

# Content Analysis of Library Websites of Institute of National Importance: A Critical Analysis

Geeta Girish Gadhavi<sup>1</sup>

Associate Professor and I/C Head, Department of Library and Information Science, Gujarat University,  
Ahmedabad, India<sup>1</sup>

**ABSTRACT:** The present paper focuses on the content analysis of library websites of institutes of national importance in Gujarat. There are 08 such institutes in Gujarat which are considered for the investigation. Various aspects related to the content of library website are examined; such as about the library, collection, services, online resources, use of technology especially social networking sites etc. Library website assists library users to satisfy their information need 24/7.

**KEYWORDS:** Content Analysis, Library Websites, Institutes of National Importance

## I. INTRODUCTION

The innovation in technology had a huge impact on libraries in the present era. It is very essential for libraries to assume emerging technologies as well as trends for providing qualitative services to the patrons with the noble intention of satisfying their information needs. The library website is a most important place where anybody can get the fundamental image of the library. Library websites are a leading window to access library resources and amenities. It is the best place where the user can access academic as well as scholarly information. The development and usage of online resources, cumulative its significance and the current generation is highly reliant on electronic resources like- journals, e-books, and e- databases. The core objective of libraries is to provide desired information to patrons and fulfil their information needs of users. This study is an attempt to examine the content accessibility of information which is available on library websites of institutes of national importance in Gujarat.

## II. LITERATURE REVIEW

**Sheikh, A. (2017)** led a study to evaluate the usability of an academic library website from the user's perspective. COMSATS Institute of Information Technology is an instrument of the study. Outcomes divulge that patrons are generally fulfilled through the utility, accessibility, scheme, and eminence of CIIT library website. Furthermore, the patrons are frequently using library website for retrieving research papers via the Higher Education Commission (HEC) digital library, discovering free online open access journals, searching for e-books and exploratory the library collection through online public access catalogue (OPAC). It means that the library website has a substantial role in the informative deeds of the CIIT community. **Savitha, K S (2016)** conducted the study of content accessible in Deemed University Library websites of Karnataka state. Some major highlighted findings of the study are 100% of deemed university library websites give primary information about the library, its collection, its services, and e-resources. 44% of deemed universities use social networking sites. **Mehta, J. and Trivedi, M. (2015)** was conducted a study on 45 library websites of central universities in India. The study revealed the feature accessible on the websites express several characteristics of library information. **Haridasan, S. & Uwesh, M. (2014)** conducted the study to recognize the content existing on the library website. It may assist to improve the present sites to deliver rich and significant information to the library patrons. 13 university library websites had been selected for the study. General information, nature of links, collection, services, social networking sites, and application of web 2.0

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

Vol. 6, Issue 8, August 2017

technology were being evaluated by the investor in the study. Major outcomes of the study were quick access of pages, graphics on academic library and currency which were the unique features of the library website. **Leila June Rod-Welch (2012)** led a study to examine 125 research libraries in North America to recognize the use and integration of social networking sites on their library website. The outcomes reveal that majority of library use and integration of social networking sites at the bottom of their library website. **Aharon, N. (2012)** conducted a study to examine academic library websites in the years 2000 and 2010. The result of study discloses that the content of academic library websites in the years 2000 and 2010 has greatly transformed over the ten years which shows the increasing usage of e-resources and emerging technology with the core aim of facilitating library users. **Kannappanavar, B. U. et.al. (2011)** studied the content of engineering colleges Library Web sites. It covered a useful information and design of the library of engineering colleges in Tumkur district. The website is the robust instrument to put out the information regarding the happenings of the organization.

### III. OBJECTIVES

The objectives of the investigation are as follows:

- To recognize the number of operational Library Websites of Institutes of National Importance in Gujarat
- To examine the accessibility of primary content in the Library websites with supportive tools
- To identify the Library collections, Library services and links to other resources
- To recognize the type of content and features made accessible on websites
- To recognize the social network sites provided by Library Websites of Institutes of National Importance in Gujarat

### IV. SCOPE OF THE INVESTIGATION

The investigation is limited to evaluate the content of 08 Library Websites of Institutes of National Importance in Gujarat. There are more than 50 universities in the Gujarat state, but for the said study all these universities have not been considered for the investigation. The investigation simply verified the existence and the nonexistence of the content features rather ranking or analysing library websites.

