Content Analysis of Library Websites of NAAC Accredited 'A' Grade University in Central Zone of India: A Study

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Abstract

Websites of any organization is the effective tool for dissemination of information to its user in the present scenario. The effectiveness of websites is depending on the contents available on websites. The present study is conducted to evaluate and analyze the content of Library Websites of NAAC accredited "A" grade universities in Central Zone of India. Study concludes that maximum library websites are enriching with General library information, eresources and digital services. In this study, it is found that Vikram University Library, Ujjain website is the best library website among NAAC Accredited 'A' Grade University in Central zone of India.

Keywords: Content Analysis, Library Websites, Central Zone, NAAC, Checklist.

1. Introduction

Now days Websites of any organization is a most effective tool to disseminate information to its users. Even, users also obtained their desired information from the websites, without moving here and there. Libraries are also shifting their role from preservation and conservation of resources to being providers of web-access based digital information resources. Libraries are trying to disseminate the variety of information to their users through websites. These websites contains various services including digital reference services; online inter library loan, tutorials, collection, OPAC, rules and regulations, etc. Total numbers of 700+ universities are providing higher education in various disciplines in India. All these universities come under four types like Central University, State University, Deemed to be university and Private University. NAAC accredited 'A' grade university is the best university among these 700+ universities. The libraries of these universities are providing various library services to its user. They provide different library services to its user either offline or online via their own website. Therefore conducting content analysis certainly benefits the university website in general and library websites in particular to develop a sturdy and strong websites, which cater the information need of net users.

2. Content Analysis

Term content deals with the summarize form of chapter division in a books. Content indicates whole chapter's details in heading with page numbers. It shows whole information of chapter in consolidated form. Content analysis is a method of measuring content heading whatever information is given or not on a particular content. Similarly content analysis of websites measures the links of websites. According to **Berelson** "content analysis is a research

technique for the objective, systematic and quantitative description of the manifest content of Communication". It is also defined that content analysis is a research techniques for making replicable and valid inference from data to their context. Content analysis is a kind of subject analysis based on the content available on the websites. University websites are increasingly used for a wide variety of purposes, which is describes earlier. Therefore, there is necessity and desire to know about websites of universities and its libraries. In this context, content analysis study is being conducted.

3. National Assessment and Accreditation Council (NAAC)

The National Assessment and Accreditation Council (NAAC) is an autonomous body established by the University Grants Commission (UGC) of India to assess and accredit institutions of higher education in the country. NAAC was established in 1994 with its headquarters at Bangalore. It is an outcome of the recommendations of the National Policy in Education (1986) which laid special emphasis on upholding the quality of higher education in India. There are 130 universities accredited 'A' grade by NAAC up to 13 April 2016.

4. Objectives of the Study

The study aims to determine the information context on the web portal of libraries of the Universities in Central Zone of India, accredited 'A' grade by NAAC. The following objectives have been set for this study:

- To find out general information available in the library websites of NAAC Accredited 'A' Grade University Central Zone of India.
- To evaluate the contents of the library websites of Universities accredited 'A' grade by NAAC in Central Zone of India with identified criteria.
- To identify the best university library(ies) of Central Zone in terms of better services.
- To find out the availability of services and facilities at the university libraries websites in Central Zone of India.
- To identify the differentiating factors available at the websites in the studied Universities, i.e. Central, State, Deemed and Private.
- To identify, whether the library web portals makes provision for searching information including Web OPAC and feedback form.
- To suggest measures for the improvement of university library websites.
- To suggest the information content of library web portals in academic environment.

5. Research Methodology

This study was carried out in many phase. An Internet based survey was conducted to locate and evaluate the contents of library websites. In the first phase, NAAC accredited "A" grade University list of Central Zone of India is prepared from the authentic source of information, i.e. by browsing www.naac.gov.in, etc. In the second phase, related literature reviewed and check list prepared for the evaluation of the contents of the selected university library websites. In the third phase, the content was evaluated on the basis of prepared checklist of selected library websites and analysis was done semantically. The quantitative rating system 0 and 1 adapted to determine presence of things on library website. If the content Present on websites, the 1 has been taken for evaluation (Yes=1) and 0 means then content not present on websites (No=0). The system of using 0 and 1 makes easy data analysis and provides quantitative result.

