Research Article

Content Analysis of the Library Website of Annamalai University: An Evaluative Study

Mohammad Sharib[1], Mehtab Alam Ansari[2], Naseem Eqbal[3]

[1]MLISc, [2]Professor, [3]Senior Research Fellow (SRF), Department of Library and Information Science, Aligarh Muslim University, Aligarh, India.

INFO

Corresponding Author:
Mehtab Alam Ansari, Department of Library and Information Science, Aligarh Muslim University, Aligarh, India.
E-mail Id:
mehtabalamansari1@gmail.com
Orcid Id:
https://orcid.org/0000-0002-2381-984X

ABSTRACT

This study aims to find Annamalai University's (AU) website content in Tamil Nadu in the South Indian region. A checklist is designed to describe the content and features of this university. The checklist is categorised into six categories and further subdivided into 70 parameters. This university provides general information about the institution's copyright, photo gallery, and staff details which are available on their web pages. Dr CP Ramaswami Aiyar Library's website includes a sitemap/ floor map, library sections, open access, and differently able sections. AU library website provides information on e-resources and databases. Apart from these images and contacts, AU library website has not an interface like news, suggestion box, help, feedback, or Ask a Librarian.

Keywords: Content Analysis, Navigation, Library Services, Dr CP Ramaswami Aiyar Library, Annamalai University, Tamil Nadu

Introduction

A library is considered the heart of the academic institutions. The academic institution could not fulfil its objectives without the library. Library websites play a crucial role in educational institutions. University librarians ensure that the facility and services reach the users through library web pages. However, due to technological advancement, library websites need regular evaluations to improve their quality and ensure user-friendliness. Users can get better and quicker information and exchange information worldwide. Therefore, websites have become essential to academic institutions and one of their most visible faces. It is a marketing tool created to promote academic activities and services through the internet. In recent years, the use of websites has been drastically widening, and the number of users accessing them is steadily increasing for their research, teaching, and learning methods. We are currently in an era where the internet is crucial in enabling social communication across multiple areas such as administration, commerce, and leisure, often reducing the need for face-to-face interactions. The rise of online information services has significantly changed how library and information services are provided, allowing people to access specific and relevant information easily. The contemporary world is evolving into a knowledge economy, wherein knowledge is regarded as a fundamental asset.[1]

Website Evaluation

The evaluation of a website is the systematic process of defining the quality, value, and worth of something. It is a general term that includes various aspects of performance measurement and assessment. Evaluation of the website is a process that helps library staff keep control of the website's quality and make it continually relevant to the user's needs. The library website is a living document. It denotes a virtual space where information is gathered, organised, and accessible. A website is a collection of web pages. The page consists of text, graphs, and multimedia.

15

Sharib M et al.
J. Adv. Res. Lib. Inform. Sci. 2024; 11(2)

The website has to be developed in such a way that users must be able to locate the required information quickly. Website evaluation enables planners and developers to keep up with the increasingly diverse nature of sites posted online. It is also necessary to evaluate websites for quality control, given that anyone can publish anything online anytime. Apart from being able to differentiate between fact and fiction, users need to assess the authority, coverage, currency, and objectivity of information to their particular purpose.[2]

Uses of Content Analysis

Columbia University Mailman School of Public Health[3] defines the uses of content analysis of web pages:

- Determine individuals, groups, or communication patterns.
- Describe attitude and behaviour reactions to different forms of communication.
- Determine the psychological or emotional conditions of people or groups.
- Reveal international differences in communication patterns.
- Identify recurring patterns and trends in communication materials.
- Pre-test and enhance interventions or surveys prior to their launch.
- Determine focus group discussions to complement quantitative data.

