are the components of the international social cataloging sites?
2. How are ranking of components of social cataloging sites in users and experts perspective?

Research background

- Research background in Iran

In their article entitled as "The typology of Iranians use and satisfaction with the book-oriented Goodreads Social Network, Mahboob and Mirtaheri (2015) examined and categorized the Iranian ways of using the book-oriented Goodreads Social Network. They utilized the theory of "use and satisfaction" as a theoretical framework for their research. The target community of the study included the Iranian users who were active in these networks. The factor analysis categorized 25 questioned variables into 6 factors as follows:

1. Information seeking (9 variables)
2. Socializing (6 variables)
3. Escaping from everyday life (4 variables)
4. Being with books (2 variables)
5. Job sustainability (2 variables)
6. Recognition of the famous (2 variables)

Another goal of this study was to detect the determinant factors in the network activation. Three activities on the network, including reviewing books, rating the books and finding friends by users requires a conscious action, which is needed to enhance the activity within the network. On one hand, these three factors are strengthened, and, on the other hand, those with such factors are considered as the main assets of the network.

In his article aimed at the study of book-centered internet social networks, Eskandaripour (2010) has first discussed the concept of the internet social networks platform and then defined the thematic social networks and their specific type, the book-based social networking, which is intended in this paper. Then, with the aim of understanding the features and functions of book-centered social networks and modeling of the top examples of this area as well as identifying the status and position of Iranian users in such networks, he has reviewed the case studies of "Shelfari", "Book Crossing" and "Librarything" as popular examples of book-oriented social networks around the world. Finally, summarizing the set of the characteristics of these networks, some suggestion were made accordingly based on the experiences of social networks as applied and operational recommendations in the form of different groups of people involved with books, namely, publishers, writers, bookstores, professional readers and libraries, with the ultimate goal of promoting reading culture.

Akbari Tabar (2010) has introduced the purpose of his paper to recognize the book-based group activity in virtual social networks. To this end, he has selected and studied the "Social Network of Iranian Specialists (U24)" from three main categories dealing with book-related group activities in these networks (book-based social networks, book publishing and distributing companies on social networks, and the subset groups of different social networks, which topic of formation and activity is book-related. The results showed that among

1941 groups active in the social network of Iranian specialists (U24), eight groups have been involved with book-related activities. Among these groups, based on the members' number measure, the "Short Story" group and the Translation of Some New Books" group have had the largest and smallest number of members, respectively. Based on the index of the number of messages, the "Short Story" group and the Translation of Some New Books" group have shared the largest and smallest number of messages, respectively. Based on the average activity of the group (average time of group updating), the "Short Story" group and the Translation of Some New Books" group have had the maximum and minimum amount of activity, respectively. Based on the average number of comments (comments on posts), the group of "Interesting Topics" has had the most comments, and as a result, the maximum rate of attractiveness of the notes and the highest rate of feedback, while the Translation of Some New Books" group has had the lowest average rate of comments.

In his article, Yazdan Panah (2010) describes the "Book" as one of the main pillars of the cultural system both due to its more innocence and to its importance in cultural development. On the other hand, he states that if the book is considered as a media in the media system circle, we will find a special place for it as well. The social media can be used to help the stream of book's information provision. These media can complete the missing link in the book's flow of information, which is due to the lack or inability of other media.

- ## Research background in foreign countries

Choi and Joo (2015) stated in their article that the factors affecting the use of users from social cataloging sites are still unknown. This study examined the basic factors of the theory of information systems and its social sense on users and their motivation in using social catalogs. The data was collected and processed online. The findings revealed that the quality of information and quality of the system are the main factors of satisfaction and social sense, which lead to the motivation of users to continue to use these sites. In addition, the social sense has a lasting impact not only directly, but also indirectly on satisfaction. From a management perspective, the findings showed that the providers of social cataloging services should constantly focus on social sensitivity and increase it among their users.

Klingeberg, Irle, & Mandel (2015) studied the learning of social networking throughout the people's lives and stated that despite this feature, some people still do not use these networks. In their research, doing six structured interviews, they identified two reasons in this regard, including the general position of people's lives and various reasons for not using such networks, two of which have not been identified in previous research: The concept of friendship in these networks and the way of communication on social networks where sometimes people sometimes have an unrealistic character.

Richards and Sen (2013) stated in their research that the LibraryThing is a Web 2.0 tool that allows its users to catalog the books through Amazon website or the Library of Congress. They also evaluated the LibraryThing as a tool for libraries for the purposes of users' participation and promotional activities. They suggested that the main reason for the use of the tool by libraries is the promotion for the library and its complex.