### V. SIGNIFICANCE OF THE INVESTIGATION

The library is the heart of any institution that nurtured and flourished the community of the institutions in terms of knowledge and skills. The investigation attempts to examine the contents of library websites of Institutes of National Importance in Gujarat and its support to the universal knowledge. The outcomes of this investigation will support to demonstrate the inclusive content, coverage and the characteristics of library websites in Institutes of National Importance in Gujarat

### VI. DATA ANALYSIS

#### Institutes of National Importance in Gujarat

Table 1 indicates the number of Institutes of National Importance in Gujarat along with location, abbreviations and URL address. Following 08 Institutes of National Importance in Gujarat are considered for the investigation.

**Table-1: List of institutes of National Importance in Gujarat**

Sr. No	Name of the University	Location	Acronym	URL
1.	Indian Institute of Management, Ahmedabad	Ahmedabad	IIMA	<a href="https://www.iima.ac.in/">https://www.iima.ac.in/</a>
2.	Indian Institute of Technology, Gandhinagar	Gandhinagar	IITGN	<a href="http://www.iitgn.ac.in/">www.iitgn.ac.in/</a>
3.	Sardar Vallabhbhai National Institute of Technology, Surat	Surat	SVNIT	<a href="http://www.svnit.ac.in/">www.svnit.ac.in/</a>
4.	National Institute of Design, Ahmedabad	Ahmedabad	NID	<a href="http://www.nid.edu/">http://www.nid.edu/</a>
5.	Institute of Rural Management, Anand	Anand	IRMA	<a href="https://www.irma.ac.in/">https://www.irma.ac.in/</a>
6.	Physical Research Laboratory, Ahmedabad	Ahmedabad	PRL	<a href="https://www.prl.res.in/">https://www.prl.res.in/</a>
7.	Plasma Research Institute, Gandhinagar	Gandhinagar	IPR	<a href="http://www.ipr.res.in/">www.ipr.res.in/</a>
8.	Mudra Institute of Communications, Ahmedabad	Ahmedabad	MICA	<a href="https://www.mica.ac.in/">https://www.mica.ac.in/</a>

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

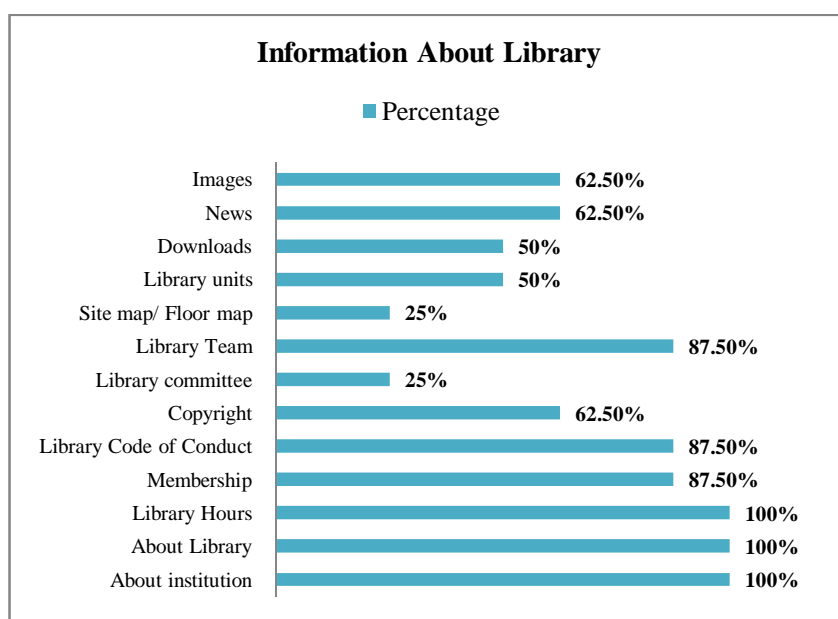
Vol. 6, Issue 8, August 2017

Table 2 discloses the basic information about the library websites of institutes of National Importance in Gujarat, in which all most all library websites were given information about institution, about library & library hours (100%), information about Membership, Library Code of Conduct & Library Team (87.5%) respectively.

