

Content Analysis of University Libraries Websites in Maharashtra: A Study

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Abstract

In the present scenario websites of any organization is the very effective tool for dissemination of information to its user. The effectiveness of any websites depends on the content available on that website. The present study is conducted to evaluate and analyze the content analysis of NAAC accredited 'A, A+ and A++' library websites in Maharashtra. Study concludes that maximum library websites are enriching with Information About Library, Contact, E-mail, Books, Journals, Thesis, Dissertation, Audio/Video/CD/DVD, OPAC, Reprographic Service, E-Books, E-Journals. In this study, it is found that Dr. Babasaheb Ambedkar Marathwada University library website is best library websites among the University libraries in Maharashtra.

Keywords: Content Analysis; Library Websites; NAAC; Maharashtra.

INTRODUCTION

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 five 'A, A+ and A++' grade university

is the best university. The libraries of these universities are providing various library services to its user. Those libraries provide different library services to its user either offline or online via their own website. Now a days websites are becoming increasingly important for college as support for teachers, administrators, counselors, students, parents, and the community. They can obtain their desired information from the websites any where, anytime. Researchers are depending on web based resources for their academic and research activities. Many universities trying to disseminate the variety of information to their users through web sites such as digital reference services; online inter library loan, tutorials, library collection, library services, E-Resources, OPAC, rules and regulations, etc. Therefore, conducting content analysis certainly benefits the university website in general and library websites in particular to develop a sturdy and strong website, which cater the information need of net users.

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Content Analysis

Content analysis is a qualitative research tool or technique widely used to analyze content and its features. It is an approach used to quantify qualitative information by sorting data and comparing different pieces of information to summarize it into useful information. 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.

Significance of the study

The study investigates the contents analysis of the five 'A, A+ and A++' grade university library website of state universities of Maharashtra. The library websites of these state universities' help their users provide relevant literature/material/ services and serve as a vital platform for marketing the information products and services of the university libraries.

Objective of the Study

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

1. To find out general information available in the university library websites.
2. To find out the availability of services and facilities at the university libraries websites.
3. To find out the availability of library

collection and E-Resources at the university libraries websites.

4. To identify, whether the library web portal smake provision for Web OPAC.
5. To identify the differentiating factors available at the websites in the studied Universities in Maharashtra.
6. To suggest measures for the improvement of university library websites.

Research Methodology and Scope

The data has been collected through observation from the five websites of the university libraries of India, namely Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Mumbai University, Mumbai, North Maharashtra University, Jalgaon, Savitribai Phule Pune University Pune, Smt. N.D.T. Women's University, Mumbai and Rashtrasant Tukadoji Maharaj Nagpur University. The content was evaluated on the basis of prepared checklist from 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.

Data Analysis and Interpretation

The Table 1 shows the name and year of establishment of the State Universities covered in the present study. It also depicts the different URLs of selected websites of institutions and their libraries. The link of Savitribai Phule Pune

Table 1: State Universities under study

S.no.	Name of the Universities	Est. Year	URL	Library URL	Grade
1	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. (Dr. BAMU)	1958	http://www.bamu.ac.in/	http://www.bamu.ac.in/default.aspx?alias=www.bamu.ac.in/krc	A
2	Mumbai University, Mumbai. (MUM)	1857	https://mu.ac.in/	https://mu.ac.in/archives/courses/library	A++
3	North Maharashtra University, Jalgaon. (NMUJ)	1990	https://nmu.ac.in/en-us/	https://nmu.ac.in/knowledge_resource_center	A
4	Savitribai Phule Pune University Pune (SPPUP)	1949	http://www.unipune.ac.in/	Not Open	A+
5	Smt. N.D.T. Women's University, Mumbai. (SNDTUM)	1916	https://sndt.ac.in/	https://sndt.ac.in/library/	A
6	Rashtrasant Tukadoji Maharaj Nagpur University. (RTMNU)	1923	https://nagpuruniversity.ac.in/	https://nagpuruniversity.ac.in/index.php/Contentpage/index/RS84cHZ1dEVTZnhTWIZZPQ%3D%3D/en	A

University Pune is not open during the period of study. So, the content of these websites is not included in the present study.

