

Content Analysis of Library Websites of Colleges of North Kamrup (Rural) Area: A Study

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ABSTRACT

Websites of Library is the most effective tool for dissemination of information to its user. The effectiveness of websites is dependent on the contents of the websites. The purpose of this study was to find out the basic information available on the websites and also analyse the content which is reflected in the library websites of 14 colleges of North Kamrup (Rural) area. A checklist was prepared to collect the information of the library websites of the colleges. From the study it can be stated that all the 14 college has their library websites but they are trying to utilise web technology but most of them need to develop their library websites. At the end of the paper some suggestions are made for better design and development of library websites.

Keywords: Content Analysis, Library website, North Kamrup.

1. Introduction:

Library is the centre of the intellectual life of any educational institute. It has sources of information available at all times for reference. A well-established library is essential for any academic institution. An academic library supports teaching, learning, research and extension of the parent institution. To fulfil aims and objectives of an institution and meet the expectations of users it is necessary to modernize the library. Today society is based on modern technology. Libraries are also not exception. They are also using latest technology in providing their services. Using website for library is more helpful in providing library related information to the users. Library website is the mirror of a library. It provides information about the library, library services, library collection, library timing, library staff and all the information of the library.

Content analysis is a qualitative research tool or technique widely used to analyse 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. The content and its presentation plays an important role in increasing the usability of the library. Analysis of the contents of library websites from time to time not only keeps the quality of websites at high standards but also updated information to the users.

2. Objectives of the study:

The objectives of the study are-

1. To analyse the contents of the library websites of the selected college libraries.
2. To find out the basic information, collection, facilities and services available on the library websites
3. To compare the library websites of the selected colleges.

4. To find out the e-resources of the libraries.
5. To provide some suggestions for the improvement of library websites.

3. Scope of the study:

The present study tries to cover the library websites of the colleges of North Kamrup (Rural) Area. Under this area there are 14 number of colleges.

4. Literature review:

Yumnam, Gyanajeet and Singh, Ch. Ibohal (2021) in their paper “Content analysis of library websites of central universities of North East India published in Indian journal of library Science and Information Science, Vol.6, No.1 analysed the contents of the nine central university library websites of the North East India. This paper helps website developers, and administrators better understand the current state of these university websites so that they may provide more informative, up-to-date information, authentic information, user-friendly, and dynamic methods to users based on their needs.

C.A., Ambika and P., Ganesan (2021) in their paper "Central university library websites in India: Web content analysis" published Library Philosophy and Practice (e-journal). 5405 analysed contents of thirteen central university library websites in India using 29 standard checklists. Analysis revealed that variations are found in the websites and the librarians have to put more efforts to standardize it on par with other international library websites.

Arandhara, Ramyajyoti (2021) in his paper “Content Analysis of Library websites of four selected Universities of Assam: A Comparative Study” published in Library Philosophy and Practice (e-journal). 6059. The author analysed the content which is reflected in the websites of four University libraries of Assam. Through this paper want to know about the esteemed four libraries and their Collections and services which are shown in the websites of these four libraries.

Rahman, Azizur and Batcha, M. Sadik (2020) in their paper “Content analysis of Library websites of select colleges of Delhi University: A study published in DESIDOC Journal of Library & Information technology, Vol.40, No.4, July analysed the accessibility, accuracy, currency and user-friendliness in ten selected library websites of the colleges affiliated to the university of Delhi. They also discussed services and facilities offered by the websites. At the end of the paper they suggested that all institutions should update their websites periodically so that they could fulfil their user’s expectation

Bora, Nayana (2019) in her paper “Library websites of central universities of Assam: a study” published in International Journal of Next Generation Library & Information technologies (ISSN 2395-5201) Vol.5, No.1, February analysed the library webpages of two central universities of Assam gave some suggestions for better communication for users through library websites.

Kuri, Ramesh and O, Maranna (2018) in their paper “Content Analysis of Central University Library Websites of South India” published in National conference on “Librarianship in Next Generation Libraries” March 2018 analysed contents of selected library webpage of central universities of south India. They prepared a checklist of various elements for collecting the data and then evaluated the contents of selected library webpage.