**Table-2: Primary information about the library on library website of institutes of National Importance in Gujarat**

Library Information	IIMA	IITGN	SVNIT	NID	IRMA	PRL	IPR	MICA	Percentage
About institution	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
About Library	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Library Hours	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Membership	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	87.5 %
Library Code of Conduct	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	87.5 %
Copyright	Yes	Yes	No	Yes	No	No	Yes	Yes	62.5 %
Library Committee	Yes	No	No	No	No	No	Yes	No	25 %
Library Team	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	87.5 %
Site map/ Floor map	No	Yes	No	No	No	No	Yes	No	25 %
Library units	Yes	Yes	No	No	No	Yes	Yes	No	50 %
Downloads	Yes	Yes	No	No	No	Yes	Yes	No	50 %
News	Yes	Yes	No	No	Yes	Yes	Yes	No	62.5 %
Images	Yes	Yes	No	No	No	Yes	Yes	Yes	62.5 %
Domain	ac.in	ac.in	ac.in	.edu	ac.in	res.in	res.in	ac.in	

Information about copyright, news and images (62.5%), library units and downloads (50%), Library Committee, Site map and Floor plan (25%) is also given respectively. Five institute library websites have ac.in extension whereas two institute's library websites have res.in extension. Only National Institute of Design has .edu domain. (Figure 1)



**Figure 1**

## International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

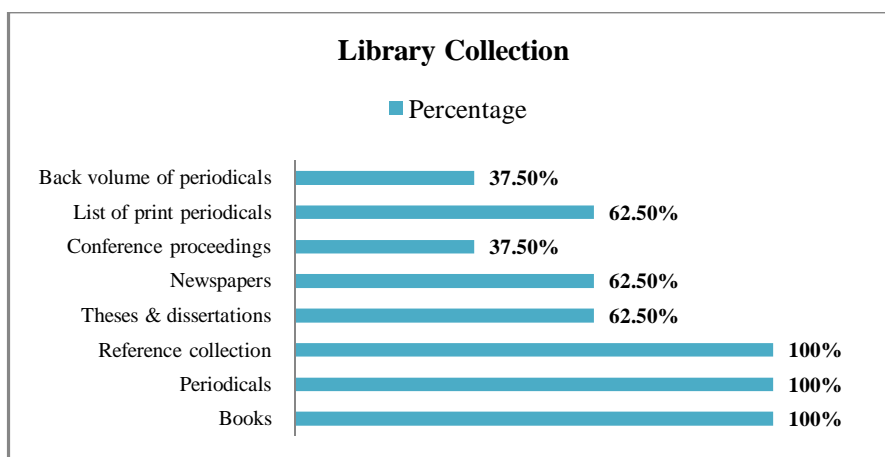
Vol. 6, Issue 8, August 2017

Table No: 3 reveals the basic information about library collections of the institutes of National Importance in Gujarat. 100% of library websites are providing information about books, periodicals, and reference collection.

**Table-3: Library collections of Institutes of National Importance’s library websites**

Library Collection	IIMA	IITGN	SVNIT	NID	IRMA	PRL	IPR	MICA	Percentage
<b>Books</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
<b>Periodicals</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
<b>Reference Collection</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
<b>Theses &amp; Dissertations</b>	Yes	Yes	No	No	No	Yes	Yes	Yes	62.5 %
<b>Newspapers</b>	Yes	Yes	No	No	Yes	Yes	No	Yes	62.5 %
<b>Conference Proceedings</b>	Yes	Yes	No	No	No	No	Yes	No	37.5 %
<b>List of Print Periodicals</b>	Yes	Yes	Yes	No	No	Yes	No	Yes	62.5 %
<b>Back Volume of Periodicals</b>	Yes	No	No	No	No	Yes	Yes	No	37.5 %

62.5% of libraries had information about Theses & dissertations, Newspapers and List of print periodicals. 37.5 % of libraries are providing information regarding conference proceedings and back volumes of periodicals. (Figure 2)



**Figure 2**

Table 4 shows information regarding library services of Institutes of National Importance in Gujarat. 100% of the library providing information regarding access to online resources, circulation, reading rooms and reference service. 87.5% of library provide information of current awareness service.

