



Web content analysis of the selected college libraries in Tuljapur taluka affiliated to Dr. B.A.M.U. Chhatrapati Sambhaji Nagar

SB Shaiwale

Librarian, Jawahar ASC College, Anadur, Maharashtra, India

Corresponding Author: SB Shaiwale

Abstract

This study presents a comprehensive analysis of the web content of selected college libraries within Tuljapur Taluka, affiliated with Dr. B.A.M.U. Chhatrapati Sambhaji Nagar. The aim is to evaluate the digital presence and accessibility of resources offered by these libraries to students, faculty, and researchers. The methodology involves a systematic examination of the websites of the chosen college libraries, focusing on aspects such as website design, navigation, available online resources, search functionalities, and overall user experience. By assessing the web content of these college libraries, this research aims to identify strengths, weaknesses, and areas for improvement in their digital services. The findings of this analysis can provide valuable insights for library administrators and stakeholders to enhance the online presence and effectiveness of these academic libraries in serving their user communities.

Keywords: Web content analysis, college libraries, library website, Tuljapur Taluka etc.

Introduction

College libraries play a pivotal role in supporting academic excellence, providing students and faculty with access to a wealth of knowledge and resources. In the digital age, the landscape of college libraries has evolved, with a shift towards online databases, e-books, and multimedia resources. A web content analysis of college libraries delves into the virtual realm, examining the online presence, accessibility, and usability of these educational repositories [1].

This analysis aims to explore how college libraries leverage their websites to enhance the learning experience, facilitate research, and foster a conducive environment for intellectual growth. By scrutinizing the content, design, and functionality of these online platforms, we seek to gain insights into the extent to which college libraries embrace technological advancements and cater to the diverse needs of their user base.

The findings of this analysis will not only shed light on the current state of college library websites but also provide valuable recommendations for optimizing online resources, improving user experience, and ensuring that these digital gateways remain dynamic hubs of information for the academic community [2].

Web content analysis

Web content analysis in the context of a library website involves examining and evaluating the digital content present on the library's online platform. This analysis aims to understand the effectiveness, usability, and relevance of the website in meeting the needs of its users. Here are some key aspects of web content analysis for a library website [3]:

- 1. Content Relevance:** Evaluate the relevance and accuracy of the information provided on the website. Ensure that it aligns with the academic goals, resources, and services offered by the library.
- 2. User Experience (UX):** Assess the overall user experience by examining the website's design, navigation, and accessibility. A user-friendly interface enhances accessibility and encourages users to explore library resources more effectively.
- 3. Navigation and Structure:** Analyze the organization and structure of the website. A well-structured site with intuitive navigation makes it easier for users to find resources, search the catalog, and access relevant information.
- 4. Search Functionality:** Evaluate the effectiveness of the search functionality. A robust search feature is crucial for users to quickly locate books, journals, and other resources within the library's collection.

5. **Multimedia and Interactive Features:** Explore the inclusion of multimedia elements and interactive features. These could enhance engagement and provide additional educational value to users.
6. **Up-to-Date Information:** Ensure that the website provides current and up-to-date information regarding library hours, events, and any changes in policies or services.
7. **Mobile Responsiveness:** Assess whether the website is mobile-friendly. Given the prevalence of mobile devices, a responsive design ensures that users can access library resources seamlessly across various platforms.
8. **Integration with Online Resources:** Check the integration of online databases, e-books, and other digital resources. A well-connected digital library provides users with a comprehensive and diverse range of materials.
9. **Feedback Mechanism:** Look for mechanisms that allow users to provide feedback on the website. User feedback can be valuable for continuous improvement.
10. **Compliance with Standards:** Ensure that the website adheres to relevant web standards and guidelines, including accessibility standards, to ensure that it caters to a diverse user base.

Web content analysis helps libraries understand how well their online presence aligns with the evolving needs of users, enabling them to make informed decisions for website improvement and optimization.

Review of the related literature

Vasantharaju N (2011) conducted A Study on 'Content analysis of Indian library websites A study' He find that Indian library websites have only been limited to offer basic library information. The study found that there was not much effort in developing

interactive and user-centred websites. Only one or two libraries have implemented Web 2.0 tools for library services. The study also revealed that the Central and the Institutes of National Importance library websites have developed and designed better websites compared to the State and the Deemed university libraries. The study compares the Indian library websites with the World's top university library websites to identify the drawbacks of the Indian library websites and the global developments of contemporary web librarianship.