6. Data Analysis and Interpretation

On the basis of prepared checklist, Data was collected through Internet surfing and contents of NAAC accredited 'A' grade university library of Central Zone of India are organized and tabulated. Madhya Pradesh and Chhattisgarh are the two states in Central zone having six 'A' grade university. The link of two universities is not open during the period of study. So, the content of these websites are not included in the present study. The qualitative and quantitative outcome of selected university is presented in the following sections.

Table - 1: List of NAAC Accredited 'A' Grade University in Central Zone

S. N.	Name of the University	Abbreviation	Date of 'A' Grade Accreditation
1	Devi Ahilya Vishwvidyalaya, Indore URL: http://www.dauniv.ac.in/	DAV	21-02-2014
2	Dr. Hari Singh Gour Vishwavidyalya, Sagar URL: http://www.dhsgsu.ac.in/	DHSGV	31-03-2007 & 25-06-2015
3	Jiwaji University, Gwalor URL: http://www.jiwaji.edu/	JU	03-03-2015
4	Mahatma Gandhi Chitrakot Gramodya Vishwvidyalya, Chitrakoot, Satna URL: http://www.mgcgvchitrakoot.com/	MGCGV	14-09-2015
5	Vikram University, Ujjain URL: http://vikramuniv.ac.in/	VU	15-11-2015
6	Indrakala Sangeet Vishwavidyalya, Khairagarh, Rajnand Gaon URL: http://www.iksv.ac.in/	IKSV	24-09-2014

Table -1 shows that there are six universities in central zone accredited 'A' grade by NAAC. It also shows its name and number, location, short name of university, URL of university and 'A' grade Accreditation date of university.

Table - 2: Accessibility of Library Websites

S.	Checklist		Na	ame of l	Universit	y		Score	
N.		DAU	DSHG SU	JU	MGC GV	VU	IKSV	(n=4)	%
1	Link on Home page with the name of Library/ Central Library	0	1	1	0	0	1	3	75.0
2	Link Library/Central Library with Public/Intranet	0	0	0	0	0	0	0	0.0
3	Link with Facilities/Central Facilities	1	0	0	1	1	0	3	75.0
4	Link with other Way	0	1		0	0	0	1	25.0
5	Link with image of Library	0	1	0	0	0	0	1	25.0
6	Link library with campus life	0	0	0	0	0	0	0	0.0
	Total Score (06)	1	3	1	1	1	1	Yes=1	No=0

Table -2 depicts that 75% of library webpage is link to the University Home page with the name of Library/Central Library and Link with Facilities/Central Facilities, While 25% of library webpage is linked with image of Library and Link library with other way. Not a single library webpage is linked with Public/Intranet link and link with campus life.

