

Content Analysis of Indian Institute of Management Library Websites: An Analytical Study

B T Sampath Kumar K R Prithvi raj A Sadashiv Naik Raghavendra Reddy

Abstract

Academic libraries have to provide very flexible services focused more on individualized and distant contact with their clients. To answer new demands they not only have to move their services and resources to the Web but also should consider the different cultural and educational backgrounds of library users. In this context this article tries to analyze and compare the contents and usability of six Indian Institute Management library Web sites and presents conclusions regarding the basic functions they perform. Library Web sites were evaluated according to a detailed checklist prepared specially for this purpose.

Keywords: Library Web Site, Content Analysis

1. Introduction

Today people around the globe are accessing internet for day to day affairs such as inter-personal communication (e-mail), search of desired information, search of jobs, access to e-journals, academic organizations etc. Hence the presence of internet became mandatory for all organizations and all the organizations have understood the importance of their own Website or home page which would reflect all the activities of the concerned organizations. Some organizations and institutions are designing and developing their own Web sites. It has been observed that despite the effort made by the in house expert or out side agency, most of the Websites are not updated regularly. At the same time the quality of content and information of the Web sites are also not up to the mark [1].

The library Web site might be able to function as sort of “electronic signpost” to address a number of problems in the existing provision of information

services, by means of publicizing the library and its services beyond its historical user base and immediate geographical catchments area; providing considerably enhanced access to library services and other electronic sources from home for staff during their working day; providing a window to selected, quality-filtered information geared to the specific offering an effective, customized means of access to the large variety of electronic journals which the library provides; and making available internal resources and products [2]. It is a greater responsibility on the part of library managers as a Web content managers in the internet world to be more meticulous in providing the information on the library Web sites keeping in view of the user community. In this context here an attempt has been made to evaluate the content of IIM libraries Web sites based on criteria for evaluation of library Website suggested by significant authors.

2. Objectives of the study:

The study aims to determine the information content on the library Web pages of Bangalore,



7th International CALIBER-2009,
Pondicherry University, Puducherry, February 25-27, 2009
© INFLIBNET Centre, Ahmedabad

Ahmedabad, Lucknow, Kozhikod, Kolkatta, and Indore Indian Institute of Managements for better accessibility and use. More specifically, the study aims

- ◆ To assess the content of IIM library Websites.
- ◆ To know the existing facilities provided in the Websites of IIM libraries.
- ◆ To measure the aesthetic value, accuracy, currency, accessibility and user friendliness.
- ◆ To assess the relevancy and quality of graphics, animations which used in the selected libraries Websites?

3. Methodology

There are many and various examples of checklists designed to evaluate Internet resources, but there are only a few regarding academic library Web sites. In fact, there are no commonly accepted standards or even sets of criteria for evaluating such Web sites [3]. A checklist was designed to evaluate the content of the Web sites on the basis of this theoretical analysis of possible roles of IIM library Web sites on the basis of previous evaluations of such Web sites by Christen Love and John Feather, 1998 [4]; Helge Clausen, 1999[5]; Jess Tobin and Martin Kesselman, 1999 [6]; Ebenezer, 2001 [7]; Spool, 2001[8]; Remigiusz sapa, 2005 [9] and Susan, 2008 [10]. At this stage of developing the checklist, the broad areas regarding the content were defined and many specific features and elements composing these areas were identified. Previous studies of Chrine Love & John Feather, 1998 [11]; Dickstein & Mills 2000 [12]; Coffta, M., DM. Schoen. 2000 [13]; Battleson, et al 2001 [14]; Chao, H. 2002 [15]; Kupersmith 2003 [16] were very useful for preparing a comprehensive check foe evaluation of

Library Websites. The study is confined to evaluate the content of 6 IIMs library Websites viz, Kolkatta, Bangalore, Indore, Kozhikod, Lucknow and Ahmedabad. The URLs of Library Website are listed below:

- a. Indian Institute of Management Bangalore, Bangalore (IIMB) –
<http://www.iimb.ernet.in/iimb/html/m-frames.jsp? ilink=7&pname=aboutiimb-lib-ourlibrary.jsp?w from=doc>
- b. Indian Institute of Management Ahmedabad, Ahmedabad (IIMA) –
<http://www.iimahd.ernet.in/library/vslib/index.htm>
- c. Indian Institute of Management Lucknow, Lucknow IIML) –
<http://www.iiml.ac.in/library.html>
- d. Indian Institute of Management Kozhikod, Kozhikod (IIMK)–
<http://www.iimk.ac.in/libportal/index.htm>
- e. Indian Institute of Management Kolkatta, Kolkatta – (IIMKO)
<http://library.iimcal.ac.in/>
- f. Indian Institute of Management Indore, Indore – (IIMI)
<http://www.iimidr.ac.in/iimi/pages/institute/iimi-library.php>

4. Analysis and Interpretation of Data

A. General Information:

The general information about library includes mission, statement of the library, working hours, library rules, sections, committee and other information. It also includes authority, copyright, domain name, Webmaster and aesthetic features of the site.