Rahane, Vijay Chhaburao (2022) conducted 'A study on website of university libraries in Maharashtra state' To discover what number of and which Uni. Libraries in Maharashtra State have their sites. To analysis the Data Contained in the Sites of Uni. Libraries in Maharashtra State. To analysis the Sequence of Data in the Websites of Uni. Libraries in Maharashtra State. To inspect the contents and structures of the Sites Uni. Libraries in Maharashtra State. To suggest the base and their useful substance for model library Websites for a Uni. Libraries.

Swapna V S Conducted a study on 'Content Analysis of Library Websites: A Study With Special Reference To Agricultural Universities In India' It examined the availability of Library websites in Agricultural Universities in India and evaluated the maintenance and updating system

of the Library websites. It analysed the function of Library websites as clearing centre of Information, including conventional counter services of libraries and also to know whether the library websites providing services as per the commonly accepted standards and followed content management system? The study observed the good services and best practices prevailing in the library websites and suggested a model system of library website with regard to maintenance, data security, services, etc.

Sugirtha Kumar. E has been Studied 'Library websites of Tamandu universities in the present digital era an analysis' this study held to seek and cultivate new knowledge, to engage vigorously in pursuit of truth, and to work towards new discoveries. To Provide intellectual managerial leadership in all walks of life and imbibe the people with a sense of social purpose. To Strive and promote equality and social justice and to reduce social cultural difference through diffusion of education and to guide research workers in all the areas of universe of knowledge and to disseminate the research results for the benefit of mankind.

Purpose of the Study

The purpose of conducting a web content analysis of selected college libraries in Tuljapur Taluka could encompass various goals and objectives. Here are some potential purposes for such a study:

1. **Evaluate Online Presence:** Assess the effectiveness and quality of the online presence of college libraries in Tuljapur Taluka. Examine how well these libraries leverage their websites to provide information, resources, and services to students, faculty, and other users.
2. **User Experience Assessment:** Analyze the user experience of the library websites. Evaluate the design, navigation, and overall usability to ensure that students and faculty can easily access and utilize the digital resources offered by the libraries.
3. **Content Relevance and Accessibility:** Examine the relevance and accessibility of the digital content available on the library websites. Ensure that the information is up-to-date, accurate, and aligns with the academic needs of the users.
4. **Comparative Analysis:** Conduct a comparative analysis of the web content across different college libraries in Tuljapur Taluka. Identify common trends, strengths, and areas for improvement to facilitate benchmarking and best practices.
5. **Identify Technology Integration:** Explore how well the college libraries integrate technology into their online platforms. Assess the inclusion of online catalogs, databases, e-books, and multimedia resources to enhance the overall learning experience.
6. **Mobile Responsiveness:** Evaluate the mobile responsiveness of the library websites. Given the prevalence of mobile devices, ensuring that the websites are accessible and functional on various platforms is crucial.
7. **Community Engagement:** Investigate how the library websites facilitate community engagement. This could include the promotion of library events, initiatives, and opportunities for user feedback and interaction.
8. **Recommendations for Improvement:** Provide

actionable recommendations based on the findings of the analysis. Suggest strategies for enhancing the digital presence, improving user experience, and optimizing the websites for better service delivery.

9. **Inform Strategic Planning:** Contribute valuable insights to inform the strategic planning of college libraries in Tuljapur Taluka. Help library administrators make informed decisions about resource allocation, technology integration, and overall website improvement.
10. **Support Academic Goals:** Align the web content analysis with the academic goals of the colleges. Ensure that the digital resources and information provided on the library websites contribute effectively to the educational objectives of the institutions.

Hypothesis of the Project

1. All selected College libraries are having their website or web portal or webpage.
2. Website or web portal or webpage of selected college libraries contains ample amount of information about their library and services.

Objectives of the study

1. To find out general information available in the library websites.
2. To access and analyse the web content of college library websites.
3. To find out the services and facilities offered on the websites.
4. To identify the best college library in terms of better services.
5. To know about the accuracy, accessibility, currency and

user-friendliness.

6. To identify the differentiating factors available at the websites.
7. To identify, whether the library web portals make provision for searching information including Web OPAC and feedback form.