Table - 3: General Library Information

		uoic - 3.	General L		niversity				
S.	General Library		DSHG	ne or o	MGC	<u>'</u>		Score	%
N.	Information	DAU	SU	JU	GV	VU	IKSV	(n=4)	70
1	Library Name		1	0		1	1	3	75.0
	Library Introduction/								
2	About it		1	1		1	1	4	100.0
3	History		1	1		1	1	4	100.0
4	Mission Statement		1	0		1	1	3	75.0
5	Location		1	1		1	1	4	100.0
6	Site Map		0	0		0	0	0	0.0
	Information about								
7	building		1	1		1	0	3	75.0
8	Library Hours		1	1		1	1	4	100.0
	Library Rules &								
9	Regulation	ldy	1	1	ıdy	1	1	4	100.0
10	News and Events	Webpage not open at the time of study	1	1	Webpage not open at the time of study	1	1	4	100.0
11	Membership	of	1	1	of	1	1	4	100.0
12	Library Tour	me	0	0	me	1	0	1	25.0
13	FAQ	e ti	0	0	e ti:	0	0	0	0.0
14	Date of Updating	ţ	0	0	th	0	0	0	0.0
15	Contact Address	n at	1	1	ı at	1	1	4	100.0
16	Feed Back	peı	0	0	peı	0	0	0	0.0
17	Administrative Activity	ot o	0	0	ot o	0	0	0	0.0
18	E-mail	nc a	1	1	nc	1	1	4	100.0
19	Fax No	age	0	0	age	0	0	0	0.0
20	Phone No/Mob No	ф	1	1	dq	1	1	4	100.0
21	Visitor No.	M _Θ	0	0	M _e	0	0	0	0.0
22	Web Counter		0	0]	0	0	0	0.0
23	Floor Plan		0	0		0	0	0	0.0
24	Library Committee		1	0]	0	0	1	25.0
25	Annual Report		0	0]	0	0	0	0.0
26	Staff Directory		1	0]	1	1	3	75.0
	Information about]				
	Departmental Library/								
27	Branch Library		0	0		1	0	1	25.0
28	Property Counter/locker		0	1] [1	0	2	50.0
29	Photo Gallery		0	0] [0	0	0	0.0
30	Know your Library		0	0		0	0	0	0.0
	Total score (30)	0	15	12	0	17	13	Yes=1	No=0

Table - 3 depicts that 100% university library given the information of Library Introduction/About library, History, Location, Library hours, Library Rules and regulation, New and Event, membership, Contact address, E-mail and Phone/Mobile number over their library WebPages. This clearly indicates that nine general library information i.e. Library Introduction/About library, History, Location, Library hours, Library Rules and regulation, New and Event, membership, Contact address, E-mail and Phone/Mob. Numbers are most

informative content that the libraries use. 75% of libraries mention the information about Library Name, Mission Statement, Information about building and Staff directory. Only two libraries i.e. 50% libraries have mentioned the content about Property counter/locker over their website. 25% library has given the information about library tour, Library Committee, and Information about departmental Libraries on their websites. No any websites of Central zone has given the information of about Site map, FAQ, Date of updating, feedback, Administrative activity, Fax No, Visitor no, web counter, Floor Plan Annual Report, Photo Gallery and Know your library.

Table - 4: Information about Library Collection

S.			N	ame of	Universi	ty		Score	
N.	Checklist	DAU	DSHG SU	JU	MGC GV	VU	IKSV	(n=4)	%
1	Books	DAC	1	1	01	1	1	4	100.0
2	Audio/Video/CD/DVD	ıdy	1	1	ıdy	1	1	4	100.0
3	Journal	of study	1	1	at the time of study	1	1	4	100.0
4	Microform	ne o	0	0	ie o	0	1	1	25.0
5	Maps	at the time	0	0	tim	0	0	0	0.0
6	Photographs	the	0	0	the	1	0	1	25.0
7	Dissertations		1	1	n at	1	0	3	75.0
8	Theses	obe	1	1	obe	1	0	3	75.0
9	Projects	Webpage not open	0	0	Webpage not open	0	0	0	0.0
10	Faculty Publications	ge 1	1	1	ge 1	0	1	3	75.0
11	Legal Reports	рра	0	0	bpa	0	0	0	0.0
12	Reports	We	1	0	We	0	0	1	25.0
13	Question paper		0	0		0	0	0	0.0
	Total Score (13)	0	7	6	0	6	5	Yes=1	No=0

It can be seen from the above table that 100% information given by the library websites related to library collection like Books, Audio/Video/CD/DVD and Journals, 75% websites has given the information of Dissertations, Theses and Faculty Publication. 25% library websites of central zone has given the information on Microform, Photographs and Reports. No any University Library Websites gave the information on collection material such as Maps, Projects, Legal reports and Question paper. Dr. Hari Singh Gaur Sagar University (DSHGSU) mentions maximum library collection information over their websites.