## International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

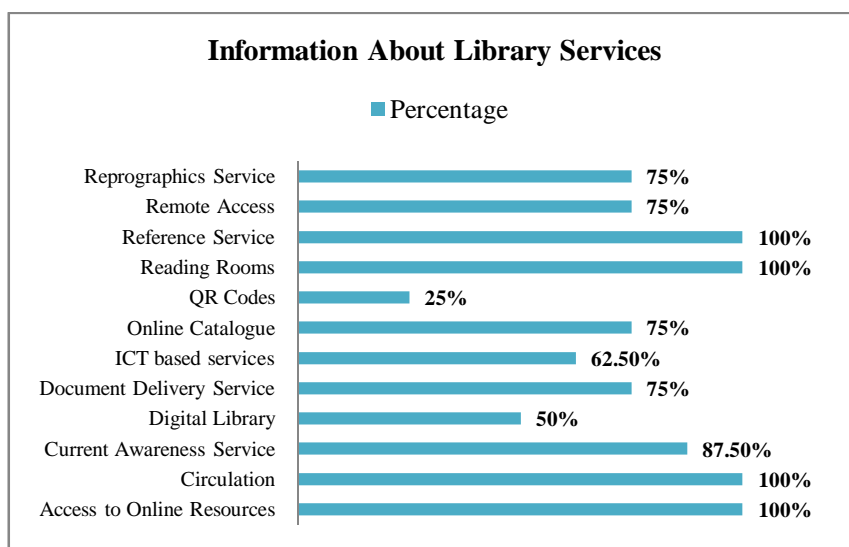
Website: [www.ijirset.com](http://www.ijirset.com)

Vol. 6, Issue 8, August 2017

**Table-4: Library services of Institutes of National Importance's Library websites**

Library Services	IIMA	IITGN	SVNIT	NID	IRMA	PRL	IPR	MICA	Percentage
Access to Online Resources	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Circulation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Current Awareness Service	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	87.5 %
Digital library	Yes	Yes	No	No	No	Yes	Yes	No	50 %
Document Delivery Service	Yes	Yes	No	Yes	No	Yes	Yes	Yes	75 %
ICT Based Services	Yes	Yes	No	No	No	Yes	Yes	Yes	62.5 %
Online Catalogue	Yes	Yes	No	Yes	Yes	Yes	Yes	No	75 %
QR Codes	Yes	Yes	No	No	No	No	No	No	25 %
Reading Rooms	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Reference Service	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
Remote Access	Yes	Yes	No	Yes	No	Yes	Yes	Yes	75 %
Reprographics Service	Yes	Yes	Yes	No	Yes	Yes	Yes	No	75 %

75 % of the library providing information regarding online catalogue, Document Delivery Service, remote access and Reprographics service respectively. 62.5% of libraries having the internet ICT based library services. 50% of libraries having the digital library. 25% libraries having QR codes. (Figure 3)



**Figure 3**

## International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

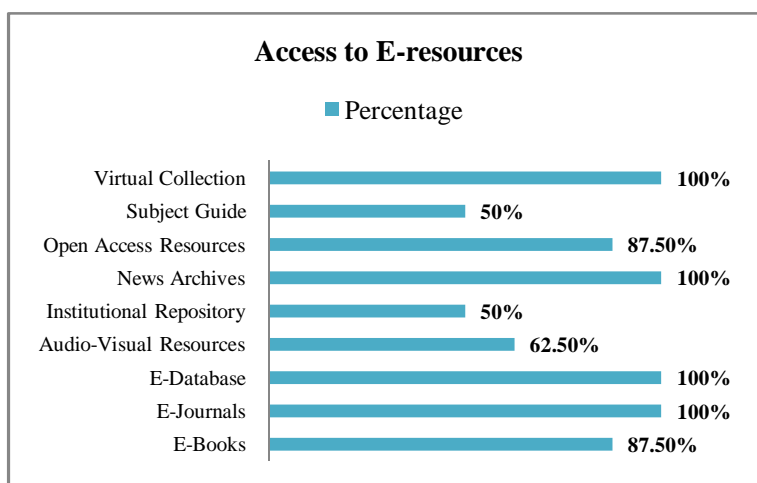
Vol. 6, Issue 8, August 2017

Table 5 shows information regarding access to electronic resources in libraries of institutes of National Importance in Gujarat. 100% of the library providing information regarding e-journals, e-database, news archives and virtual collection.

