

Web Content Analysis of Autonomous College Libraries in Mumbai

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ABSTRACT

A website is vital in providing information and a connecting platform. Libraries must present themselves by providing collections and facilities for their users both in physical and digital modes. The present study aims to analyze the facilities provided by autonomous colleges in Mumbai. This will help generalize the activities & facilities the libraries can provide on digital platforms.

KEYWORDS: Web Content Analysis, information accessibility, Library webpage, Autonomous Colleges, Mumbai.

INTRODUCTION

Autonomous status came into existence in the year 1993 through a recommendation from the GNANAM committee which emphasized providing academic excellence through flexibility and autonomy. The goal of autonomy is to provide academic freedom to the Colleges by encouraging innovative academic programmes, to facilitate new courses of study. Autonomy reflects efforts for excellence in academic performance, capability of self-governance and enhancement in the quality of education. As Cited by Rao in his article, "Autonomy is essential and has the potential for enhancement of quality of academic advancement." Autonomy is earned by colleges out of their continued past efforts on academic performances, their capability of self-governance and the kind of quality education which is offered.

Autonomous Colleges have the freedom to devise its curriculum, evolve more effective methods of teaching and learning, revise rules of admission to suit its aims, conduct its programme of assessment and examination and to undertake another specific programme in order to achieve academic excellence. Such colleges maintain high standards of teaching and research and have the potential to experiment with educational innovations in response to emerging challenges from academic, socio and economic realms.

Autonomous Colleges come under the Directorate of Higher Education, Government of Maharashtra. As of June 2023, 95 colleges in Maharashtra state has received autonomy status. 48 Autonomous College comes under Mumbai University. St. Xavier was the first College to be granted autonomy by the University of Mumbai in the year 2010.

The collection and facilities available in the libraries help to develop its users. Libraries are the representatives of the institution and they show the quality & importance given to the fraternity by the particular organization. The time and money spent on libraries helps them to provide better services to its users benefiting many users in the long run. With the invention of the internet and more specifically Google & other search engines, it was assumed that the importance of libraries would be adversely affected but it was found that Libraries provide better services to users using new technologies (Mairaj, 2013). The quality of tailor-made services with a personal touch as per the requirement of the particular institution can be provided only by the libraries. Hence, libraries have taken the assistance of websites to create a platform where they can provide the information, and facilities, custom-made for the users which has helped them to sustain and flourish on the digital platforms too. The realization of Internet-related benefits and opportunities depends not only on library connectivity to the Internet but its web presence, structure and impact (Asharam Pal, 2016). Creating a library website with basic information is of no use as engaging the users through the online platform is of utmost importance.

The library website is an extension of the library itself hence it should be informative and user friendly. Many online facilities like library newsletters, syllabus, old question papers, etc have helped users to access information through the library websites. Librarians should ensure the facility and services are reaching the end users through this platform. It is possible to send and receive information instantly to the users through a web medium. It is easy, convenient and timely to reach users (Ambika, 2021).

In the study conducted by Paul Mohan Roy (2000) it was found that “In terms of book collection and services, the libraries in the autonomous colleges run by private management show more development than their counterparts”, It was also observed that in terms of governance, personnel, finance and infrastructure the libraries in autonomous colleges show an edge over their counterparts in non-autonomous colleges.

Introduction of Colleges under Study

We have selected 10 colleges having autonomous status in the Mumbai region. Abbreviations are given to the colleges for easy data analysis in the tables. The colleges selected for study are well established hence fulfilling the criteria of autonomous., also well-known and revered in the vicinity. The colleges have their motto, standards which set them apart providing excellent education along with best facilities for their students. The year of receiving an autonomous grant is also mentioned in the table. The colleges are listed as below:

Table 1: List of Colleges undertaken for study

Sr .N o.	Name of the Autonomous College	Abbreviation	Date of establishment	Date of autonomous first time given	Website
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Web Content Analysis of Autonomous College Libraries in Mumbai