Table - 5: Information about Library Services

S.			Na	ame of U	University	y		Score	
N.	Checklist	DAU	DSHG SU	JU	MGC GV	VU	IKSV	(n=4)	%
1	OPAC	at	0	0	at	0	0	0	0.0
2	Self Check-in, Check out)	open study	0	0	open study	0	0	0	0.0
	Document Delivery	ot oj f st			ot oj f st				
3	Service	not e of	0	1	not e of	1	0	2	50.0
4	Reference Service	age 1 time	1	1	age 1 time	1	1	4	100.0
5	Bibliographic service	ebpage the time	0	1	Webpage the time	1	0	2	50.0
6	Reprographic Service	M ←	1	1	W	1	1	4	100.0

7	Indexing Service/CAS/SDI		1	1		1	0	3	75.0
8	Service for Researcher		1	1		0	0	2	50.0
9	training & Guidance		1	0		0	0	1	25.0
10	Anti Plagiarism		1	0		0	0	1	25.0
11	Current addition/New Arrivals		1	1		1	1	4	100.0
12	IT Facilities		1	1		1	1	4	100.0
13	ILL		0	1		1	1	3	75.0
14	Information Desk		1	1		1	1	4	100.0
15	Internet Access Service		1	1		1	1	4	100.0
16	Reading Room		1	1		1	0	3	75.0
17	Renewal of Material		0	1		1	0	2	50.0
18	Fine accrued		1	0		1	1	3	75.0
19	Material reservation		0	0		1	0	1	25.0
20	Ask Librarian/your query		0	0		1	0	1	25.0
21	Book Recommendation Form		0	0		0	0	0	0.0
22	Outsider membership Service		0	0		0	0	0	0.0
23	Printing Facility		1	1		1	0	3	75.0
24	Press Clippings		0	1		0	0	1	25.0
25	Download forms		0	0		1	0	1	25.0
26	Offline search service		0	1		1	0	2	50.0
27	Citation management		0	0		0	0	0	0.0
28	Statistical analysis service		0	0		0	0	0	0.0
29	Institutional Repository		0	0		0	0	0	0.0
	Book Lending (Issue-								
30	Return)		1	1		1	0	3	75.0
	Total Score (30)	0	14	17	0	19	8	Yes=1	No=0

Table - 5 is concerned with information of library services mention on websites of universities in Central Zone of India. It depicts that 100% university of Central Zone of India has mentioned Reference service, Reprographic Service, Current addition/New Arrivals, Information Desk and Internet Access Service over their websites. 75% library websites mentioned the information about Indexing/CAS/SDI, ILL, Reading Room service, Printing Facility and Book lending. 50% libraries gave the information on Bibliographic service, DDS, Renewal of Material and Offline service, while only 25% universities of Central Zone have given the information Training & Guidance, Anti Plagiarism, Material reservation, Ask Librarian, Press Clippings and Download forms on their websites. Service like OPAC, Self check in-Check out, Book Recommendation Form, Outsider Membership, Citation management, statistical analysis and IR has not mentioned by any university of Central Zone of India.

It is presented in the table - 6 that e-resources and digital services available on the university library websites of Central Zone of India. Link of E-Journals is the only service, which is available all the library websites of selected university. 75% library websites of Central Zone have given the information over net about E-Books, Online Database, Subject Gateway and

ETD. Maximum service like Online Seminar, Repository, Single Search window, Remote Access, Trial Access, E-standards, E-Patents, Online Exhibition and Online Catalogue has not been mentioned by any of the university library of Central Zone.