**Table-5: Access to electronic resources**

E-resources	IIMA	IITGN	SVNIT	NID	IRMA	PRL	IPR	MICA	Percentage
<b>E-Books</b>	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	87.5 %
<b>E-Journals</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
<b>E-Database</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100 %
<b>Audio-Visual Resources</b>	Yes	Yes	No	No	Yes	Yes	Yes	No	62.5 %
<b>Institutional Repository</b>	Yes	Yes	No	No	No	Yes	Yes	No	50 %
<b>News Archives</b>	Yes	Yes	No	No	Yes	Yes	Yes	Yes	100 %
<b>Open Access Resources</b>	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	87.5 %
<b>Subject Guide</b>	Yes	Yes	No	No	No	Yes	Yes	No	50 %
<b>Virtual Collection</b>	Yes	Yes	No	No	No	Yes	Yes	Yes	100 %

87.5% of library provide information of e-books and open access resources. 62.5% of the library providing information regarding audio-visual resources. 50% of libraries had institutional repository and subject guide. (Figure 4)



**Figure 4**

Table 6 shows the information regarding the use of social network sites in libraries of institutes of National Importance in Gujarat. 12.5% of the library providing information regarding Facebook, Twitter, Blog, and You Tube. Flickr is not used by any library.

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

Vol. 6, Issue 8, August 2017

**Table-6: Brief Idea about the use of social network sites**

Social Networking Sites	IIMA	IITGN	SVNIT	NID	IRMA	PRL	IPR	MICA	Percentage
Facebook	Yes	No	No	No	No	No	No	No	12.5%
Twitter	Yes	No	No	No	No	No	No	No	12.5%
Blog	No	No	No	No	No	Yes	No	No	12.5%
Flickr	No	No	No	No	No	No	No	No	0%
You tube	Yes	No	No	No	No	No	No	No	12.5%

## VII. OUTCOMES

After the investigation, the researcher find out some interesting outcomes which are mentioned below:

- 100% library websites of institutes of national importance are having information about the Institute.
- 87.5% institutes of national importance having information about library website & library hours.
- 87% of libraries provide information about books, periodicals, and reference collection on their library website.
- 87.5% of the library providing information regarding Online Resources, Circulation, Reading rooms and Reference service on their library website. It is found that 75% of libraries have provided information of current awareness service and information about online catalog on their website.
- From website considering for the study; 87.5% of websites have shared information about subscribed E-Journals and E-Database.
- 12.5% of the libraries are providing information regarding Facebook, Twitter, Blog, and You Tube access.
- Use of Discovery Tools, Plagiarism Software, Ask a Librarian and many more technological tools are the unique features in the libraries.

## VIII. CONCLUSION

The library website is the best platform to showcase and market the library. It is a virtual treat for the patron to know, understand and get familiar with the library, its resources, and facilities. In the era of technology, online resources and ICT based services are essential tools for facilitating library users' information need with the assistance of 24/7. This paper shows analysed information of library websites of various institutes of National importance situated in Gujarat. At the end of this study it is found that the content arrangement of website of libraries of the institutes is very easy to access, clarity in content, websites are more informative and user-friendly.

## REFERENCES

- (1) Sheikh, "Evaluating the usability of COMSATS Institute of Information Technology library website: a case study", The Electronic Library, vol. 35, no. 1, pp. 121–136, 2017. <https://doi.org/10.1108/EL-08-2015-0149>
- (2) U. Kannappanavar, M. Jayaprakash & M. M. Bachalapur, "Content analysis of engineering college library websites", 2011. Retrieved from <http://digitalcommons.unl.edu/libphilprac/673/>
- (3) Wentz, P. T. Jaeger & J. C. Bertot, "Accessibility for persons with disabilities and the inclusive future of libraries", Bingley: Emerald, 2015.
- (4) A. George, "Usability testing and design of a library website: an iterative approach", OCLC Systems & Services: International Digital Library Perspectives, vol. 21, no. 3, pp. 167–180, 2005. <https://doi.org/10.1108/10650750510612371>
- (5) C. Bhagat, "Best practice in developing academic libraries with the perspective of an era of ICT: a study of AU Central Library, Ahmedabad University", In 11th CALIBER 2017: re-envisioning role of libraries transforming scholarly communication, pp. 558–559. Chennai: INFLIBNET, 2017.
- (6) C. Bhagat, R. Kanani & R. Thakor. "Information Seeking Behaviour of Faculty Members of School of Engineering & Applied Science in Ahmedabad University", In LIBRARIANS' DAY - 2017: 125th Birth Anniversary of Dr. S. R. Ranganathan on August 12, 2017: Adani Institute of Infrastructure, pp. 230–244. Delhi: M/s. Bookwell Publishers, 2017.
- (7) Houghton, "Building an academic library website: experiences at De Montfort University", The program, vol. 34, no.3, pp. 269–280, 2000. <https://doi.org/10.1108/EUM000000006934>
- (8) IIMA, Indian Institute of Management Ahmedabad, 2017. <https://www.iima.ac.in/> (accessed August 22, 2017).
- (9) IIT Gandhinagar, Indian Institute of Technology Gandhinagar, 2017. [www.iitgn.ac.in/](http://www.iitgn.ac.in/) (accessed August 22, 2017).