1	Ramnarain Ruia College, Matunga, Mumbai	RC	1937	2017	https://ruiacollege.edu/Department/Deptindex.aspx?page=a&ItemID=cacse&nDeptID=caaka
2	Guru Nanak Khalsa College of Arts Science & Commerce, Matunga	GNKC	1937	2019	https://gnkhalsa.edu.in/
3	R.A. Podar College of Commerce & Economics, Matunga	PC	1941	2019	https://www.rapodar.ac.in/
4	M.M. College of Arts, N.M. Institute of Science & HRJ College of Commerce (Bhavan's College), JP Road, Munshi Nagar, Andheri (W), Mumbai-400 058 Maharashtra	BC	1946	2020	https://bhavans.ac.in/college/Website
5	Jai Hind College, Churchgate, Mumbai	JHC	1948	2018	https://www.jaihindcollege.com/index.html
6	Kirti M. Doongursee College of Arts, Science & Commerce	KMDC	1954	2022	https://kirticollege.edu.in
7	Parle Tilak Vidyalaya Association's Sathaye College, Vile Parle	SC	1959	2021	https://www.sathayecollege.edu.in/home
8	Shri Vile Parle Kelavani Mandal's Mithibai College of Arts, Chauhan Institute of Amrutben Jivanlal College of Commerce and Economics, Vile Parle	MC	1961	2018	https://mithibai.ac.in/
9	Chetana's Hazarimal Somani College of Commerce & Economics, Smt, Kusumtai Chaudhari College of Arts, Bandra	CC	1970	2022	https://www.chetanacollege.in/home/amenities/
10	Kelkar Education Trust's Vinayak Ganesh Vaze College of Arts, Science and Commerce, Mulund	KVC	1984	2020	http://vazecollege.net/

REVIEW OF LITERATURE

Johnson Sheeba. and Ramaswamy K (2021) in their paper found that most of the homepages ignored the basic components needed in the website. Web 2.0 is not explored by the libraries. Platforms should be made available to develop the websites by proper coordination & planning.

Rahman Azizur and Batcha Sadik (2020) in their paper found that most of the library websites under study have static pages with poor layout and navigation features and rarely being updated. The paper discusses services and facilities being offered by the websites. The library websites do not exploit the potential of web-based forms to make the library websites interactive and communicative.

Bharati, Santosh Kumar (2019) has evaluated that the library websites are lagging to take full advantage of advanced Web 2.0 features. The study attempts to show certain features in both libraries that need enhancement to

make them user-friendly and improve user engagement. The study can serve as a benchmark for other library websites for evaluating the progress of their websites. Moreover, it can also help in discovering the nature of library websites in the era of ICT.

Devi, K., & Verma, M. K. (2018) evaluated 19 IITs and 29 NITs library website/webpage. The study suggested that the evaluation of libraries' websites must be done frequently to check the structure and information available in the website as well as to keep the website updated.

Kumbhar K.N. (2017) in their study observed that University websites do provide basic information and are properly maintained. The existing guidelines and standards taking into consideration local variation have to be designed by forming a team of web content managers to give meaning to the Information officers in the techno-environment. librarians should optimize the use of social networking platforms to promote their services.

Kaushik, A. (2015) assessed 28 library websites of the National Institute of Technology, in which it was observed that contents and information are varying in the NIT library website and almost every NIT library website is a member of the INDEST consortium and subscribing to e-resources through this consortium as well as from other e-publishers. The study also suggested that surveys and feedback techniques should be adopted from time to time by the Institutes.

THE OBJECTIVES OF THE STUDY ARE AS FOLLOWS

- ✓ To evaluate the contents of the library websites/ webpage.
- ✓ To find the various initiatives taken by libraries to promote readership using online platforms.
- ✓ To assess the design, reliability, accuracy and currency and user friendliness of the homepages.
- ✓ To find out the services and facilities offered on the websites.
- ✓ To suggest measures for improvement of library websites/ webpage..

SCOPE & LIMITATION

The present study is entitled "Web Content Analysis of Autonomous Colleges in Mumbai University". This study is limited to 10 autonomous Colleges under Mumbai University specifically located in Mumbai Jurisdiction.