Table - 6: Information about E-Resources and Digital Services

S.				me of U				Score	
N.	Checklist	DAU	DSHG SU	JU	MGC GV	VU	IKS V	(n=4)	%
1	E-Books		1	1		1	0	3	75.0
2	E-Journals		1	1		1	1	4	100.0
3	Online Database		1	1		1	0	3	75.0
4	Online Seminars		0	0		0	0	0	0.0
5	Institutional Repository	udy	0	0	udy	0	0	0	0.0
6	Single Window search	Webpage not open at the time of study	0	0	Webpage not open at the time of study	0	0	0	0.0
7	Remote Access	me (0	0	me (0	0	0	0.0
8	Trial Resources	ne tij	0	0	ne ti	0	0	0	0.0
9	Subject Gateways	at th	1	1	at th	1	0	3	75.0
10	Open Access	pen	1	1	pen		0	2	50.0
11	ETD	lot o	1	1	ot o	1	0	3	75.0
12	E-Standards	ge r	0	0	ge r	0	0	0	0.0
13	E-Patents	eppa	0	0	ebpa	0	0	0	0.0
14	Online Exhibition	×	0	0	We	0	0	0	0.0
15	Online Catalogue		0	0		0	0	0	0.0
16	Data Portal	-	0	1		1	0	2	50.0
17	Bibliographic database		1	0		1	0	2	50.0
18	E-Paper		0	0		1	0	1	25.0
1	Total Score (18)	0	7	7	0	8	1	Yes=1	No=0

Table - 7: Information about Sponsor/ Authority Body

S.	Checklist		Nai	me of U	Iniversity	y		Score	
N.		DAU	DSHG SU	JU	MGC GV	VU	IKSV	(n=4)	%
1	Web development Team	п	1	0	u	0	0	1	25.0
2	Webmaster e-mail	Webpage not open	0	1	open	1	1	3	75.0
3	Purpose	not	0	0	not	0	1	1	25.0
4	Targeted Audience	ge 1	0	0		0	0	0	0.0
5	Website Update Date	рра	0	0	Webpage	0	0	0	0.0
	Spellings and Grammar								
6	error	ary	0	0	ary	0	0	0	0.0
7	Privacy Statement	Library	0	0	Library	1	0	1	25.0
8	Disclaimer Statement	ı	0	0	T	1	0	1	25.0
	Total Score (08)	0	1	1	0	3	2	Yes=1	No=0

Table-7 indicates that 75% library websites provide the information of webmaster e-mail and only 25% of them is provide the information about Web development Team, Purpose, Privacy statement and Disclaimer statement. It is surprising that no any university library of Central Zone has information about Targeted Audience, Website Update Date, Spelling and Grammar Error.

Table - 8: Library on Social Networking

S.	Social Networking Sites	Na	me of the	Library		Score	%
N.	Social Networking Sites	DSHGSU	JU	VU	IKSV	(n=4)	70
1	Facebook page of library	0	1	0	1	2	50.0
2	Twitter	0	0	0	1	1	25.0
3	Blogs	0	0	1	1	2	50.0
4	RSS Feed	0		0	0	0	0.0
5	Instagram	0	0	0	0	0	0.0
6	YouTube	0	0	0	1	1	25.0
7	Linkedin	0	0	0	1	1	25.0
	Total Score (07)	0	1	1	5		

The above table - 8 depicts that 50% library websites mentioned Facebook page library and Blogs. 25% library websites mentioned about Twitter, YouTube and Linkedin, while RSS Feed, and Instagram has not been mentioned by any NAAC accredited 'A' grade university library websites of Central zone of India.

Table - 9: Total Points of NAAC Accredited 'A' grade University Library Websites

S.	Evaluation Criteria	Total	Total Name of University									
N.	Evaluation Criteria	Score	DAU	DSHGSU	JU	MGCGV	VU	IKSV				
1	Accessibility of Library Websites (06)	6	1	3	1	1	1	1				
2	General Library Information (29)	30	-	15	12	-	17	13				
3	Library Collection (13)	13	-	7	6	-	6	5				
4	Library services (30)	30	-	14	17	-	19	8				
5	E-Resources & Digital Services (19)	19	-	7	7	-	8	1				
6	Sponsored Body/ Authorization(08)	8	-	1	1	-	3	2				
7	Social Networking Sites (07)	7	-	0	1	-	1	5				
	G. Total score	113	1	47	45	1	55	35				