Types of Content Analysis

The content analysis is generally categorised into two broad categories: conceptual analysis and relational analysis. Conceptual analysis reveals the manifestation and dominance of concepts within an identified text. The relational analysis encompasses the examination of the interconnections between various concepts. Individual concepts are viewed as lacking inherent value; conversely, their interpretations arise from the relationships among these concepts.[3]

Review of Related Literature

Islam and Hossain analysed university library websites accredited by the UGC in Bangladesh to assess their marketing efforts. Their findings revealed that these libraries were not fully utilising promotional strategies and had made little effort to offer online literacy courses, networking opportunities, and other related services.[4]

Mondal analysed the library websites associated with the NAAC-accredited colleges of Kazi Nazrul University. The study revealed that these websites were interconnected with the college homepage. Furthermore, the evaluation indicated that one library received an 'excellent' rating, three were rated as 'very good', two achieved, and one 'good' rating.[5]

Rahman and Batcha analysed selected colleges within Delhi University, revealing that while many institutions included information about their libraries, such as staff details, rules, and operating hours on their library webpages, they lacked integration of networking tools or Web 2.0 features. Furthermore, a single search or OPAC feature was absent. The analysis also highlighted deficiencies in several other aspects, including the quality of content and the regularity of updates on the college web pages.[6]

Gulnaz and Fatima conducted a study using an e-survey method for data collection, supported by primary data obtained through observational techniques. The study's main goal was to examine the features of the library portals of IIT Madras and IIT Bombay. It aimed to assess these portals based on currency, navigation, and accessibility while identifying the resources and services provided. Additionally, the study offered recommendations for improving the current library portals of the IITs.[7]

Haridasan and Uwesh examined the content of 13 Indian university libraries' websites, including linkages, collections, services, social media presence, and Web 2.0 technologies. They discovered that most websites offer helpful connections to news, events, and contacts. Links to technical specialists, libraries, and digital services are good connections. Some websites provide sitemaps, mission statements, locations, virtual library tours, and user contact via feedback forms. About half have historical information, while many list membership benefits, hours, and rules. Consumers can be more engaged by graphics and updated dates, which let consumers know when content is current.[8]

Daniel et al. conducted a study on health science libraries with the help of the DEI team and created a 32-item checklist to promote inclusive language, focusing on avoiding biased, stereotypical, or discriminatory terms. They reviewed the library's website, LibGuides, and signage. On the website, they found 20 instances needing improvement. Out of 130 LibGuides, 107 had language issues, with 14 requiring urgent changes and 116 needing suggestions.[9]

Institutional Profile

Annamalai University

Annamalai University was founded in 1929 by the distinguished philanthropist and visionary Rajah Sir Annamalai Chettiar, who has played a vital role in various communities' social, cultural, and economic development for nearly a century. Located in Annamalainagar, east of Chidambaram—famous for being the home of the Cosmic Dancer, Lord Nataraja—the university has also improved educational access through its distance education programmes. All Directorate of Distance Education (DDE) offerings are recognised and accredited by the Distance Education Board (DEB). Additionally, the on-

Sharib M et al.
J. Adv. Res. Lib. Inform. Sci. 2024; 11(2)

16

campus programmes hold the necessary approvals and accreditations from several authoritative organisations, including NAAC, NBA, AICTE, NCTE, and ICAR. In 2022, the university received an 'A+' Grade accreditation from NAAC during its fourth evaluation cycle.[10]

Dr CP Ramaswami Aiyar Library

The origins of the library can be traced back to 1920 when a modest collection of 200 books was deposited at the establishment of Sri Meenakshi College. In 1959, it relocated to its current location, marking a significant milestone in its development. Prynne, Abbot, and Davis were named in honour of Dr Sir CP Ramaswamy Aiyar, acknowledging his substantial contributions to the nation and the institution. The inauguration of the new building took place on October 22, 1959, officiated by His Excellency Shri Bishnuram Medhi, the then Governor of Madras, encompassing an area of approximately 36,000 square feet. Additionally, the Infonet Lab and E-Journals collection are accessible specifically for researchers and staff, providing browsing facilities and electronic journals.[11]

Library Collections

The library webpage of Annamalai University shows the total library collection of Dr CP Ramaswami Aiyar Library in Tables 1 and 2.[11]