General Library Information

Table no. 2 shows general information about library. It can be seen that 100% university library given the information of About library, Library

Staff, Contact us and E-mail. 83.33% university library given the information of Vision and Mission, Library Hours, Quick Links and Phone No. 66.66% university library given the information of Rules and Regulations and Library Committee. 50.00% university library given the information of Membership, FAQ and Photo Gallery. 33.33% given the information of Objectives, Fax No. and Location.

Table 2: General Library Information

General Library Information	Name of the Universities						Score (n=6)	%
	Dr. BAMU	MU	NMU	SPPU	SNDT WU	RTM NU		
About Library	1	1	1		1	1	6	100
Vision & Mission	1	1	1		1	0	5	83.33
Rules & Regulation	1	0	0		1	1	4	66.66
Objectives	1	0	0		1	0	2	33.33
Sections	1	0	0		0	0	1	16.66
Library Hours	1	0	1		1	1	5	83.33
Membership	1	0	0		1	1	3	50.00
Library Committee	1	1	0		0	1	4	66.66
Floor Plan	1	0	0		0	0	1	16.66
News and Events	1	0	0		0	0	1	16.66
Staff	1	1	1		1	1	6	100
Feed Back	1	0	0		0	0	1	16.66
Annual Report	0	0	1		0	0	1	16.66
Visitor No.	0	0	0		0	0	0	00
FAQ	1	0	0		1	1	3	50.00
Quick Link	1	1	1		1	1	5	83.33
Contact us	1	1	1		1	1	6	100
E-mail	1	1	1		1	1	6	100
Phone No.	1	1	1		1	1	5	83.33
Fax No	1	1	0		0	0	2	33.33
Location	0	0	0		1	1	2	33.33
Site Map	0	0	0		0	1	1	16.66
Photo Gallery	1	1	1		0	0	3	50.00
	19	10	10	0	13	13	Yes=1	No=0

Webpage not open at the time of study

16.66% university library given the information of Library Section, Floor Plan, News and Events, Feed Back, Annual Report and Site Maps. No any websites Visitor no.

Information About Library Collection

It can be seen from the table no. 3 that 100%

information given by the library websites related to library collection like Books, Journals, Thesis, Dissertation and Audio/Video/CD/DVD. 66.66% information given related to Manuscript. 50% information given related to Projects and Reports. 33.33% information given related to Faculty Publication and 16.66% information given related

Table 3: Information about Library Collection

Checklist	Name of the Universities						Score (n=6)	%
	Dr. BAMU	MU	NMU	SPPU	SNDT WU	RTM NU		
Books	1	1	1	Webpage not open at the time of study	1	1	6	100
Journals	1	1	1		1	1	6	100
Thesis	1	1	1		1	1	6	100
Dissertation	1	1	1		1	1	6	100
Project	1	0	1		1	0	3	50
Faculty Publication	1	0	0		1	0	2	33.33
Maps	0	0	0		0	0	0	00
Question Papers	0	0	0		1	0	1	16.66
Report	1	0	1		1	0	3	50
Manuscript	1	1	0		1	1	4	66.66
Audio/Video/CD/DVD	1	1	1		1	1	6	100
	9	6	7		10	7	Yes=1	No=0

to Question Papers. No any University Library Websites gave the information about Maps.

Information about Library Services

Table 5 is concerned with information of library services. It depicts that 100% library websites mentioned the information about OPAC and Reprographic Services. 83.33% library websites mentioned the information about Reference Services, Internet Access Service, Reading Room,

Book Lending (Issue Return) and News Paper Clippings. 66.66% library websites mentioned the information Regarding the Bibliographic Services, Anti Plagiarism, New Arrivals, Institutional Repository and Library Orientation. 50% library websites mentioned the information about the Indexing Services/CAS/SDI and IT facilities. 33.33 mentioned the information about the Ask Librarian and 16.66 mentioned the information about the

Table 5: Information about Library Services

Checklist	Name of the Universities						Score (n=6)	%
	Dr. BAMU	MU	NMU	SPPU	SNDTWU	RTMNU		
OPAC	1	1	1	Webpage not open at the time of study	1	1	6	100
Reference Service	1	0	1		1	1	5	83.33
Bibliographic service	0	0	1		1	1	4	66.66
Reprographic Service	1	1	1		1	1	6	100
Indexing Service/ CAS/SDI	1	0	1		0	1	3	50.00
Departmental Loan	1	0	0		0	0	1	16.66
Document Delivery Service	1	0	0		0	0	1	16.66
Service for Researcher	1	0	0		0	0	1	16.66
Anti Plagiarism	1	1	1		0	0	4	66.66
New Arrivals	1	1	1		0	1	4	66.66
Internet Access Service	1	1	1		1	1	5	83.33

Table cont....