Hudson and Knight (2011), meanwhile introducing some book social cataloging sites like Goodreads, LibraryThing, Visual Book Shelf, and VREAD, provided a definition of cataloging and described the books social cataloging sites as an interactive tool for descriptor assignment. They stated that social cataloging sites provide users with tools in which they can talk about books and exchange ideas.

In his research, Spiteri (2009) used the International Standard Bibliographic Descriptive Elements (ISBN) to evaluate the content of the records of 16 social cataloging sites. The intelligent communication, identity, and perception of the social features of these sites were used. While the content of the records was poor, the social characteristics created a community where the people could share their study interests with others.

Giustini, Hooker & Cho (2009) in their review article, meanwhile reviewing the use of social cataloging sites for health librarians, introduced some of these catalogues by describing their features. In addition to introducing the strengths, they also highlighted the weaknesses of these sites and mentioned the OPAC II as the new generation of catalogs.

Cooke (2008) examined a number of social networking sites that relate to books, blogs, wikis and internet tagging. He pointed out the importance of librarians' awareness of providing traditional services using modern online tools. One section of his article referred to the social cataloging sites of Goodreads, LibraryThing and Shelfari and stated that these tools are very useful for the users and librarians.

In his paper, Houghton compared the use of LibraryThing as the most popular social cataloging site service on the Internet with the local catalogue of the Arapaho Library, which did not have any of the features of the social cataloging site. Specifically, this article has compared the tags assigned by the users in the LibraryThing with the list of subject headings in the Library of Congress. In addition, this article highlights the library catalogue that has integrated several social cataloging features by adding the LibraryThing into his library catalog. This article also introduces the LibraryThing, labeling in it and how to visually search for sources and references.

In his research on Shelfari, Goodreads, Visual Book Shelf and LibraryThing, Jeffreies (2008) states that what the librarians need to know about each site. His findings showed that each of these tools has found its place among the users; however, one or two tools may appear as the standard of social cataloging site. He suggested that the LibraryThing is more applicable for librarians than the rest of the applications due to providing the specialized services for the library system.

Research methodology

This research was a cross-sectional study by using two quantitative and qualitative methods. At first, the social cataloging sites retrieved on the ALEXA site as top ones were identified, which included the Goodreads, LibraryThing and aNobbi. Then, these sites were reviewed to provide a list of the components of social cataloging sites and their constituent elements were examined. Given the lack of a formulated criterion on evaluating the components of social cataloging sites in particular, and no background was found in this regard by searching the databases, thus, library studies were used to provide an evaluation list on the assessment criteria and components for social cataloging sites. To do this, searching and navigating in the relevant theoretical literature and scientific sources were made through searching in various databases such as ISA, Scopus, Eric, Emerald and the Humanities Database, Regional Center for Information Science and Technology, Libgen.io Database, and Doaj.org. Then, the components presented in different texts and resources were extracted and classified according to the proposed criteria. Following their validity confirmation by experts and scholars, the necessary modifications were made and then used for the research.

Considering the qualitative research approach, using the Delphi method, the opinions of experts in the fields of information and knowledge science and computer science and the users of these sites were collected.

To do that an electronic checklist was made and it link's was sent to studied community with letter and ask them to answer it. Then the data was collected and analysis was done on it. It was designed in likert scale from 1 to 5 that 1 has the lowest importence and 5 have the highest importance in users and experts perspective. The statistical data were analyzed by the SPSS-22 software.

Analysis of the findings

Different statistical tests have been used according to the type of question in analyzing the data and answering the research basic questions.

First question: What are the components of the international social cataloging sites?

Social cataloging sites or book-based social networks have features and components due to their function. Identifying and reviewing these components will be effective in providing better services through these sites. Hence, the accurate recognition of end users and their needs and abilities seems to be essential in the design of social cataloging sites, which should be considered in designing. In Table 1, the criteria and components of social cataloging sites are provided based on studying and reviewing the texts and extracting the experts' opinions by using the Delphi Panel.