Objectives of the Study

The objectives of the study are as follows:

- To identify the general features provided by the Annamalai University library websites
- To evaluate the contents of the Annamalai University Library website contents
- To find library resources, services, and features on library websites
- To identify the accuracy, accessibility, and user-friendliness of library websites
- To analyse the access to electronic resources and other facilities provided by library websites

Methodology

The present study is based on the web content analysis of Annamalai University, a state university in Tamil Nadu. Data was gathered from the University Library's web pages from June 2024 to July 2024, employing observational tools and a meticulously designed checklist. This checklist, consisting of 70 criteria organised into six distinct categories, was developed based on prior studies conducted by various scholars in the field. The gathered information was classified into two distinct variables. The presence of a specific point or attribute on the library webpage is denoted as "Y" (Yes). Consequently, if the attribute is absent, it is marked as "N" (No). All data collected were organised into tables and subjected to analysis for interpretation and discussion, facilitating a comparison of the library

webpage. Finally, a theoretical interpretation of the data tables was prepared for a better presentation of the study. Microsoft Excel spreadsheets were used to create tables, execute mathematical operations, and organise overall data. The collected data were systematically arranged in columns and rows.

Data Analysis and Interpretation

The data available on the website of the AU is presented in the following tables.

General Information of Annamalai University

Table 3 of the study shows the general information on the library websites of Annamalai University (AU). General information about the history of a library is essential for users. The websites provide the name of the library, its establishment year, and the inauguration by person. The library shows its history on its website. The university library website provides information like the institution's mission statement, working hours/ holidays, and membership. AU contains information about the Differently able sections, library sections, and open-access content on its website.

Library Collection

Table 4 reveals the types of library collections and reading materials on the web pages of Annamalai University. The Library webpages of AU provide information on books, periodicals, manuscripts, and theses on their library websites. AU consists of this information about the collection on their websites. AU consists of information about reference sources on their library websites. The library does not provide annual reports on its websites.

Library Services

The result of Table 5 shows the availability of library services and facilities provided by the library to its users. AU Library websites provide details about circulation services, reference, and reprographic services, database services, research support services, email queries/ SMS queries, competitive exam services, anti-plagiarism, and reading hall facilities. Furthermore, this library does not provide information services like Indexing and Abstracting Service and Translation services. The library website provides bibliographic services, document delivery services, inter-library loans, and book recommendation forms. AU provides the OPAC and Web-OPAC information on their library websites. However, it does not provide translation services on its websites.

Availability of E-Resources

Table 6 illustrates the accessibility of electronic resources via library websites. AU offers information regarding e-books, e-journals, e-theses, and dissertations on its library websites. AU library also provides an online database on its library web pages. Remote users of the library can obtain information

17

Sharib M et al.
J. Adv. Res. Lib. Inform. Sci. 2024; 11(2)

through this online database via internet access. Online databases facilitate information management activities, including resource sharing, reference services, abstracting and indexing services, and efficient information retrieval. Moreover, the AU library further provides audio-visual CDs and DVDs.

Domain Name and Display

Table 7 presents the domain name and display of the library website of Annamalai University. A domain name serves as a textual representation corresponding to an alphanumeric IP address, facilitating access to a website via client software. The domain name with the extension .edu.in is specifically designated for educational institutional websites in India. AU operates video production units that create content aligned with the institution's vision, mission, and values. Specific units offer production services across the entire campus, while others focus on generating content primarily for specific departments, academic units, or organisations. Backgrounds play a crucial role in establishing a successful composition. Background textures and colours contribute to depth and contrast, enhancing the visibility of graphics. The background behind an object can also influence the perception of its colour.

Search and Retrieval Interface

Table 8 of the study determines the search and retrieval interface of AU websites. The analysis reveals that only AU supports the "Downloads" feature, suggesting that it may have a stronger focus on offering downloadable content. AU does not offer a FAQ section, possibly focusing on providing readily available answers to common questions. AU also does not offer a FAQ section, possibly focusing on providing readily available answers to common questions. This university also supports including images, indicating a visual element or media support within both categories. AU provides contact information and demonstrates a commitment to user support and accessibility. It does not have the help link and the feedback option on their website.