Kumar Sandeep and Mir, Mahendra Singh (2017) in their paper “Content Analysis of Central Universities Library Websites of Central Region of India: A Survey” published in International Journal of Scientific & Technology research. 6(6) analysed and compared the content and usability of central universities of central zone of India according to university grant commission parameters. The investigator took all centre

zone central universities of India library for the study on the basis of content available on websites.

5. Methodology:

For this study primary, secondary and tertiary sources have been consulted. As the paper is based on content analysis of library websites so data is mainly collected from library websites of the selected colleges. A checklist was prepared for this purpose.

6. Data Analysis and Interpretation:

Table1: Name of the selected colleges and their year of the establishment

SL No.	Name of the College	Abbreviations of College	Year of establishment	Website
1	Bamundi Mahavidyalaya, Bamundi, Assam 781103	BM	1997	http://www.bamundimahavidyalaya.ac.in/
2	Binandi Chandra Medhi College, Majarkuri, PO: Ramdia, Hajo, Assam 781102	BCMC	1992	https://www.bcmcollege.in/
3	Dakshin Kamrup College, NH17, Bijoy Nagar - Jalukbari, Rd, Mirza, Guwahati, Assam 781125	DKC	1961	https://dkcollegeonline.in/
4	Dakshin Kamrup Girls' College, Near Police Station, Mirza, Kochpara, Assam 781125	DKGC	1988	http://www.dkgirlscollege.in/
5	Damdama College, Hajo, Nalbari Road, Kamrup, Guwahati, Assam 781104	DC	1978	https://damdamacollege.edu.in/
6	Jawaharlal Nehru College,	JNC	1964	https://www.jncpasighat.edu.in/
7	Pachim Guwahati Mahavidyalaya,	PGM	1978	https://pgmdharapur.ac.in/
8	Pub Bongsor College, No.2 Singimari, Assam 781104	PBC	1994	http://pubbongsorcollege.ac.in/
9	Pub Kamrup College, Baihata Chariali, Assam 781381	PKC	1972	http://www.pubkamrupcollege.co.in/

10	Puthimari College, Kamalpur - Dimu Rd, Guiya, Assam 781380	PC	1981	http://puthimaricollege.ac.in/
11	Rangia College, Rangia, Assam 781354	RC	1963	https://rangiacollege.ac.in/
12	Saraighat College, Changsari - Kamalpur Rd, Silbharal, Changsari, Assam 781101	SC	1981	https://saraighatcollege.ac.in/
13	Sualkuchi Budram Madhav Satradhikar College, Kanchan Nagar, Sualkuchi, Assam 781103	SBMSC	1963	https://sbmscollege.org/
14	Suren Das College, Hajo, Assam 781102	SDC	1979	https://surendascollege.co.in/

Table1 shows the name of the colleges, abbreviations, their year of the establishment and websites.

Table2 Contents of the selected library websites

General Information	B M	BCM C	DK C	DKG C	D C	JN C	PG M	PB C	PK C	P C	R C	S C	SBMS C	SD C
About Library	Y	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y
Mission/ Vision	N	N	N	N	N	N	Y	N	N	N	N	N	N	N
Objectives	N	N	N	N	N	N	N	N	N	N	N	N	Y	N
Library Hours	N	N	Y	N	N	Y	Y	N	N	N	Y	N	Y	N
Library Rules	N	N	Y	N	N	N	Y	N	Y	N	N	N	Y	N
Library Services	N	N	Y	N	N	Y	N	N	Y	N	N	N	Y	N
Library Collection	Y	N	Y	N	N	Y	Y	N	Y	Y	Y	N	Y	N
Library Staff	N	N	Y	N	N	Y	Y	N	Y	N	Y	N	Y	N
Library Committee	N	N	Y	N	N	Y	N	N	Y	N	Y	N	Y	N
Membersh ip	N	N	N	N	N	N	N	N	N	N	N	N	Y	N
Library Sections	N	N	Y	N	N	Y	N	N	N	N	N	N	Y	N