METHODOLOGY:

In the present study, a checklist was prepared based on earlier studies done on a similar subject with additional new criteria. The checklist consists of 42 questions grouped under 5 criteria. 10 autonomous colleges in the Mumbai region were selected for the study. The score (1) was given for details available and (0) for details not available on the websites/web pages. The criteria are drafted keeping user needs as priority. The following criteria were also included in the evaluation:

- Separate dedicated library website/ webpage
- General information rules and regulations, timings, facilities on & off campus
- Physical Collection: books & periodicals
- Library services
- e-Resources: e-Journals, e-Books, databases, repositories
- User friendly library websites

ANALYSIS OF DATA: THE ANALYSIS OF STUDY IS DONE IN TABLE & CHART IN THE FOLLOWING

1. General Information

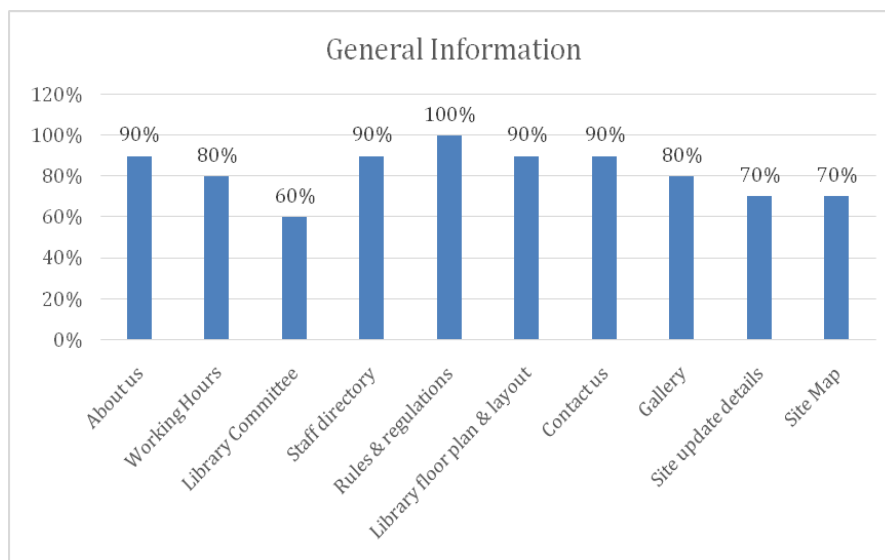


Fig. No. 1: General Information

General information gives an overview of the library, its history, services, library hours details, layout, etc. It helps the user with information about the library. Information like providing contact details, and working hours, is of optimal benefit as user can directly connect and get their queries solved.

Fig. no.1 shows that most of the library websites provide detailed information about their establishment year, general rules and regulations of the libraries, floor plans, etc. Details about the library committee and site map are not provided by many libraries on their website. Kirti College uploaded a pdf file containing their details on the college website which provides limited information.

2. Physical Collection

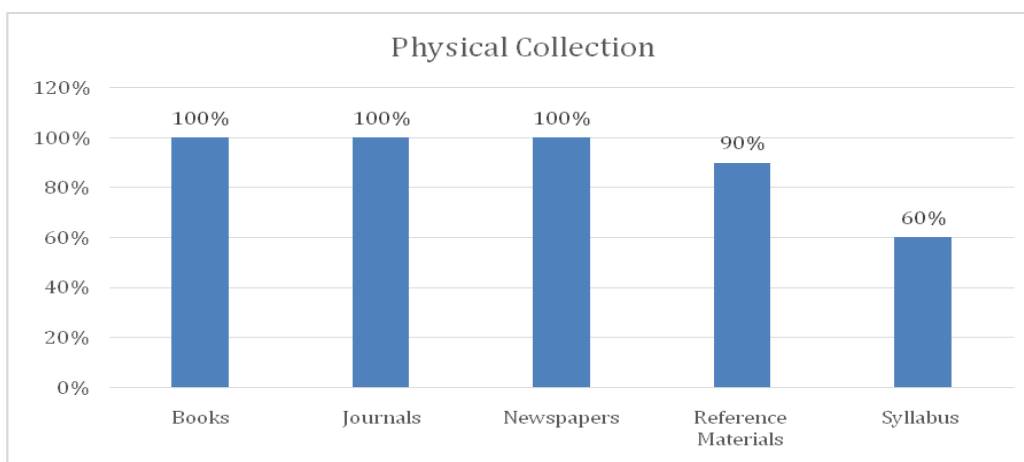


Fig. No. 2: Physical Collection

The Library collection represents both the intellectual epicenter and vital life force within the library. Providing information about the vast collection helps users to know their library which further increases user footfall as the users are sure that their intellectual needs can be fulfilled in the library. In Fig no.2, it is observed that major of the library websites do provide detailed information about their collection and services. However, only 60 of the libraries under study provide information regarding the syllabus.