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Website: [www.ijirset.com](http://www.ijirset.com)

Vol. 6, Issue 8, August 2017

- (10) IPR, Institute for Plasma Research, 2017. [www.ipr.res.in/](http://www.ipr.res.in/) (accessed August 24, 2017).
- (11) IRMA, Institute of Rural Management Anand, 2013. <https://www.irma.ac.in/> (accessed August 22, 2017).
- (12) K. Mahmood & J. V. Richardson, "Adoption of Web 2.0 in US academic libraries: a survey of ARL library websites", *The program*, vol. 45, no. 4, pp. 365–375, 2011. <https://doi.org/10.1108/00330331111182085>
- (13) K. S. Savitha, "Content analysis of deemed university library websites of Karnataka state: a study", *International Journal of Digital Library Services (IJODLS)*, vol. 6, no. 1, pp. 87–93, 2016.
- (14) L. Billingham, "Improving academic library website accessibility for people with disabilities", *Library Management*, vol. 35, no. 8/9, pp. 565–581, 2014. <https://doi.org/10.1108/LM-11-2013-0107>
- (15) L. June Rod-Welch, "Incorporation and visibility of reference and social networking tools on ARL member libraries' websites", *Reference Services Review*, vol. 40, no. 1, pp. 138–171, 2012. <https://doi.org/10.1108/00907321211203694>
- (16) M. Madhusudhan & V. Nagabhushanam, "Web-based library services in university libraries in India: an analysis of librarians' perspective", *The Electronic Library*, vol. 30, no. 5, pp. 569–588, 2012. <https://doi.org/10.1108/02640471211275657>
- (17) MICA, Mudra Institute of Communications, Ahmedabad, 2017. <https://www.mica.ac.in/> (accessed August 23, 2017).
- (18) N. Aharony, "An analysis of American academic libraries' websites: 2000-2010". *The Electronic Library*, vol. 30, no. 6, pp. 764–776. <https://doi.org/10.1108/02640471211282091>
- (19) NID, National Institute of Design, 2015. <http://www.nid.edu/> (accessed August 22, 2017).
- (20) PRL, Physical Research Laboratory, 2017. <https://www.prl.res.in/> (accessed August 23, 2017).
- (21) S. Deng & Y. Zhang, "User perceptions of social questions and answer websites for library reference services: a content analysis", *The Electronic Library*, vol. 33, no. 3, pp. 386–399, 2015. <https://doi.org/10.1108/EL-12-2013-0213>
- (22) S. Haridasan & M. Uwesh, "Content analysis of central university library websites in India: a study". *Journal of Information*, vol. 1, no. 2, pp. 59–71, 2014.
- (23) S. Kumar & M. S. Mir, "Content analysis of central universities library websites of the central region of India: a survey". Retrieved from <http://www.ijstr.org/final-print/june2017/Content-Analysis-Of-Central-Universities-Library-Websites-Of-Central-Region-Of-India-A-Survey.pdf>
- (24) S. Pareek, D. K. Gupta, "Academic library websites in Rajasthan: an analysis of content", 2013. Retrieved from <http://digitalcommons.unl.edu/libphilprac/913/>
- (25) SVNIT, Sardar Vallabhbhai National Institute of Technology, Surat, 2017. [www.svnit.ac.in/](http://www.svnit.ac.in/) (accessed August 22, 2017).
- (26) V. K. J. Jeevan & P. Padhi, "Preparedness for personalizing content in IIT libraries", *The Electronic Library*, vol. 24, no. 5, pp. 680–693, 2006. <https://doi.org/10.1108/02640470610707277>