Table -1: General Information available in Website of IIM

General Information	IIM-B	IIM-A	IIM-L	IIM-K	IIM-KO	IIM-I
About institution	Y	N	Y	Y	Y	Y
About library	Y	Y	Y	Y	Y	Y
Mission statement	N	Y	Y	Y	Y	Y
Working hours/holidays	Y	Y	Y	Y	Y	N
Membership	N	Y	Y	Y	Y	Y
Library rules	N	Y	Y	Y	Y	Y
Copy right	N	Y	Y	N	Y	Y
Library committee	N	Y	N	N	N	N
Library staff	N	Y	Y	N	Y	N
Site map/Floor map	Y	Y	Y	Y	Y	Y
Library sections	N	Y	N	N	Y	N
Webmaster	N	Y	Y	N	N	N
Authority	N	Y	Y	Y	Y	Y
Domain name	ernet.in	ernet.in	ac.in	ac.in	ac.in	ac.in
Copy right holder	N	Y	Y	N	Y	Y
Graphics	1	N	2	2	2	2
Quality	1	2	2	2	2	2
Audio & Video	Y	Y	Y	Y	Y	N
Back ground color	2	2	2	2	2	2
Information organization	1	2	3	2	2	2
Hit counter	N	N	N	N	Y	N
Date of update	N	N	Y	N	Y	Y

Note: Y=Yes, N=No, 1= Average, 2= Good, 3= Best.

Table-1 clearly shows the general information available on IIM's Library Websites. All the Websites have information about library and site map. In case of IIM Lucknow and IIM Ahmedabad, the information about the institution and Webmaster is available, and only IIM Kolkatta has provided Hit counter facility where as Ahmedabad library Webpage has information about library committee.

B. Information about Library Collection:

Encyclopedia of Library and Information Science says "Library collection is the sum total of library materials, books, manuscripts, serials, government documents, pam-plats, catalogues, reports, recordings, microfilms reel, micro cards and microfiche, CD's etc., that make up the holding of a particular library". The present study made an attempt to examine the availability of information about library collection on the Websites of respective IIM's and the data is presented in table-2.

Table-2: Information about Library Collection of IIM Information

Library Collection	IIM-B	IIM-A	IIM-L	IIM-K	IIM-KO	IIM-I
Books	Y	Y	Y	Y	Y	Y
Journals	Y	Y	Y	Y	Y	Y
Reference sources	Y	Y	Y	N	Y	N
Reports	Y	Y	N	Y	Y	N
Theses	N	Y	N	Y	Y	N
News paper	N	Y	Y	N	N	N
General maxine's	N	Y	Y	N	N	N
Conference proceedings	Y	N	N	Y	Y	N
Annual report	Y	N	N	N	Y	N

Government publication	Y	N	N	N	Y	N
List of print journals	N	Y	Y	Y	Y	N
Back volume of Journals	Y	Y	Y	Y	Y	N
Ongoing projects & Future plans	N	N	N	Y	Y	Y
Monographs	N	Y	N	Y	N	N

Information about library collection is presented in table-2. All the library Websites under study have information on books, journals, reference sources and back volume of journals. In case of IIM Ahmedabad and IIM Kolkatta the information about monographs has been mentioned.

C. Information about Library Services:

Library service describes the facilities provided by a library for the use of book and dissemination of information. Library and documentation service relating to two areas, which are largely document oriented, have also been shaping in a way, which has now given them distinct status. The table-3 illustrates the information available about the library services. All the IIM's library Websites have information on library services viz., Web OPAC, database access, digital library, ILL and reference service etc.,. Only IIM Ahmedabad has facilitated abstracting service. IIM Lucknow library Website has provided more services as compared to IIM Kozhikod and IIM Bangalore. IIM Kozhikod library Website has facility of video view.

