Content Analysis of Library Websites of NIRF Ranked Open Universities in India

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Abstract

Web based tools and services plays a vital role in information gathering and information transfer. Today, Website is the powerful medium for information gathering and information dissemination to global user. The design, Content management, and easy accessibility of website increase its popularity and productivity. The present study was carried out on content analysis of NIRF Ranked three Open University library websites of India on the basis of prescribed checklist parameters. The results of the study will helps to know the status of the websites and also it helps to further improvement and make necessary changes in open university websites/webpages.

Keywords: Content analysis, Web Analysis, Library websites, NIRF Ranking, Open University

Introduction

The use of internet based web technologies makes tremendous changes in digital world. Internet based modern technologies helps in transforming, information sharing and dissemination of text, audio visual content anywhere in globe and it also effects on the information need of user. Today, website acts as one of the most important mode of marketing and effective tools to promote the services of any educational organization. For the educational institutions and organizations it plays an important role in providing various services effectively to user. Website is the powerful medium for information exchange to global user. For any organization and institutions the design and development of website helps in increasing their popularity and productivity. Website help in providing basic general information, information of services and facilities successfully. It also helps to access library resources, like e-books, e-journals, e-databases and other digital resources of library with up to date information within a time from any access point.

Now a day's most of the educational institutions and universities design their website by using various web technologies and published their institutional information on the website. Due to vast coverage and easy access websites are very popular and easier mode of information dissemination and access. All categories of user can easily access the website from any location as per their need. For educational organization and universities the content displayed on the website is plays a very important role for their accessibility and functionality. Hence proper evaluation and assessment of the website is essential for their verification about accuracy and reliability.

Review of Literature:

Several studies have been conducted on topic of content analysis of library websites, library portals, and content analysis of university library websites. Kumar, Yadav (2020) conducted a study of ten university library portal of NIRF ranked Indian universities using checklist for the library general information, physical collection, e-resources, information on library services. Finding shows that six library portals score the average rates which mean most of the portals lacking the user oriented basic information on their portals. Pandey, Bhaw (2020) evaluated 22 Central and State University Library Websites in Bihar. Study show that the near about fifty percent of library websites provides information of library services on their library website. Beura (2021) conducted a study on content analysis of NIRF ranked universities in India showing that all the universities required to develop their independent separate website with visitor counter and also mentioning the information of collections, online access and integration of social networking sites. Barman, Dhiru (2021) discussed analysis of Ranking of Library Websites of Agricultural University in India and it is found that 100% of the library websites provide information of Library and Book, Print Journals, Reference Sources, Back Volumes, Newspapers and Thesis. Kumar, Mir (2017) analyzed the content of central universities library websites of central region of India. it founds that all central university libraries having information about collection, services, and non book materials. Nilesh, Kumar and Shilpi,

Verma (2018) has conducted a study on content analysis of library websites of NAAC accredited 'A' Grade university in central zone of India. It is found that all websites provides the information of Reference, Reprographic Service, Current addition/New Arrivals, Information Desk and Internet Access Service and collection of books and Journals on their websites.

Scope and Limitations of the study

The present study based on the content available in the library websites of open universities of India. This study is limited to the top three Indian open universities ranked in the National Ranking Framework (NIRF) listed in India in the year 2024. The scope of the present study is limited to only three open universities in India which have their functional library websites/webpages.

The selected universities with their location, establishment year and position in NIRF 2024 ranking list mention on the Table -1

Table-1: List of NIRF Ranked 2024 Open Universities

Sr. No.	University	State	Establishment	NIRF Ranking 2024
1	Indira Gandhi National Open University (IGNOU)	**New Delhi**	1985	1
2	Netaji Subhash Open University **Kolkata**	West Bengal	1997	2
3	Dr. Babasaheb Ambedkar Open University, **Ahmedabad**	Gujarat	1994	3

Table-2: List of Parent website URL and Library URL

Sr. No.	University	Website URL	Library URL
1	Indira Gandhi National Open University (IGNOU)	http://www.ignou.ac.in/	http://www.ignou.ac.in/ignou/about ignou/division/ldd/introduction
2	Netaji Subhash Open University (NSOU)	https://www.wbnsou.ac.in/index.shtml	https://www.wbnsou.ac.in/library_services/public_library.shtml
3	Dr. Babasaheb Ambedkar Open University (BAOU)	https://baou.edu.in/home	https://baou.edu.in/library-and-documentation-vivekanand-library