Table 1. Criteria and components of social cataloging sites

Criteria	component
Appearance features of the screen	Using suitable letter size display for reading
	Choosing the right colors for screen design
	Having title for each pages
	providing Text on plain background
	avoid designing crowded pages
	Distinct between text and option of background
	Providing possibility images in large/original size by the user
Organization of the screen	Avoid using blind links
	providing illustrations and pictures according to each text
	Providing messages and useful contents where eyes accustomed to it (at the top and bottom of pages)
	Fit background color and text
	Providing access from home page to main sections of the library and vice versa
	View system messages (such as error messages) with using distinct display color or inverted display magnification
	highlighting after selecting options
	Do not use confusing information floats (using the Separate Pages)
	Recognizable data entry fields
	Possibility to select items for display (title, author, ISBN, publisher and ...)
	Proposing a summary or outline of a page
	Given the structure of the site
	Insert ample white space between paragraphs and text lines
	Uniformity in display
Search facilities	Providing search capabilities(via voice,pics, ets…) on website pages
	Providing advance search capabilities
	Providing capability of searching sentences or quots and finding book
	Providing the capability of searching and finding subject tags
Links	link to OPAC (equivalent proportion of users needs with visual and hearing impairment)
	Link to other similar social cataloging sites
	links to other digital resources on the Internet and databases
	Quick link to other book provider sites like Amazon, Google books
Visual symbols and	Using visual symbols together with written symbols

Criteria	component
images	Using the right and usual colors for options
	using Multimedia symbols
Options for customizing the texts	Possibility of changing the font color and size by user
	Choices for selecting different background color
Help services and tips	presentation of accurate Information correlate to the task rather than a generic message
	providing on-line training in the use of the social cataloging sites
	possibility of interrupting help facility and return to the task by user
	Offer Information via text telephones
	Offer Information via email
	Regularly scheduled consultations for users
Error messages alert	messages are short and simple
	The accuracy of the error message
Interaction and feedback facilities	Consecutive evaluations by receiving feedback from users
	Possibility to provide interaction and feedback via e-mail, commenting (online chat and writing)
	Providing the ability to communicate with other users online (through the chat room, discussion groups, etc.)
	Ability for users to interact audio and text with social cataloging site administrators
	Providing the ability to interact with the authors of the book online (through the chat room, discussion groups, etc.)
Language User Interface	using of common terminology in site
	Using the Short, familiar and descriptive labels for the symbols
	Using simple, clear and easy to understand language to express the content, option and etc.
	Observance of the principle of remembering in all section of library
	Social cataloging sites To be Multi-lingual and user-selectable
user control	Possibility of changing light of pages by user
	Ability to download a book read in accordance with copyright laws
	Ability to use shortcut keys for commonly used symbols
	Possibility to return to the initial settings
	Ability to define a different user interface for different user groups
Different formats of sites resources	Presenting news and interviews about books and authors and ...
	Provide critiques of books
	Presentations of electronic books in various formats
Study services of retrieved resources from the library	Providing audio output with different sounds
	Presenting movies based on the book on the social cataloging sites or link to it
	Possibility choose the narrator by users
	Providing the ability to store resources on a personal computer in order to study them (in compliance with copyright laws)
Other site facilities	Link to the search engine to get the latest relevant information
	Ability to download applications like PDF and ...
	Usability for non-members

Criteria	component
	Possibility to display book cover and book contents
	Providing FAQ on the site
	Provide Free service
	Provide the remaining time of loading books or other multimedia resources available on the site
	The necessity of having a date calendar on the front page of the site
	Provide mobile version of site

Second question: How are ranking of components of social cataloging sites in users and experts perspective?

Answering to the second question has been done in two parts. At first, the characteristics of the variables examined will be described from the point of view of the users and experts. Then, by inferential statistics and by performing statistical tests, the rank of indicators is determined

- Appearance features of the screen (display)

Table 2 average of Appearance features of the screen

Criteria	component	average
Appearance features of the screen	Using suitable letter size display for reading	4/34
	Choosing the right colors for screen design	4/19
	Having title for each pages	3/95
	providing Text on plain background	3/93
	avoid designing crowded pages	4/35
	Distinct between text and option of background	4/08
	Providing possibility images in large/original size by the user	3/73

According to Table 2 and how people respond to the variable questions, the appearance features of the screen, it is seen that the " avoid designing crowded pages " with a mean of 4.35 has the highest score and the " Providing possibility images in large/original size by the user " With 3.73 had the lowest average score.

Table 3 average of Organization of the screen

Criteria	component	average
Organization of the screen	Avoid using blind links	4/02
	providing illustrations and pictures according to each text	3/75
	Providing messages and useful contents where eyes accustomed to it (at the top and bottom of pages)	3/90
	Fit background color and text	4/41
	Providing access from home page to main sections of the library and vice versa	4/42
	View system messages (such as error messages) with using distinct display color or inverted display magnification	3/66
	highlighting after selecting options	3/50
	Do not use confusing information floats (using the Separate Pages)	4/01

	Recognizable data entry fields	4/09
	Possibility to select items for display (title, author, ISBN, publisher and ...)	4/26
	Proposing a summary or outline of a page	3/78
	Given the structure of the site	4/03
	Insert ample white space between paragraphs and text lines	4/09
	Uniformity in display	4/16

According to Table 3, and how people respond to the Organization of the screen variable, it's seen that the index " Providing access from home page to main sections of the library and vice versa " With an average of 4.42, the highest score and " highlighting after selecting options " With a score of 3.50, had the lowest average score.