3. Services

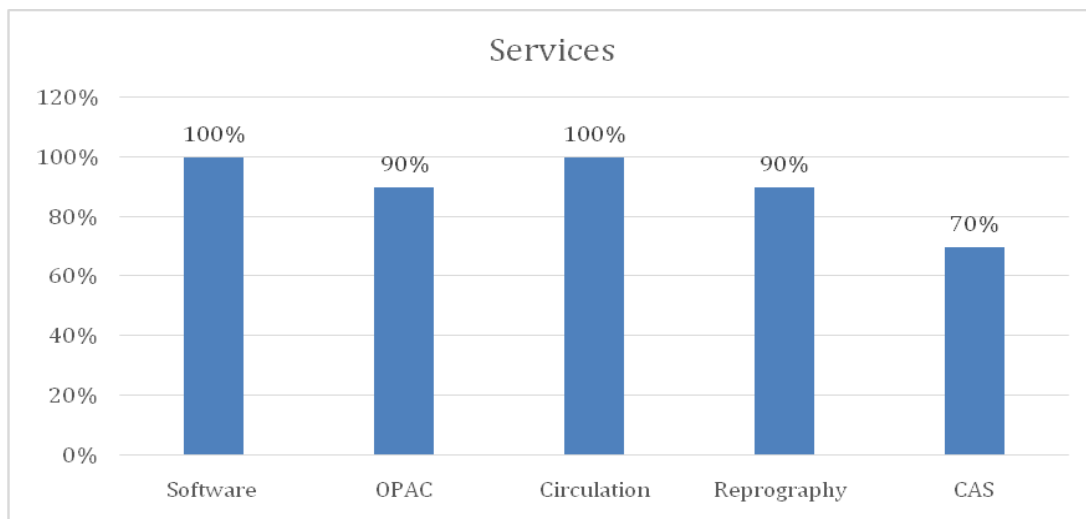


Fig. No. 3: Services

Website should provide information on library automation, software used for day-to-day services, details about the number of OPAC available for students, Circulation facilities, reprography facilities available for the students & faculties, Current Awareness Services are provided in the library for the students. Fig. no.3 shows that CAS services are the least prioritized by the libraries whereas 100% information of in circulation, software details are provided.