Objectives of the Study

The main objectives of the present study are

* To analyze the web content of library website of NIRF ranked open universities of India
* To find out the diversity of domain and accessibility pattern of university library website
* To examine the type of content provided by the selected University library websites
* To know the general information of university library available in library websites
* To know the availability of library services and collection in university library websites
* To know the available e-resources in the selected library websites

Research Methodology

For the study, survey and observation method have been applied for the data collection from selected NIRF ranked Open University library websites in India. The NIRF ranking list of top open universities taken from the NIRF website which is published in the https://nirfindia.org website for the year 2024. For the data collection the checklist is prepared on the basis of previous studies using review of literature. The study tries to evaluate the content of library websites of open universities of India as per the selected checklist parameters. The presence and absence of particular checklist points in a library website was represented by using √for Yes and x for No respectively. Further the collected data has been analyzed and obtain result on the basis of observations.

Data Analysis and Interpretation

Classification of Website by Domain Extension

Table-3 shows the classification of domain extensions used in open university websites URL. Out of three 66.66% means two university websites have .ac.in domain extensions and one university i.e. BAOU open university uses .edu.in domain extension for their website.

Table-3: Classification of Website by Domain Extension

Sr. no.	Domain Extension	No. of Universities	Percentage
1	.ac.in	2	66.66%
2	.edu.in	1	33.33%

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Accessibility of Library Website

Table-4 revels that 66.67% of the open university websites provides library page link under the about, division, or other menu of website and one open university library have direct Link of library webpage on Parent Home Page.

Table-4: Accessibility of Library Website

Sr. No.	Accessibility of Library Website/WebPages	IGNOU	NSOU	BAOU	Frequency	Percentage
1	Direct Link on Parent Home Page	X	√	X	1	33.33%
2	Link under About, Divisions or other menu etc.	√	X	√	2	66.67%
	Total	01	01	01		

Website Language

Table-5 revels that the 33.33% of the library websites using only English language in their website similarly one university library website uses both English and Hindi language in their website while one open university i.e. NSOU website have more than two language facility in their website.

Table-5: Website language

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	English only	X	X	√	1	33.33%
2	English & Hindi	√	X	X	1	33.33%
3	More than two Language	X	√	X	1	33.33%
		01	01	01		

General Library Information

The Table-6 shows the results about General Library information provided by the open university library website/WebPages. It is found that 100% university library gives the information about library, library services, Library Staff, Membership and their contact details. 66.66% library provides the information of Library hours, Library committee and photo gallery while 33.33% libraries provide information of library rules, News/Notice and FAQ in their library WebPages.

Table-6: General Library Information

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	About Library	√	√	√	3	100%
2	Mission/Vision/Objectives	√	√	√	3	100%
3	Library Hours	X	√	√	2	66.66%
4	Library Services	√	√	√	3	100%
5	Library Rules	√	X	X	1	33.33%
6	Library Staff	√	√	√	3	100%
7	Membership	√	√	√	3	100%
8	News/ Notice	X	√	X	1	33.33%
9	Library Committee	√	√	X	2	66.66%
10	FAQ	√	X	X	1	33.33%
11	Photo Gallery	√	√	X	2	66.66%
12	Contact Details	√	√	√	3	100%
	Total	12	10	07		

Note: For Yes (√) and for No (X)

Information about Library Collection

Table-7 shows that 100% university library gives the information about library Books, and Journals. From the study it is found that 66.66% websites gives the information of Thesis/Dissertations and Reports/Manuals whereas only 33.33% means only IGNOU library includes the information of Microfilm, Microfiches, Maps, Bound Journals, Pamphlets, Course Material, Newspapers and Magazines in their library webpage.

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Table-7: Information about Library Collection

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	Books	√	√	√	3	100%
2	Journals	√	√	√	3	100%
3	Thesis/Dissertations	√	√	**X**	2	66.66%
4	Reports /Manuals	√	√	**X**	2	66.66%
5	Microfilm	√	**X**	**X**	1	33.33%
6	Microfiches	√	**X**	**X**	1	33.33%
7	Maps	√	**X**	**X**	1	33.33%
8	Bound Journals	√	**X**	**X**	1	33.33%
9	Pamphlets	√	**X**	**X**	1	33.33%
10	Course Material	√	**X**	**X**	1	33.33%
11	Newspapers	√	**X**	**X**	1	33.33%
12	Magazines	√	**X**	**X**	1	33.33%
	Total	**12**	**04**	**02**		

Information about Library Services

Table-8 shows the Information about Library Services on NIRF ranked open university library websites/webpages in India. Study shows that 100% websites mentioned the information of services like OPAC/Web OPAC, Book Lending Service and Reading Room services. 66.66% library includes the information of Reference service, Reprographic Service, Remote Access and Anti Plagiarism Check Service. 33.33% libraries gives the information of Scanning Service, Retrieval Service and Inter Library Loan Service in their library web pages.

