

Content Analysis Study of University Library Websites in Maharashtra

Madansing D. Golwal

Librarian Dr.Bapuji Salunkhe Law College, Osmanabad (MH), India

Abstract

In the internet age, the academic library has developed dynamic web site to provide information about the library, provide access to information resources and offer web-based services. These technology-based developments are to keep pace with the ever changing user needs that are influenced by the expanding innovations in information creation and dissemination via the internet. The present study tries to analyse and compare the content available on the websites of university libraries in Maharashtra. The research article is an analysis of library websites or web pages of University Libraries in Maharashtra.

KEYWORDS: World Wide Web (WWW), Library Website, Content Analysis, Website Evaluation, University Library, Web Survey and Maharashtra.

1. INTRODUCTION

The world has seen an explosion in the amount of information available, precipitated in part by the Information Superhighway. Due to the advancement of internet technology academic library have posted their website on the internet. One thing to point out here is the great value the library website in the dissemination of scientific information. Library website is face of university library in online environment. libraries are nowadays using web environment to provide high quality information for their users mostly in digital format, but their most important role lies in numerous and enriched library services. The library website might be the 'single window' for the variety of library services. It is a means of publishing and providing the library sources and services beyond the geographical and time limitations. It is greater responsibility of librarians to develop the content of library website keeping in view to user. Here is attempt has been made to evaluate the content available on websites of university libraries in Maharashtra.

For centuries, social and technological changes have been affecting every profession. During the last two decades, specifically for the last five years, rapid technological development has affected library services as well. National Knowledge Commission (2013) recognized the fact that libraries play an important instrument of change for educational, cultural, social and economic development. Presently the world is undergoing a great deal of transformation due to the applications of Information and Communication Technology (ICT) in the different categories do exist in India. In comparison with the library websites of western countries, the websites of Indian universities / libraries have to be improved considerably.

2. REVIEW OF LITERATURE

There have been number of studies that focus on the library websites and most of the studies are about the performance evaluation and usability of library websites with a little importance given to the content analysis. Nielsen and Tahir (2002) stated that an institution's homepage is its face to the world, its building's lobby, and the company receptionist. Brower (2004) analysed academic health library web sites' contents and navigational elements. These elements included general information about the library, library web site aids and tools, library services, library resources and

navigational metrics through many questions. Michalec (2006) conducted a content analysis of art library web sites. He analysed content, contact details, hours of operations, information about the library collections, the library web page location on the parent organisation web site, and number of clicks required to navigate library information.

Anwarul and Keita (2011) evaluated some selected university websites in Bangladesh from the usability perspectives. They used two online automated tools, namely, html toolbox and webpage analyzer. Tools were used to measure the websites' internal attributes which can not be perceived by the users such as html code errors, download time, and size of the html pages. They concluded that university webmasters should pay more attention to the design and content of the websites to make them more attractive to the user community. Mithosh Joseph (2012) described, "they too took to social networking to teach students" A group of teachers create a virtual classroom where assignments and doubts are 'posted'. When a group of professors in Kozhikode decided to join the fun and launched Social Network Learning (SNL) to interact with students in a virtual classroom. On an exclusive education portal, www.edmodo.com, the SNL covers over 3,000 students in 100 colleges under Calicut University.

Some authors have looked at selected services as links on academic library Web sites. Bao (2000) looked at how academic libraries provide links to commercial databases and remote access to those resources. Coffta and Schoen (2000) examined Web sites from four- and five-year colleges and universities to find out about interlibrary loan policies, contact information, and holdings. Stacy-Bates (2000) examined design characteristics of ready reference and e-mail reference pages from ARL libraries.

3. OBJECTIVE OF THE STUDY

The study carried out with the aim to determine the information content on the website of university libraries in the Maharashtra. However more specific objective of the study were

- To assess the content of library websites of universities in Maharashtra.
- To measure the authenticity, value, currency accessibility of library websites of universities in Maharashtra.
- To find out the services and facilities provided on library websites of universities in Maharashtra.
- To determine the online library services available on websites of university libraries in Maharashtra.

4. METHODOLOGY

There are many and various criteria designed to evaluate the internet resources. But the evaluation of academic library websites is a subject area that has not had a lot of published research. Sampatkumar (2009) has evaluate the IIM library websites on the commonly accepted standards. The present study has been carried out based up on the commonly accepted standards i.e . general information, information about library collection, accuracy, authenticity, online library services, comprehensiveness of information etc. The website content evaluation checklist has been developed based up on criteria defined by Smith, (1997), UC Berkeley - Teaching Library (2007), Johns Hopkins University (Kirk, 1996). Kapoun (1998), D.M. Schoen (2000), Chao (2002).