Table 4 average of search facilities

Criteria	component	average
Search facilities	Providing search capabilities(via voice,pics, ets…) on website pages	4/01
	Providing advance search capabilities	4/38
	Providing capability of searching sentences or quots and finding book	4/32
	Providing the capability of searching and finding subject tags	4/29

According to Table 4 and how people respond to the variable" Search facilities", the" Providing advance search capabilities " indicator is considered With a mean of 4.38, the highest score and the index " Providing search capabilities(via voice,pics, ets…) on website pages " had the lowest score of 4.01.

Table 5 average of links

Criteria	component	average
links	link to OPAC (equivalent proportion of users needs with visual and hearing impairment)	3/78
	Link to other similar social cataloging sites	3/49
	links to other digital resources on the Internet and databases	3/66
	Quick link to other book provider sites like Amazon, Google books	3/68

According to Table 5 and how people respond to variable-linking questions, it's seen that "link to OPAC (equivalent proportion of users needs with visual and hearing impairment)" With a mean of 3.78, it has the highest score and the " Link to other similar social cataloging sites " With a score of 3.49, had the lowest average score.

Table 6 average of visual symbols and images

Criteria	component	average
visual symbols and images	Using visual symbols together with written symbols	3/67
	Using the right and usual colors for options	3/80
	using Multimedia symbols	3/55

According to Table 6, and how people respond to variable questions of visual symbols and images,it's seen that the " Using the right and usual colors for options " is considered With an average of 3.80 has the highest score and the " using Multimedia symbols " With a score of 3.55, had the lowest average score.

Criteria	component	average
Options for customizing the texts	Possibility of changing the font color and size by user	3/79
	Choices for selecting different background color	3/64

According to Table 7 and how people respond to Options for customizing the texts questions, it's seen that " Possibility of changing the font color and size by user " With an average of 3.79, has the highest score and the " Choices for selecting different background color " indicator With 3.64% had the lowest average score.

Criteria	component	average
Help services and tips	presentation of accurate Information correlate to the task rather than a generic message	3/92
	providing on-line training in the use of the social cataloging sites	3/63
	possibility of interrupting help facility and return to the task by user	3/81
	Offer Information via text telephones	3/18
	Offer Information via email	3/64
	Regularly scheduled consultations for users	4/52

According to Table 8 and how people respond to help services and tips questions, the "Regularly scheduled consultations for users" indicator is considered with an average of 4.52, the highest score and the indicator "Offer Information via text telephones" With the lowest score of 3.18.

Criteria	component	average
Error messages alert	messages are short and simple	4/09
	The accuracy of the error message	4/31

According to Table 9 and how people respond to variable questions of error messages, the " The accuracy of the error message " indicator is considered With an average of 4.31, the highest score and the indicator "messages are short and simple" With a score of 4.09, had the lowest average score.

Criteria	component	average
Interaction and feedback facilities	Consecutive evaluations by receiving feedback from users	4/11
	Possibility to provide interaction and feedback via e-mail, commenting (online chat and writing)	3/85
	Providing the ability to communicate with other users online (through the chat room, discussion groups, etc.)	3/83
	Ability for users to interact audio and text with social cataloging site administrators	3/74
	Providing the ability to interact with the authors of the book online (through the chat room, discussion groups, etc.)	3/95

According to Table 10 how people respond to variable questions of interaction and feedback, it is considered that the "Consecutive evaluations by receiving feedback from users" with an average of 4.11 has the highest score and the indicator "tAbility for users to interact audio and text with social cataloging site administrators"had the lowest average score of 3.74.

Table 11 average of Language User Interface

Criteria	component	average
Language User Interface	using of common terminology in site	4/25
	Using the Short, familiar and descriptive labels for the symbols	4/21
	Using simple, clear and easy to understand language to express the content, option and etc.	4/35
	Observance of the principle of remembering in all section of library	4/11
	Social cataloging sites To be Multi-lingual and user-selectable	3/83

According to Table 11 and how people respond to Language User Interface questions, it is considered that the " Using simple, clear and easy to understand language to express the content, option and etc." with an average of 4.35 The highest score and " Social cataloging sites To be Multi-lingual and user-selectable " With 3.83 had the lowest average score.