Scope & limitation of the study: The present study covers the library websites of the colleges in Tuljapur Taluka affiliated to Dr. B.A.M.U. Chhatrapati Sambhaji Nagar. In Total 10 colleges, five each from south and north campus having library website/webpage and imparting undergraduate courses have been selected for the study.

Materials and Methods

Based on previous research, a checklist was created for the current investigation. The content is evaluated based on two parameters i.e. 1. General Information 2. Library services. The websites of the college libraries under research were extensively inspected, and the study's material was classified into two variables: 'Available' (A) and 'Not Available' (NA). 'Available' received a score of (1), while 'Not Available' received a score of (0). The obtained data was tabulated and computed for the purpose of rating the college library website.

Data Analysis and Interpretation

Statistical techniques were employed to organize and tabulate the gathered data. Subsequently, the data collected via the checklist were analyzed and interpreted in accordance with the study's objectives.

List of Selected College for the present study

Table 1: Shows the Colleges List

Name of the College	Abbreviation of the College.	Establishment year of the college	URL
Tulja Bhavani College, Tuljapur	TB	1971	https://tuljabhavanicollege.org.in/
Yeshwantrao Chavan College, Tuljapur	YC	1971	https://www.ycmtuljapur.in/
Arts, Science & Commerce College, Naldurg	ASC	1994	https://asccollegenaldurg.com/
Jawahar Arts, Science & Commerce College, Anadur	JASC	1991	https://jascca.org/

Above Table 1 presents the names, abbreviations, and establishment years of the colleges. Additionally, it includes the Uniform Resource Locators (URLs) for select college websites. Notably, none of the colleges selected for the

study were found to have separate library websites.

General information about the library

Table 2: General Information about the Library

General Information	Name of the Colleges				Total
	TB	YC	ASC	JASC	
About Library	A	A	A	A	4
Mission / Vision	A	NA	A	A	3
Library hours	A	NA	A	A	3
Library Rules	A	NA	A	A	3
Membership	NA	NA	NA	NA	0
Service	A	NA	NA	A	2
Collection	A	NA	NA	A	2
Infrastructure	NA	NA	NA	A	1
Library Staff	A	NA	A	A	3
New Arrivals	NA	NA	NA	NA	0
Total Score	8	1	6	9	

From the above table 2 it is observed that all the college

libraries have mentioned the information about library.

Three libraries out of four displayed the information about vision/mission, library hours & library rules. No library displayed the information about library membership, infrastructure & New arrivals. Two libraries out of four were mentioned the information about their collection & services. The Jawahar College library Anadur secured maximum score 9 followed by the Tuljabhavani College, Tuljapur which secures score 8 where the ASC college, Naldurg has secure score 6 and the Yeshwantrao Chavan College, Tuljapur is having the lowest score i.e. 1.

Library services

Table 3: Information about the Library Services

Library Services	Name of the Colleges				Total
	TB	YC	ASC	JASC	
OPAC	NA	NA	NA	NA	0
Institutional Repository	A	NA	A	A	3
Link to Open Access Journals	A	NA	A	A	3
N-List Service	A	NA	A	A	3
Ask a Librarian	NA	NA	NA	NA	0
Online Newspaper Clipping	NA	NA	NA	A	1
Total Score	3	0	3	4	

From the above table – 3 it has been observed that no any library provides the OPAC & ASK a Librarian service. Two out of four library has its own institutional repository and links to open access journals. Only one library i.e Jawahar College Anadur library provides online newspaper clipping services. Yeshwantrao Chavan College Library does not provide any online service.

Recommendations

1. All four selected college libraries need to be upgraded their website.
2. All libraries must provide OPAC/WEBOPAC link to their website.
3. All libraries must include information about Membership & New Arrivals in the library to the website.
4. Although the Jawahar College library stands first among all libraries but it should make more provisions and need to upgrade with new online resources & services.
5. Yeshwantrao Chavan College library does not provide any of the resource or service except information about library. It needs to be updated drastically.

Conclusion

Although the present study is limited to only Tuljapur taluka in Dharashiv district but these four selected libraries are from a very rural background. These libraries have their web presence is also a notable thing. This study reveals that the Jawahar College Library is providing maximum resources and services and Tuljabhavani College is also providing better services but Yeshwantrao Chavan College library should need to be updated drastically.

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