Photo Gallery	Y	Y	N	N	N	Y	Y	Y	N	N	N	N	Y	N
News and Events	N	N	Y	N	N	Y	Y	N	N	N	N	N	Y	N
Visitors Hits	N	N	N	N	N	N	N	N	N	N	N	N	Y	N
Site Map	N	N	N	N	N	N	N	Y	N	N	N	N	N	N
Contact Us	N	N	N	N	N	Y	Y	N	Y	N	N	N	Y	N

Y=Yes and N=No

From Table 2 it is observed that library websites of all the colleges under the study are not provided all the required information of the table. Only 85.72% library websites provide information about library and 14.28% do not provide this information. Only one college library has vision/mission, rest of the college library websites do not provide information about their mission and vision. Similarly, only one college library websites contain objectives, other library websites do not provide their objectives. Regarding library hours only 50% library websites inform about their library hours, other 50% do not provides this information. Most of the college libraries do not provide individual site map only one websites provide site map. In case of visitor hits library websites do not provide information, but their college websites contain this information.

Table3 Information about library collection

Library Collection	B M	BCM C	DK C	DKG C	D C	JN C	PG M	PB C	PK C	P C	R C	S C	SBMS C	SD C
Books	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Journals	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Magazines	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Reference Books	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
News papers	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Manuscripts	N	N	N	N	N	N	N	N	Y	N	N	N	N	N
Reports	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Table 3 indicates library collection details of 14 college libraries and the study reveals that 100% of college libraries of my study having a collection of books, Reference books, journals, magazines, reports and newspaper. Only PC College (Pub Kamrup College Library) have manuscripts.

Table 4 Information on e-resources

E-resources	B M	BCM C	DK C	DKG C	D C	JN C	PG M	PB C	PK C	P C	R C	S C	SBMS C	SD C
E-book	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
E-journals	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
Online- Database	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
CD Rom Databases	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
CD/DVD	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
Institutional Repository	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
N-List	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y

Table 4 indicates the e-resources available on websites of the college libraries. 12 college libraries have e-books, e-journal, online databases, and also provide information about CD/DVD collection. 12 libraries subscribed N-List for their e-resources only two college libraries do not subscribe N-List, because they do not get 2(B) 12(f) certificates.

Table 5 Information about library service

Library Services	B M	BCM C	DK C	DKG C	D C	JN C	PG M	PB C	PK C	P C	R C	S C	SBMS C	SD C
Circulation	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Reference Service	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Reprographic	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Newspaper clipping	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Digital Library	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
CAS	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Reading room	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
User Education	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Table 5 provides the information of library services of colleges of North Kamrup (Rural) Area. 100% college libraries provide Circulation, Reference, Reprographic, Newspaper clipping, Digital Library, CAS, Reading room and user education services to their users.

7. Suggestions and Conclusion:

On the basis of analysis and findings, the following suggestions are made for -

- Most of the college library do not have separate library websites. They have the accessibility of web page in which directly link on parent homepage.
- The websites of the college libraries do not qualify the criteria of a quality website. If one website has one feature, it misses another one.
- From the analysis and interpretation of the data it is noticed that there is an urgent need to make websites of the college library more dynamic and interactive. From the study it is found that in most of the colleges more emphasis is given to college websites, but library websites should be given almost same importance. Today we are speaking about digital library, so library website is one part of the digital library. So its becomes most important that every college should have separate library websites.
- Library websites should be frequently update their webpages. Library membership forms, student feedback form, suggestions box, news and events related to college and library should be available in their respective websites.
- In most of the cases for developing websites most of the librarian rely on firm/agency They do not have practical knowledge on website design and development. So affiliating universities of this colleges should organise some training programmes, workshops for librarian for design and development of websites.

From the above discussion we can conclude that in this digital era library websites should be up to date on regular basis so that they can fulfil the expectations of users. Library websites are the mirror of the library and its facilities and services. The libraries should design library websites in such a way that they meet the modern users.

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