Table-8: Information about Library Services

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	OPAC/WebOPAC	√	√	√	3	100%
2	Reference Service	√	√	X	2	66.66%
3	Reprographic Service	√	√	X	2	66.66%
4	Book Lending Service	√	√	√	3	100%
5	Reading Room Service	√	√	√	3	100%
6	Scanning Services	X	√	X	1	33.33%
7	Information Retrieval Service	X	√	X	1	33.33%
8	Inter Library Loan Service	X	√	X	1	33.33%
9	Online Remote Access	√	√	X	2	66.66%
10	Anti Plagiarism Check Services	√	**X**	√	2	66.66%
	Total	**07**	**10**	**04**		

Information about E-Resources

From Table-9 it is observed that 100% NIRF ranked open universities provides information such as E-Books and E-journal. 66.66% library provides the information of E-resources such as E- Database, OER and E-Question papers while 33.33% libraries mentioned information about CD-ROMs, Institutional Repositories (IR), Remote Access, Online Catalogue and E-library in their website.

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Table-9: Information about E-Resources

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	E-Books	√	√	√	3	100%
2	E-Journals	√	√	√	3	100%
3	E-Database	√	X	√	2	66.66%
4	CD-ROMs	√	X	X	1	33.33%
5	Institutional Repository (IR)	X	X	√	1	33.33%
6	Remote Access	√	X	X	1	33.33%
7	Online Catalogue	X	√	X	1	33.33%
8	OER	√	X	√	2	66.66%
9	E-Question Papers	√	X	√	2	66.66%
10	E-Library	X	√	X	1	33.33%
	Total	**07**	**04**	**06**		

Special Tools and Features in website

Table-10 shows the integration of special tools in NIRF Ranked open university library WebPages. 66.66% library websites having special tools like Font Size Resizer, Screen Reader, Google Search Box and Date of update while only one open university library website provides the site map facility in their library webpage.

Table-10: Special Tools and Features in website

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	Font Resize Tools	√	√	X	2	66.66%
2	Screen Reader Tool	√	√	X	2	66.66%
3	Date of Update	√	X	√	2	66.66%
4	Google Search Box	√	√	X	2	66.66%
5	Site Map	√	X	X	1	33.33%
	Total	**05**	**03**	**01**		

Integration of Social Networking Sites

Table-11 gives the integration of social networking site in open university websites. 100% university library webpages integrating with facebook, Twitter. 66.66% libraries integrating YouTube while 33.33% library websites have Instagram and Telegram facility in their university library website.

Table-11: Use of Social Networking Sites

Sr. No.	Features	IGNOU	NSOU	BAOU	Total	Percentage
1	Face book	√	√	√	3	100%
2	Twitter	√	√	√	3	100%
3	You tube	X	√	√	2	66.66%
4	Instagram	X	X	√	1	33.33%
5	Telegram	X	X	√	1	33.33%
	Total	**02**	**03**	**05**		

Findings

- 66.66% NIRF ranked open university library websites having .ac.in domain extensions while BAOU library have.edu.in extension for their website.
- 66.67% open Universities provides library webpage link under about, division and other menu
- 33.33 library website uses English, English and Hindi and more than two languages in their website.
- 100% university library website gives the information about library, library services, and their contact details
- 100% open university library websites provides the information about library collection of library Books, Journal and only 66.66% library website give information of Thesis/Dissertation and Reports/manuals.
- 100% open university library website gives the information of services like OPAC/WebOPAC Book Lending (Issue-Return) and Reading Room service while 66.66% library gives the information of reference Service, Reprographic service.
- 100% university library website gives the information about E-Books and e-journals
- 66.66% websites using special tools and features in their website

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◆ 100% websites having integration with facebook and twitter

Conclusion

In the present study content analysis of library websites of top open universities in India which is ranked in NIRF 2024 have been evaluated and analyzed. Out of three all the open universities provides basic general information on their website. All selected open universities websites having special tools with social networking site integration in their WebPages. IGNOU library webpages satisfy all the checklist point including basic information of library, library collection and library services but library website of BAOU not providing proper information about these parameters. NSOU library website needs to mention information on e-resources while IGNOU library website showing lack of integration of popular social networking sites like YouTube, Instagram and Telegram on their website. These websites can be improving their functionality by using these findings and by mentioning the content as per the user requirement.

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