4. e-Resources & e-learning

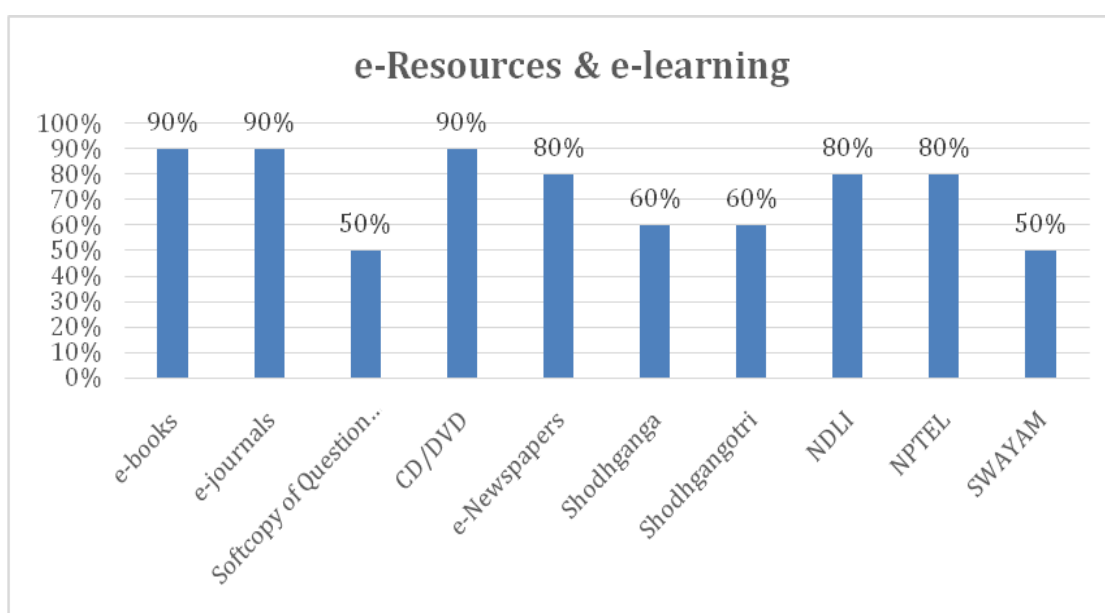


Fig. No. 4: e-Resources & e-learning

Apart from physical collection, it is expected for a library to provide e-resources for the enhancement of its user’s intellectual capabilities. e-books & e-journals, play an important role in information dissemination without any physical barrier. Along with e-newspapers, NDLI, links to databases like Shodhganga & Shodhgangotri are very much essential for research. In Fig. no.4, it is observed that 50% of libraries provide information and awareness of SWAYAM courses. Question papers database is provided by only 50% of the libraries under study. 90% of libraries have e-books, e-journals, and CD/DVD on their websites.

5. Design structure layout

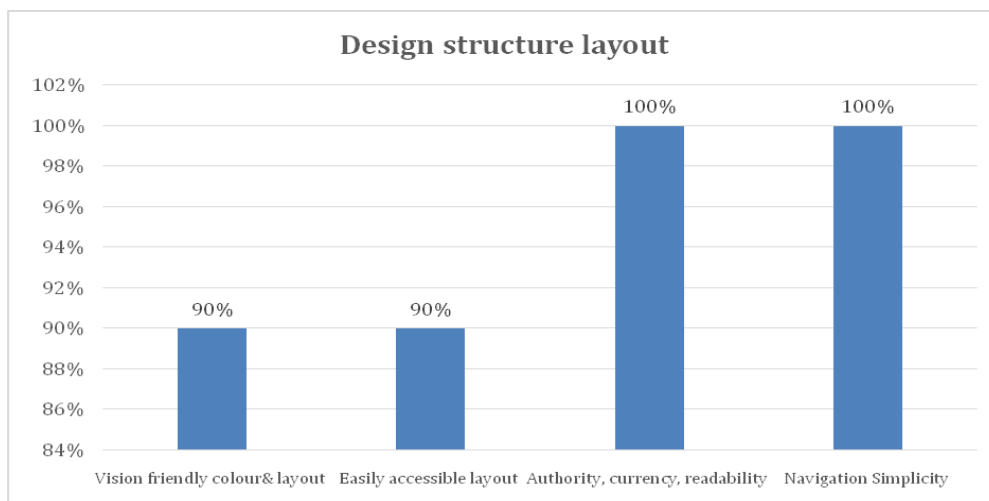


Fig. No. 5: Design structure layout

Design & layout are very important features of the website. If the website is not clear, not easily accessible, with complicated layout, users will shy away from using the website, which will not serve its purpose. Current, authentic, validated information has to be updated regularly. The study shows that most websites have simple navigation, and the content provided is current and easily accessible. The layout of the pages is simple and vision-friendly. The libraries could do much more by adding features for specially-abled users like resizable text, and text-to-speech reader.