Table-3: Information about Library Services of IIM

Library services	IIM-B	IIM-A	IIM-L	IIM-K	IIM-KO	IIM-I
CD service	Y	Y	Y	N	Y	Y
Web OPAC & Facilities	N	Y	Y	Y	Y	Y
Translation	N	Y	N	N	N	N
Video view	N	N	N	Y	N	N
ILL	Y	Y	Y	Y	Y	Y
CAS	N	N	Y	N	N	Y
DDS	Y	Y	N	N	N	N
Database access	Y	Y	Y	Y	Y	Y
Internet based services	N	N	Y	Y	N	Y
Online off line doc delivery	N	N	Y	N	N	N
Reference Service/Desk E-Mail queries	Y	Y	Y	Y	Y	Y
SMS queries	N	N	Y	N	N	N
Indexing service	Y	Y	N	N	N	N
Abstracting service	N	Y	N	N	N	N
Bibliographic service	Y	Y	N	N	N	
Reprographic service	Y	Y	Y	Y	Y	Y
Digital library	N	Y	Y	Y	Y	Y
Reference service	Y	Y	Y	Y	Y	Y
Circulation	N	Y	Y	N	Y	N

Note: Y=Yes, N=No

D. Information about Non Book Materials and E-Resources

The term non-book material used for those library materials, which do not come within the definition of a book, periodical, or pamphlet and which requires special holding e.g., audio-visual materials, vertical file materials and similar items and have been not individually catalogued. The data on Non-book materials and e-resources availability is presented in table-4. All IIM's library Websites have provided the information on non-book materials and e-resources. In case of IIM Kozhikod the information on institutional repository and new archives are given. IIM Kozhikod has provided more information on non-book material and e-resources as compared to other IIM's library Website.

Table-4: Non Book Materials and E-Resources of IIM

E-resources	IIM-B	IIM-A	IIM-L	IIM-K	IIM-KO	IIM-I
E-Books	N	Y	N	Y	Y	Y
E-Journals	Y	Y	Y	Y	Y	Y
List E-Journals	Y	Y	Y	Y	Y	Y
E-Database	Y	Y	Y	N	Y	Y
CD-ROM Database	N	Y	Y	Y	Y	Y
Non-Book Material	Y	Y	Y	Y	Y	Y
CD	Y	Y	Y	Y	Y	Y
Video Cassettes	Y	Y	Y	Y	Y	Y
DVD's	Y	N	N	N	N	N
Institutional Repository	N	N	N	Y	N	N
INDEST	N	Y	Y	Y	N	N
New Archives	N	N	N	Y	N	N

Note: Y=Yes, N=No.

E. Links, Search and Retrieval Interface

Table-5 clearly indicates the links, search and retrieval interface facility available on the IIM's library Websites. All most all library Websites have given contacts, FAQ's and feed back. IIM Lucknow library Website has more links, search and retrieval interface where as IIM Ahmedabad library Website has very less information about links, search and retrievals interface.

Table-5: Links, Search and Retrieval Interface of IIM

Dimension	IIM-B	IIM-A	IIM-L	IIM-K	IIM-KO	IIM-I
Downloads	N	N	Y	Y	N	Y
News	N	Y	Y	N	Y	Y
Suggestion box	Y	N	Y	N	Y	Y
FAQS	N	Y	N	Y	Y	Y
Images	Y	Y	Y	Y	N	Y
Contacts	Y	Y	Y	Y	Y	Y
Links to External Search Engines / Gateway	N	Y	Y	N	N	N
User Education, Instruction, Help	N	Y	Y	Y	N	N

Note: Y=Yes, N=No.

5. Findings of the Study

The major findings of the study are:

- ◆ The results of the study clearly show that all library Websites have information about library and site map. Only in case of IIM Lucknow, the information about Webmaster is available, and only IIM Kolkatta has provided Hit counter

facility. IIM Ahmedabad library Website has information about library committee. Only IIM Bangalore has not provided information about their mission statement.

- ◆ It is also found from the study that all the library Websites have information on books, journals, reference sources and back volume of journals available in their Website. Only IIM Ahmedabad and IIM Kolkatta provided the information about monographs has been mentioned. In case of IIM Kolkatta and IIM Bangalore has provided the information about annual report.
- ◆ It is evident from the study that all the IIM's library Websites have information on library services viz., Web OPAC, database access, digital library, ILL and reference service etc.,. Only IIM Ahmedabad has facilitated abstracting service. IIM Lucknow library Website has provided more services as compared to IIM Kozhikod and IIM Bangalore. IIM Kozhikod library Web site has video view facility.
- ◆ Study clearly indicates that all IIM's library Websites have provided the information on non-book materials and e-resources. In case of IIM Kozhikode the information on institutional repository and new archives are given. IIM Kozhikode has provided more information on non-book material and e-resources as compared to other IIM's library Website.
- ◆ This study results clearly indicate all most all library Websites have given contact address; FAQ's and feed back facilities. IIM Lucknow library Website has more links, search and retrieval interface. Where as IIM Ahmedabad has very less links, search and retrievals interface.

6. Recommendation and Conclusion:

Based on the findings of the study, in this section an attempt has been made to suggest a few recommendations, which will help to creator or designer of the Website to make library Website more interactive, attractive and workable. It will also be helpful to the user of the library Web site to evaluate its content, quality of information, design, structure, and organization of information. The present study made the following recommendations for improvement of library Websites.