Table 12 average of User control

Criteria	component	average
User control	Possibility of changing light of pages by user	3/74
	Ability to download a book read in accordance with copyright laws	3/99
	Ability to use shortcut keys for commonly used symbols	3/78
	Possibility to return to the initial settings	3/98
	Ability to define a different user interface for different user groups	3/55

According to Table 12 and how people respond to user control variable, it is considered that the index "Ability to download a book read in accordance with copyright laws" With a mean of 3.99, the highest score and the "Ability to define a different user interface for different user groups" with 3.55 have the lowest average score.

Table 13 average of Different formats of sites resources

Criteria	component	average
Different formats of sites resources	Presenting news and interviews about books and authors and ...	3/80
	Provide critiques of books	4/14
	Presentations of electronic books in various formats	4/00

According to Table 13 and how people respond to the variable questions of the types of Different formats of sites resources, it is seen that the " Provide critiques of books " with an average of 4.14 has the highest score and the indicator of " Presenting news and interviews about books and authors and …"had the lowest average score of 3.80.

Table 14 average of Study services of retrieved resources from the library

Criteria	component	average
Study services of retrieved resources from the library	Providing audio output with different sounds	3/56
	Presenting movies based on the book on the social cataloging sites or link to it	3/70
	Possibility choose the narrator by users	3/45
	Providing the ability to store resources on a personal computer in order to study them (in compliance with copyright laws)	4/11

According to Table 14 and how people respond to variable questions, Study services of retrieved resources from the library, suggesting that the " Providing the ability to store resources on a personal computer in order to study them (in compliance with copyright laws)" with an average of 4/11 has the highest score and the "Possibility choose the narrator by users" indicator with the lowest score of 3/45.

Table 15 average of other site facilities

Criteria	component	average
Other site facilities	Link to the search engine to get the latest relevant information	4/01
	Ability to download applications like PDF and ...	3/74
	Usability for non-members	3/89
	Possibility to display book cover and book contents	4/34
	Providing FAQ on the site	3/89
	Provide Free service	4/21
	Provide the remaining time of loading books or other multimedia resources available on the site	3/78
	The necessity of having a date calendar on the front page of the site	3/89
	Provide mobile version of site	4/27

According to Table 15 and how people respond to the alternate questions of other site facilities, it is seen that the " Possibility to display book cover and book contents " index with a mean of 4.34 has the highest score and index "Ability to download applications such as PDF and ..." 3.74 had the lowest average score.

The Friedman nonparametric test was used to rate each of the indicators (questionnaire items) at 14 main variables of the research and the main variables as well. This test, after significance, rates each of the indices and variables.

The null and one hypothesis in this test are as follows:

H0: The mean values of ranks are the same.

H1: At least, two indicators have different mean rankings.

Table 16 Friedman test and average rating of main research components

rate	Criteria	Average mean
5	Appearance features of the screen	8/10
8	Organization of the screen	7/33

12

1	Search facilities	9/70
12	Links	6/10
13	Visual symbols and images	6/00
9	Options for customizing the texts	6/93
14	Help services and tips	5/56
2	Error messages alert	9/24
6	Interaction and feedback facilities	7/54
3	Language User Interface	9/15
10	user control	6/91
4	Different formats of sites resources	8/30
11	Study services of retrieved resources from the sites	6/70
7	Other site facilities	7/44
sig=0/001	Result of Freidmantest	

According to Table 16, the Friedman tests performed on the main components of the research are meaningful. Thus, there is a significant difference between the rank and the importance of the main components of the research. According to the average rating of the research main components, the criterion of "Search features" has the highest rank and importance, while the criterion of "help and guidance features" is in the last rank (least importance rate).

Discussion & Conclusion

The results of this study showed that the total sum of scores related to the fourteen criteria investigated in this study is equal to 174.31. The average compliance rate of criteria in all the surveyed social cataloging sites is equal to 58.10, which is above the average level and at the optimal level. That is, almost all sites have met the criteria, but they are still not at the optimal level. Among the surveyed social cataloging sites, the Goodreads site is ranked first with 46 points (36.14%). Next is the LT site with 45 points in the second place, and then, the aNoobi site is at the third place with obtaining the score of 36.25. All of the components examined in this study are important. The ability to provide regular advice to readers with an average of 4.52 has the highest significance from the perspective of users, and then, the access to the site and the rest of the main sectors from the homepage and vice versa is at the second rank with a score of 4.42.

In addition, the results from Friedman test indicate that the search features, user interface language, error message and the types of templates or formats available on the site are the most important ones, and can be used as components of the native suggested model.

Also, by reviewing the sites mentioned, we notice that attention to the discussion language and considering different languages, providing mobile version of the site, and the feature to download applications can be also considered as important factors in the design of these sites.

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