6. Value Added Services

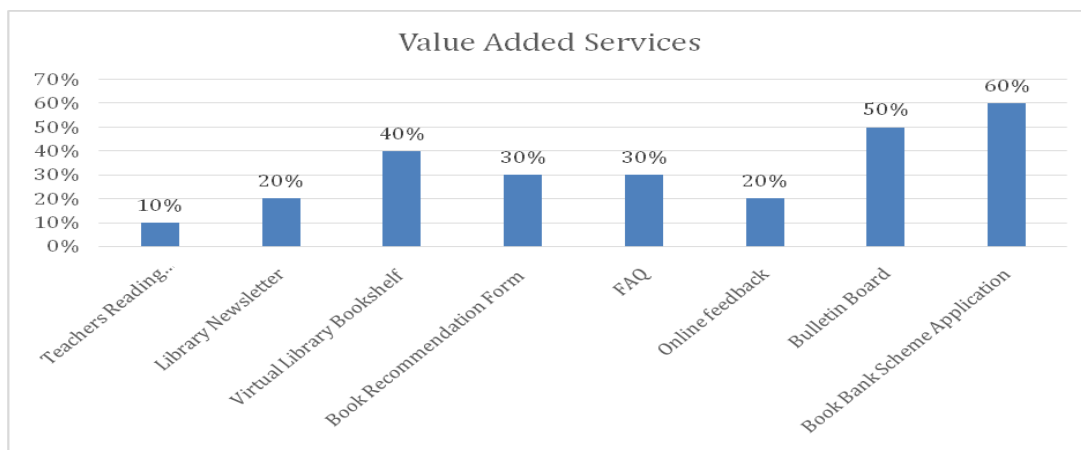


Fig. No. 6: Value Added Services

Value-added services are pinnacles of the library, it promote the library services, enhancing quality user services. Online feedback library newsletter is provided by only 20% of libraries. Virtual Bookshelf, reading recommendations, and newsletters are a few of the online services that can create a great impact on the users and can keep the user connected to the library. Colleges have features like providing monthly newsletters, virtual library bookshelves, and bulletin boards. Some libraries also provide detailed lists of theses and dissertation. Institutional repositories are also maintained by the libraries.

FINDINGS

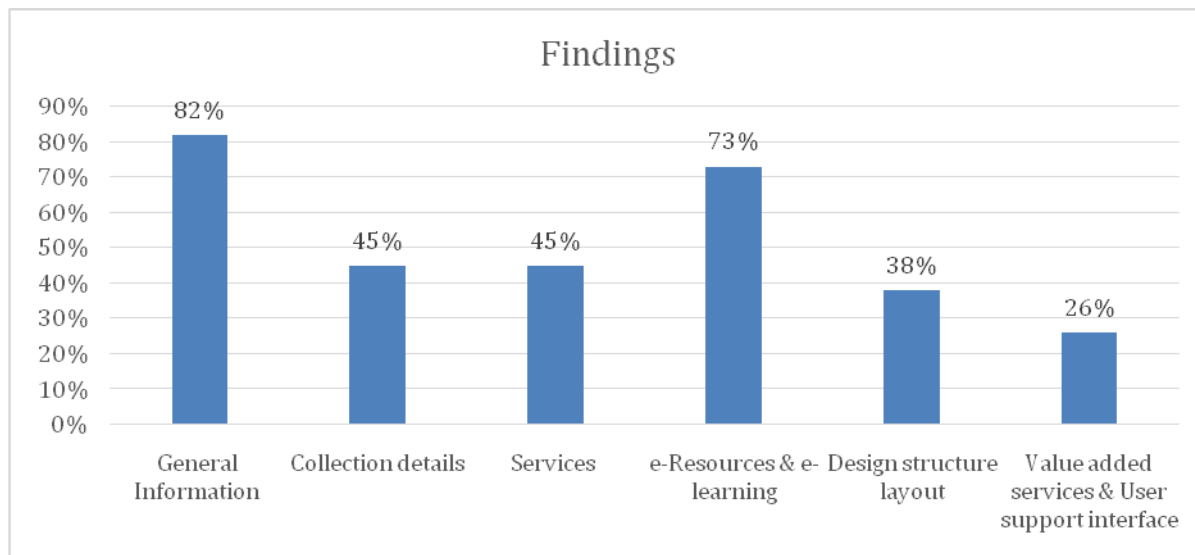


Fig. No. 7: Findings

The above fig no.7 shows that general information, e-resources & e-learning services are provided on a maximum number of websites. Collection details and services are provided by only 45%. There is scope to work on design structure & layout for better presentation of the libraries on digital platforms. There is a tremendous need for highlighting the Value-added Services & providing a user support interface for the website users. It is found that Mithibai College provides maximum information from the criteria selected for the study. Ramnarain Ruia College and Kelkar Vaze College follows up the list by providing specialized services. It was also found that none of the college libraries were having their presence on social media, no such information was available on their respective website.

CONCLUSION & RECOMMENDATION

Librarians should try to maintain their library websites by providing the latest information, e-resources, and open e-resources which can help their users. It is entirely in the hand of a librarian to analyze their user needs and provide maximum additional facilities to their users through initiatives like websites. Websites have become face of library in an online environment. Hence it helps a librarian to outshine through them and enhance their self-worth & intellectual ability. It is a one-way mode of communication with the users, hence providing maximum facilities by just knowing our target audience helps shine high.

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