Reading Room	1	1	1	Webpage not open at the time of study	1	1	5	83.33
Institutional Repository	1	1	1		1	0	4	66.66
Book Lending (Issue-Return)	1	1	1		1	1	5	83.33
The Non-book material	1	0	0		1	0	2	33.33
News Paper Clippings	1	1	0		1	1	5	83.33
IT Facilities	1	0	1		1	0	3	50.00
Photocopying services	1	0	0		0	0	1	16.66
Library Orientation	1	1	1		0	1	4	66.66
Reservation book	0	0	0		0	0	0	00
Ask Librarian/your query	1	0	0		1	0	2	33.33
Outsider membership Service	0	0	0		0	0	0	00
	19	10	13		00	12	11	Yes=1

Departmental Loan, Document Delivery Service, Service for Researcher and Photocopying services. No any University Library Websites gave the information about Reservation book and Out sider membership Service.

Information about E-Resources and Digital Services

It is presented in the table no. 6 that e-resources and digital services available on the university library websites. It depicts that 100% library websites mentioned the information about E-Books and E-Journals. 83.33 mentioned the information about E-Database. 66.66% mentioned the information about IR and ETD. 50% mentioned the information about Bibliographic database and

Table 6: Information about E-Resources and Digital Services

General Library Information	Name of the Universities						Score (n=6)	%
	Dr. BAMU	MU	NMU	SPPU	SNDT WU	RTM NU		
E-Books	1	1	1	Webpage not open at the time of study	1	1	6	100.00
E-Journals	1	1	1		1	1	6	100.00
E-Database	1	1	1		1	1	5	83.33
Online Seminars	0	0	0		0	0	0	00.00
IR	1	1	1		1	0	4	66.66
Remote Access	1	0	0		1	0	2	33.33
Subject Gateways	1	0	0		1	0	2	33.33
Open Access	1	0	0		1	0	2	33.33
ETD	1	1	1		1	0	4	66.66
E-Patents	0	0	1		0	0	1	16.66
Online Exhibition	1	0	1		0	0	2	33.33
Online Catalogue	0	0	1		1	1	4	66.66
Data Portal	1	0	1		0	0	2	33.33
Bibliographic database	1	0	1		0	0	3	50.00
E-Paper	1	0	1		0	0	3	50.00
	12	5	11		00	9	4	Yes = 1

E-Paper. 33.33% mentioned the information about Remote Access, Subject Gateways, Open Access, Online Exhibition and Data Portal and 16.66% mentioned the information about E-Patents. No any University Library Websites gave the information about Online Seminars.

Findings

On the basis of predefined checklist, the present study was carried out of content analysis of library websites of NAAC Accredited five 'A, A+ and A++' grade state university in Maharashtra. There are some merits and demerits are found during the data analysis and interpretation. The findings of the study are as under:

1. A total numbers of five unversities are accredited 'A, A+ and A++' grade by NAAC in Maharashtra State.
2. Savitribai Phule Pune University Pune (SPPUP) was not retrieved properly at the time of evaluation of websites.
3. Most of libraries web page is link to the University Home page with the name of Knowledge Resource Center, Central Library and Link with Facilities.
4. About library, Objectives, 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 used.
5. Most of the library websites has mentioned Library Collection such as Books, Journals, Thesis, Dissertation and CD/DVD in their website.
6. 100% universities have mentioned OPAC and Reprographic Service. 83.33% universities have mentioned Reference Service, Internet Access Service, Reading Room, Book Lending (Issue Return), News Paper Clippings.

7. 100% library websites mentioned the information about E-Books and E-Journals. 83.33% mentioned the information about E-Database. 66.66% mentioned the information about IR and ETD.
8. Online Seminar, Outsider Membership, Maps and Visitor No. has not been mentioned by any of the university libraries.

CONCLUSION

The purpose of the study to know features of library websites of NAAC accredited five 'A, A+ and A++' grade state universities situated in Maharashtra. The content of library websites of universities was evaluated with the help of certain identified criteria. In this study, it is found that Dr. Babasaheb Ambedkar Marathwada University library website is best library websites among the NAAC accredited universities. It is concluded 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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