The study is confined to assess the content available on websites of 10 non agriculture university libraries in Maharashtra. These website are accessed from March, 1 to March, 15, 2018.

The URL of university library websites are below:

- ❖ Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (BAMU) Library website URL: https://www.bamu.net/library/KRC/BAMU_WEB/
- ❖ Swami Ramanand Tirth Marathwada University, Nanded (SRT) Library website URL: <http://www.srtmun.ac.in/Library.aspx>
- ❖ Shivaji University, Kolhapur (SUK) Library website URL: <http://su.digitaluniversity.ac/Content.aspx?ID=68>
- ❖ Savitribai Phule Pune University, Pune (SPU) Library website URL: <http://lib.unipune.ac.in/>
- ❖ Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur (RTU) Library website URL: http://www.nagpuruniversity.org/links/central_library.htm
- ❖ Solapur University, Solapur (SUS) Library website URL: <http://su.digitaluniversity.ac/Content.aspx?ID=68>
- ❖ SNTD women University, Mumbai (SND) Library website URL: <http://sntd.ac.in/university-library/ul-intro.htm>
- ❖ Mumbai University Mumbai (MUM) Library website URL: http://www.mu.ac.in/service_library.html
- ❖ Sant Gadge Baba Amravati University, Amarawati (SGB) Library website URL: <http://www.sgbaulib.com/>
- ❖ North Maharashtra University, Jalgaon (NMU) Library website URL: <http://www.nmu.ac.in/CentralLibrary/AboutUs/AboutLibrary.aspx>

5. ANALYSIS AND INTERPRETATION OF DATA

5.1 General Information

General information posted on the website include university/library logo, photo of the library building, mission statement of library, FAQ, contact, copyright statement, date of update, and hit counter etc. These information has been considered for the evaluation of university library websites.

Table No. 5.1 General information available on website of Libraries

Sr. No.	General Information	BAM	SRT	SUK	SPU	RTU	SUS	SND	MUM	SGM	NMU
1	University/Library Logo	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Library Building Photo	N	N	Y	N	N	N	N	Y	N	Y
3	About University	Y	Y	N	N	N	N	Y	Y	N	Y
4	About Library	Y	Y	Y	Y	Y	Y	N	Y	Y	Y
5	Mission Statement	N	Y	Y	N	N	N	Y	N	N	Y
6	Library hours/holydays	Y	Y	Y	Y	Y	N	Y	N	N	Y
7	Library committee	N	N	N	N	Y	N	N	N	Y	Y
8	Library staff	Y	Y	Y	Y	Y	Y	N	N	Y	Y
9	Membership	Y	Y	Y	Y	Y	N	N	N	Y	N

10	Library rule	Y	Y	Y	Y	Y	N	Y	N	Y	N
11	Library circular	N	N	Y	Y	N	N	N	N	N	N
12	RTI	N	N	N	N	N	N	N	N	N	Y
13	News	Y	N	Y	Y	N	Y	Y	N	N	N
14	FAQ	Y	N	Y	Y	N	Y	Y	N	N	N
15	Contact	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
16	Downloads	Y	N	Y	N	N	N	N	Y	Y	N
17	Copyright statement	N	N	Y	N	N	Y	N	N	N	Y
18	Site map	N	N	Y	N	N	Y	Y	N	N	N
19	Hit counter	N	N	N	Y	N	N	N	N	Y	N
20	Date of update	N	N	Y	Y	N	Y	N	N	N	N

*Y=yes, N=no

Table no.5.1 shows all libraries have been posted the university logo on the website but only one (10%) i.e. North Maharashtra University, Jalgaon has posted the library building photo on the website. Link to university site or information about university has been posted on 5 (50%) on library website whereas information about library has been given on 9 (90%) websites. Only 3 library website provides information of library committee and 8 university libraries posted list of library staff on website. Only 1(10%) library posted detail of RTI. No of 2 (20%) libraries provide library circular and hit counter facility on websites. Library hours and library rules are available on 7 (70%) libraries website.

5.2 Information About library collection

The present study made attempt to examine the availability of library collection. Collection includes books, theses and dissertations, manuscripts, rare collection, journals/magazine, back volume of journal and non-book materials like CDs, DVDs, floppies, microforms etc.