Total Number of Books Available in the Library

Table 1.Number of Books Available in Library[11]

S. No.	Books	Total
1.	Science section	27,320
2.	Arts section	35,648
3.	Language section	27,758
4.	Back volumes	13,707
5.	Other language section	15,290
6.	World Bank	7,567
7.	Special collection section	1,975
8.	Reference section	14,595
9.	Printed journals	20
10.	Newspapers	09
11.	Magazines	13

Information on Non-Book Materials

Table 2.Availability of Non-Book Materials in Library[11]

S. No.	Non-Book Materials	Total
1.	Audio cassettes	399
2.	Video cassettes	107
3.	Micro fiche	4,487
4.	Micro film (UMI)	231
5.	Film strips	146
6.	35mm film slide	1,076
7.	Gramophone records	2,317
8.	Paper manuscripts	8
9.	Rare books (manuscript)	3

Table 3.General Information

S. No.	General Information	Y/ N
1.	About university	Y
2.	About library	Y
3.	Mission statement	Y
4.	Working hours/ holidays	Y
5.	Library events	N
6.	Membership	Y
7.	Library rules	N
8.	Differently able section	Y
9.	Copyright	N
10.	Library staff	Y
11.	Library committee	N
12.	Photo gallery	Y
13.	Sitemap/ floor map	Y
14.	Library sections	Y
15.	Open access	Y
16.	Information organisation	Y

Y: Yes, N: No

Table 4.Information about Library Collections

S. No.	Library Collection	Y/ N
1.	Books	Y
2.	Periodicals	Y
3.	Reference sources	Y
4.	Reports	N
5.	Thesis	Y
6.	Manuscripts	Y
7.	News papers	Y
8.	Annual reports	N

Y: Yes, N: No

Table 5.Availability of Services in Library

S. No.	Library Services	Y/ N
1.	Circulation service	Y
2.	Reference service	Y
3.	Reprographic service	Y
4.	Abstracting service	N
5.	Indexing service	N
6.	Bibliographic service	Y

Sharib M et al.
J. Adv. Res. Lib. Inform. Sci. 2024; 11(2)

18

7.	Email queries	Y
8.	SMS queries	Y
9.	Database services	Y
10.	Research support service	Y
11.	Competitive exam services	Y
12.	Previous year question paper	Y
13.	Reading hall	Y
14.	Wi-Fi	Y
15.	Current awareness services	N
16.	Document delivery services	Y
17.	Inter-library-loan	Y
18.	Book recommendation form	Y
19.	Anti-plagiarism	Y
20.	Translation	N
21.	Web OPAC	Y

Y: Yes, N: No

Table 6.Availability of E-Resources

S. No.	E-Resources	Y/ N
1.	E-books	Y
2.	E-journals	Y
3.	E-database	Y
4.	E-reference sources	Y
5.	E-thesis and dissertation	Y
6.	UGC-INFONET	Y
7.	Institutional repository	N
8.	Digital/ virtual/ cyber library	Y
9.	Remote access	Y
10.	Audio/ video/ CD/ DVD	Y

Y: Yes, N: No

Table 7.Domain and Display

S. No.	Domain and Display	Y/ N
1.	Domain name	ac.in
2.	Graphics	N
3.	Quality	Y
4.	Audio and video	Y
5.	Background colour	Y

Y: Yes, N: No

Table 8.Search and Retrieval Interface

S. No.	Dimension	Y/ N
1.	Downloads	Y
2.	News	N
3.	Suggestion box	N
4.	FAQs	N
5.	Ask a librarian	N
6.	User orientation	Y
7.	Images	Y
8.	Contacts	Y
9.	Links to other search engines	N
10.	Help	N