- ◆ The study result shows that majority of library Websites have not mentioned the 'Webmaster' in their home page. Since the Webmaster is one of the important components of the library Website, it is necessary to provide Webmaster information to know the person who has created the Website.
- ◆ Date of updating shows the currency of information available on the Web page. The present study result shows that there are few library Websites have mentioned the date of publication. So it is very essential to mention the date of updation in the library Web site.
- ◆ Only two library Web sites have 'hit counter' facility. The hitcounter shows the popularity of Web page. There fore it is necessary to provide hit counter facility in the home page.
- ◆ Majority of library Websites have not mentioned the information on online document delivery and also question paper archives since previous year question papers are very helpful to the students, it is recommended to facilitate above mentioned services.

7. Conclusion

In present study, content management and usability of IIM library Websites have been examined. Though there is a growing number of ways and means of contacting users and showing the library's services, the library Website should always be the main starting-point for searches and the one virtual "entrance" to the library. The main criteria for quality for a library Website can be summarized thus adequate language; clear structure; options for different user groups; all information up-to-date and short, concise information. The best preparation for creating a Website is for library staff to spend some time by surfing the Websites of similar libraries or organizations. This activity will give the staff an indication of what works and what does not, what is interesting to the online visitor and what is not pleasant to use. The library authority also needs to be identifying the skilled manpower and form a Web team who will be responsible to present library to the global community through WWW.

References

1. **Bhattacharjee** et al., (2006). Quality control Issues for design, development and maintenance of Web sites. In Dynamic Interoperable Web based information systems. 4th International Convention CALIBER-2006, February 2-4, 2006. 13-22.
2. **Palmer, Katherine** (1999). Signposts to information for community mental health works: A research project funded by the south and west health care libraries unit. Bournemouth: Bournemouth university library and information services.
3. **Chao, H.** (2002). Assessing the quality of academic libraries on the Web: the development and testing criteria. *Library & Information Science Research* 24: 169–194.
4. **Christine Love and John Feather** (1998). Special Collection on the World Wide Web: a survey and evaluation, **Journal of Librarianship and Information Science**; 30(4).
5. **Helge Clausen.** Evaluation of Library Websites: The Danish case, **The Electronic Library**. vol. 17 (2) Apr1999 pp 83-84
6. **Jess Tobin and Martin Kesselman.** Evaluation of Web Based Instruction Program, 65th IFLA conference proceeding held at Bangkok. Thailand. Aug.20-Aug.28,1999
7. **Ebenezer, Catherine** (2001). Usability evaluation of the South London and Maudsle. Available at NHS Trust Library Web site <http://slamlibrary.xiy.net> (Accessed on 13th May 2005)
8. **Spool, Jared M** (2001). The usability of usability. Available at <http://www.webword.com/interviews/spool2.html> (Accessed on 24th July 2004).
9. **Remigiusz Sapa** (2005). The Role of Academic and Polish Academic Library Websites: Comparative study. *Libri*. vol. 55; pp 1-5
10. **Gardner, Susan J., John Eric Juricek, and F. Grace Xu** (2008):. "An Analysis of Academic Library Web Pages for Faculty." **The Journal of Academic Librarianship** 34.1 :16-24.

- 11. Christine Love and John Feather** (1998). Op sit
- 12. Dickstein, R., V. Mills.** (2000). Usability testing at the University of Arizona Library: How to let the users in on the design. *Information Technology and Libraries* 19: 144–150
- 13. Coffta, M., DM. Schoen.** (2000). Academic library Web sites as a source of interlibrary loan lending information – a survey of four- and five-year colleges and universities. *Library Resources and Technical Services* 44(4): 196–200.
- 14. Battleson, B., A. Booth, J. Weintrop.** (2001). Usability testing of an academic library Web site: A case study. *Journal of Academic Librarianship* 27(3): 188–198
- 15. Chao, H.** (2002). Op sit.
- 16. Kupersmith, J.** (2003). Library terms evaluated in usability tests and other studies. URL: <http://www.jkup.net/terms-studies.html>

About Authors

Dr. B T Sampath Kumar, Lecturer, DLIS,
Kuvempu University Jnana Sahyadri, Shimoga,
Karnataka - 577451
E-mail: sampathbt_2001@rediffmail.com

Mr. K R Prithvi raj, DLIS, Kuvempu University
Jnana Sahyadri, Shimoga, Karnataka - 577451

Mr. A Sadashiv Naik, DLIS, Kuvempu
University Jnana Sahyadri, Shimoga, Karnataka -
577451

Mr. Raghavendra Reddy, DLIS, Kuvempu
University Jnana Sahyadri, Shimoga, Karnataka -
577451