Table No.5.2 Information about the library collection

Sr No.	Information of Library collection	BAM	SRT	SUK	SPU	RTU	SUS	SND	MUM	SGM	NMU
1	Books	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Theses and dissertations	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
4	Manuscript /Rare collection	N	N	Y	Y	Y	N	Y	Y	Y	Y
5	Journal/Magazine	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
6	Back volume of Journal	Y	Y	Y	N	Y	Y	N	N	N	Y
7	Non book material	N	Y	Y	Y	Y	Y	Y	Y	Y	Y

* Y=yes, N=no

Table no.5.2 indicates that, information about book collection , journals /magazines and theses and dissertations are available on all (100%) libraries website whereas, information about non-book materials are provided on website by 9 (90%) university libraries. Information about manuscript/rare book collection and back volume journals has been provided by 7 (70%) and 6 (60%) respectively on the libraries website.

5.3 Information about the offline library services

University library provides in house and offline services and facilities to the user. The attempt has been made to assess the availability of information of these services on the library website.

Table No.5.3 Information about In-house / offline library services

Sr. No.	Information of in house / offline library services	BAM	SRT	SUK	SPU	RTU	SUS	SND	MUM	SGM	NMU
2	Reference service	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	CAS	Y	N	Y	N	N	N	N	Y	Y	Y
4	SDI	N	N	N	N	N	N	N	N	N	N
5	Circulation	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
7	Inter library loan	N	N	Y	Y	Y	Y	Y	Y	Y	Y
9	Document delivery	N	N	N	N	Y	N	N	N	N	N
10	Bibliographic service	Y	N	N	N	N	Y	N	N	Y	N
10	Photocopy service	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

* Y=yes, N=no

Table no.5.3 shows that, content of information on reference service (In house / offline) and photocopy facility and available on all libraries website. Contents about circulation and interlibrary loan facility of libraries is available on 9 (90%) and 8 (8%) respectively on libraries website. whereas only one library provides the contents about the document delivery facility on the website. Information about bibliographic service is available on 3 library websites however. No library website provides the content about SDI on the Website whereas 50% libraries website contains the content about current awareness service.

5.4 Online library services on the website

ICT has been changed the traditional concept of the library. Libraries are providing the digital and online services on the websites. Contents about these online services have been analysed in the present study.

Table No.5.4 Online library services available on website

Sr No.	Online Library Services	BAM	SRT	SUK	SPU	SGB	SUS	SND	MUM	RTU	NMU
1	Web OPAC	Y	N	Y	Y	Y	N	N	N	Y	Y
2	Reference	N	N	N	N	N	N	N	N	Y	N

	service / Ask a librarian										
3	CAS	Y	N	N	N	N	N	N	N	N	Y
4	SDI	N	N	N	N	N	N	N	N	N	N
5	Online document delivery	N	N	N	N	N	N	N	N	N	N
Sr No.	Online Library Services	BAM	SRT	SUK	SPU	SGB	SUS	SND	MUM	RTU	NMU
6	E- journal	Y	Y	Y	Y	Y	N	Y	N	Y	Y
7	E- books	Y	Y	Y	Y	Y	N	Y	N	Y	Y
8	E-databases	Y	Y	Y	Y	Y	N	Y	N	Y	Y
9	Links to open access journals	Y	Y	Y	Y	Y	N	N	N	Y	N
10	Institutional repository	Y	N	N	N	N	N	N	N	Y	Y
11	External search engines	N	Y	Y	N	Y	N	Y	N	Y	N
12	Suggestion	N	N	N	N	N	N	N	N	Y	Y
13	Syllabus	Y	N	N	N	N	N	N	N	N	N
14	Old question papers	N	N	N	N	N	N	N	N	Y	N

Information about the online library services is shown in the table no 5.4 Web OPAC and links to open access journal is provided on the 6 (60%) university libraries website. Total no of 8 (80%) library provides the access /link to e resources (i.e. E books, E Journals, E databases). Only 2 libraries provide the online (email) current awareness service. No library provides the content about online SDI, online document delivery on the website. Only Dr. BAM University provide the syllabus on the website and RTU Nagpur university library provides old question paper on the website.

6. CONCLUSION

Attempt of content analysis of university library websites have been made in the present study. There are number of library services and content can made available on the library website. The present study finds that all libraries have made attempt to reach toward the user through library website. Most of university libraries have posted the basic information on the website. But libraries fail to provide Right to Information on the website. In the context of online library services, access and link to the e-resources are given on the library website however only single library provide the Ask a librarian service to the user on the website. Few libraries provide access to institutional depository through website.

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