Table - 9 clearly shows that all six NAAC accredited 'A' grade university library websites evaluated under seven categories. These are Accessibility of library websites, General Information Library collection, E-resources & Digital services, Sponsored body/Authorization and Social networking sites. Each criteria has several parameter for evaluation of websites. On the basis of these parameter under each category the VU (Vikram University), Ujjain obtained highest score fifty five (55) out of maximum score one hundred and thirteen (113). It secured first ranked among the all six universities of NAAC accredited 'A' grade university in Central Zone of India according to the content available of its library

websites. DHSGSU (Dr. Hari Singh Gaur Sagar University, Sagar) library websites got second rank with score of forty seven (47), while JIWAJI (Jiwaji University, Gwalior) library website secured third rank with score 45. IKSV (Indrakala Sangeet Vishwavidyalya, Khairagarh, Rajnand Gaon) got 4th rank with 35 point. Library webpage of Devi Ahilya Vishwvidyalaya (DAV) and Mahatma Gandhi Chitrakot Gramodya Vishwvidyalya was not properly retrieved at the time of evaluation of websites.

7. Findings

On the basis of predefined checklist, the present study was carried out of Content Analysis of Library Websites of NAAC Accredited 'A' Grade University in Central Zone of India. There are some merits and demerits are found during the data analysis and interpretation. The findings of the study are as under:

- A total number of six university are accredited A grade by NAAC in Central Zone of India up to April 2016.
- Library webpage of Devi Ahilya Vishwvidyalaya (DAV) and Mahatma Gandhi Chitrakot Gramodya Vishwvidyalya was not retrieved properly at the time of evaluation of websites.
- Four university websites URL extension ends with ac.in, while one ends with .edu and another one ends with .com
- Most of library webpage is link to the University Home page with the name of Library/Central Library and Link with Facilities/Central Facilities
- Library Introduction/About library, History, Location, Library hours, Library Rules and regulation, News and Event, membership, Contact address, E-mail and Phone/Mob. Numbers are most informative content that the libraries use.
- Most of the library websites has mentioned the collection of Books, CD/DVD and Journals in their website.
- 100% university of Central Zone of India has mentioned Reference service, Reprographic Service, Current addition/New Arrivals, Information Desk and Internet Access Service over their websites.
- Link of E-Journals is the only service, which is available in all library websites of university situated in the Central Zone of India.
- 75% library websites provide the information of webmaster e-mail.
- Not a single library webpage is linked with Public/Intranet link and link with campus life.
- No any websites of Central zone has given the information of about Site map, FAQ, Date of updating, feedback, Administrative activity, Fax No, Visitor no, web counter, Floor Plan Annual Report, Photo Gallery and Know your library.
- It is surprised that most effective library service OPAC is not used by any NAAC accredited 'A' grade university library of Central Zone.
- Online Seminar, Repository, Single Search window, Remote Access, Trial Access, Estandards, E-Patents, Online Exhibition and Online Catalogue has not been mentioned by any of the university library of Central Zone.
- Vikram University (VU), Ujjain library websites having the most content among the NAAC accredited A grade university in Central Zone of India as per evaluation criteria.
- Indrakala Sangeet Vishwavidyalya, (ISKV) has least content available on their websites.

8. Conclusion

The purpose of the study to know features of library websites of NAAC accredited 'A' grade university situated in Central Zone of India. The content of library websites of universities was evaluated with the help of certain identified criteria. In this study, it is found that Vikrarm University library website is best library websites among the NAAC accredited 'A' grade university within Central Zone. It is conclude that the dissemination of relevant information to its users, library should construct their own website with the maximum content, organized and systematic manner in the standard form with the help of parameters designed time to time for the purpose.

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