Y: Yes, N: No

Major Findings

- Annamalai University (AU) provides information about the institution, library, mission statement, library hours/ holidays, library membership, copyright, photo gallery, and staff details on their web pages.
- Dr CP Ramaswami Aiyar Library's website includes a sitemap/ floor map, library sections, open access, and differently able sections.
- AU provided information about library print collections, such as books, periodicals, newspapers, manuscripts, and thesis/ dissertations.
- AU also offers library services, including web OPAC, circulation, reference, reprography, reading hall, email queries/ SMS queries, database services, research support services, competitive exam services, PYQ papers and plagiarism checking, DDS, Inter-Library Loan Bibliographic service, internet access, and book recommendation.
- AU provided access to e-books, e-journals, e-database, e-thesis, dissertations, and UGC-INFONET collections with remote access or a link to the National Digital Library.
- Annamalai University (AU) Library website includes features like Downloads and User Orientation. Apart from these images and contacts, none of the library websites have an interface like news, suggestion box, help, feedback, or Ask a Librarian.

Conclusion

This study highlights the pivotal role of library websites with a particular focus on Annamalai University. AU library website provides essential general information, such as institutional details, library collections, services, and access to print and digital resources. It effectively caters to the informational needs of its users by offering e-books, e-journals, databases, and research support services, alongside facilitating remote access. The library also integrates some advanced features, such as plagiarism checks, OPAC, and DDS, which are crucial for academic and research purposes. Nevertheless, the study also identifies several areas for improvement. The website lacks crucial interactive features such as FAQs, suggestion boxes, and user feedback, which could enhance user engagement and satisfaction. Additionally, the absence of specific information services, including indexing, abstracting, and news updates, may limit the website's effectiveness in meeting the evolving needs of its users. AU library regularly evaluates and updates its website to maintain relevance and improve user-friendliness. Implementing these changes will not only enhance the visibility of the library but also contribute to promoting academic excellence and user satisfaction across the university community.

19

Sharib M et al.
J. Adv. Res. Lib. Inform. Sci. 2024; 11(2)

References

1. Bhavani SB. Role of university library in higher education. J Emerg Technol Innov Res. 2018 Jul;5(7):56-8.

2. Manzari L, Trinidad-Christensen J. User-centered design of a website for library and information science students: heuristic evaluation and usability testing. Inform Technol Lib. 2006 Sep 1;25(3):163-9.

3. Columbia University. Content analysis [Internet]. Mailman School of Public Health; 2023 Mar 30 [cited 2024 Apr 26]. Available from: https://www.publichealth.columbia.edu/research/population-health-methods/content-analysis

4. Islam MA, Hossain MJ. Marketing information resources and services on the web: existing status of university libraries in Bangladesh. Electr Lib. 2014 Sep;32(5):742-59.

5. Mondal, N. Content analysis and raking of library websites of NAAC accredited colleges of Kazi Nazrul University: a study. Coll Lib. 2021 Sep 30;36(3):74-86.

6. Rahman A, Batcha MS. Content analysis of library websites of select colleges of Delhi University: a study. DESIDOC J Lib Inform Technol. 2020 Jul;40(4):247-52.

7. Gulnaaz, Nishat F. IIT Madras and IIT Bombay, central library portal: content analysis. 11th International CALIBER, Anna University, Chennai, Tamil Nadu; 2017 Aug. p. 256-65.

8. Haridasan DS, Uwesh M. Content analysis of central university library websites in India: a study. J Inform Manag. 2014;1(1):59-71.

9. Norton HF, Edwards ME, Daley M. Developing and conducting a language inclusivity assessment on a health science library's website, LibGuides, and signage. J Med Lib Assoc. 2024 Jul;112(1):48-54.

10. Annamalai University [Internet]. About the university; 2024 [2024 Apr 27]. Available from: https://annamalaiuniversity.ac.in/about_university.php

11. Annamalai University [Internet]. Welcome to Annamalai University, Dr. C. P. Ramaswami Aiyar Library; 2024 [cited 2024 Apr 29]. Available from: https://aulib.annamalaiuniversity.ac.in/about.php