

Website Analysis of Private Initiative Children's Libraries in India

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ABSTRACT

This study examines the ten websites of private initiative children's libraries across India, which prominently offer issue and return services to the users. This investigation selects the websites browsed through leading search engines with Google, Yahoo, and DuckDuckGo from June 1st to September 30th, 2024. This dataset analyses 25 key parameters, which are broadly segmented as information availability about their resources, services, service accessibility, e-resources on the website, and social media tagged on a webpage. The study also explores the online platforms of private libraries used to interact with children, parents, and caregivers with insight to identify their strengths, weaknesses, and improvement possibilities in these library websites. Findings show that though these library websites provide information and services like membership, catalogue access, and circulation, most library websites have a significant absence of electronic resources. However, the Storyweaver library website offers access to digital books and audiobooks. The study also emphasises that most of these libraries mainly offer information on books, with limited information on toys, magazines, and films. Some library websites provide service-related information like storytelling, workshops, and events. Preferences on social media tagged on library websites vary with common engagement on Facebook and Instagram. Additionally, this research contributes insight into services, accessibility, and informative engagement among children through their websites for the professionals and policymakers aiming to enhance the private initiative of children's libraries in India.

KEYWORDS: library websites, library resources, library services, private libraries, children's libraries.

1. INTRODUCTION

The terrain of children's libraries in India is at present enduring an immense alteration, primarily caused by private initiatives emerging to cultivate the reading culture among the young generation. These initiatives growing as essential centres complement the traditional children's public library systems, bringing specialised services to meet the needs and interests of the children. The online presence of these libraries grows significantly, connecting the libraries with the children and their parents or caregivers and also providing crucial information about the resources, services, and events at their doorstep. This private initiative in children's libraries plays an integral part in widening

the span of resource access. The emergence of these private initiative children's libraries is especially pertinent as government-funded libraries sometimes remain outreach.

2. PRIVATE LIBRARY

A private organization is conceptualized as a non-government organization operated or owned by private individuals for specific target groups of people or communities, viewing their specific interests knowledge or occupation (Wyszynski, 2018). The private sector comprises such businesses, companies, or entities owned by private individuals or private companies that are regulated, managed, and run by private individuals or private entities (Beena et al., 2020). The above studies conceptualize private libraries as those that are formed, financed, and functioned by private individuals or concerns instead of governmental organizations. Their ownership structures are categorised as sole proprietorships, partnerships, private limited organisations, cooperatives, franchises, and trusts.

The study of the concerned organisations revealed the following attributes in respect of private libraries:

Operational setup: They are autonomous, where they perform their activity independently. Library activities-related decisions are solely taken by themselves, whereas government bodies are not regulatory authorities in decision-making.

Financial setup: Funds come from private donations, memberships, subscriptions, or corporate sponsorships, instead of government grants or funds.

Services: Private libraries generally exhibit greater adaptability in the services they provide, adapting their collections and services to address specific requirements of their users, such as online circulation, storytelling, interactive events, workshops, exhibitions, resource delivery at home, etc.

Users: They concentrate on a particular demography or interested groups, such as children, parents, specific communities, and other professionals.

3. OBJECTIVES OF THE STUDY

This study focuses on the following objectives:

- ✓ To identify the various resource-related information available on private initiative children's library websites.
- ✓ To find out the information about services presence on websites.
- ✓ To point out the online services accessible through library websites.
- ✓ To identify the social media inclusions in library websites.
- ✓ To examine the comparative state of those children's library websites.

4. LITERATURE REVIEW

Druin et. al., (2003) studied the new version of the International Children Digital Library (ICDL), where children accessed and read the collection through the digital library, and focused on the necessity of such research work on digital libraries for children. Konnur et al., (2010) studied how library websites were used to disseminate library resources easily and acted as communication tools for the library user community of academic libraries. Kumar and Bansal (2014) studied the library websites with their contents in eight new Indian Institute of Technology (IITs). In the year 2018, Devi and Verma carried out the study with one hundred and 72 parameters with a 5 points scale among 19 IITs and 29 NITS library websites, where it found that the websites should be frequently studied to keep

updated. Sharma (2018) surveyed the needs and use of children's libraries in the city of Varanasi, where it emphasized the library infrastructure, library hours, information sources, and events. Bulla and Hadagali (2020) accessed the performance quality and context quality of central university library websites in India through the Gtmetrix tool. Rahman and Batcha (2020) assessed the library websites in colleges under the University of Delhi, where they examined the availability of feedback and regular updates on social networking tools. The study found that the library websites needed to be updated periodically. Mandrekar and Rodrigues (2021) examined the essentiality of the college libraries library websites in Goa, India, with their services during the Covid-19 pandemic period from 27th July to 26th Nov 2020, found that well organized content was required for quality services to satisfy their needs and also observed that library websites were not available in eleven colleges. In the year 2022, Gupta and Walia studied the deemed university library websites in Delhi, where they examined the effectiveness of library websites in providing library-related information. Yildiz (2023) investigates children's access to information during COVID-19, where an online education project was implemented through children's libraries over 14 days among 171 students in 34 workshops of 12 branches on how libraries serve disadvantaged children in Turkey. It found that it benefits disadvantaged children and their families.

Inference from the above literature is that academic libraries receive more concentrations in research span, and study for children's libraries remain in distant from the focus with the required understanding and implementation. It also reveals a strong base for the foundation of user-friendly web domains for children in India.

5. METHODOLOGY OF THE STUDY

This study conducts a systematic website analysis of private libraries for children available across India. This investigation selects the first ten websites from diverse private libraries for children available on the front tier of Google, Yahoo, and DuckDuckGo search engines. This research work gathers primary data through observation methods from the selected children's library websites from June 1st to September 30th, 2024, focusing on fixed 25 key parameters, which are broadly categorised as resource-related information, service-related information, and online access of resources, available e-resources, and social media tagged in children's library websites. This study assigns a '1' credit score for each parameter for representing the data and introducing a binary system evaluation process for assessing the outputs, where '1' symbolizes their presence and '0' represents their absence among the children's library websites. The study examines the following library websites:

Table 1. Studied list of children's libraries with websites.

Sl. no.	Library	Website
1	Bukmuk	https://www.bukmuk.com/
2	Kahanee Kids Library	https://www.kahanee.in/
3	Kiddokin	https://www.kiddokin.com/
4	Kidzalaya	https://www.kidzalaya.com
5	Little Spark	https://littlespark.in/
6	Our Story Shelf	https://www.ourstorystack.in/
7	Storyweaver	https://storyweaver.org.in/
8	ThinkBox Children's Library	https://thinkbox.co.in/
9	Toolo	https://toolo.in/
10	Unnati Library	https://unnatilibrary.com/

6. DATA COLLECTION AND ANALYSIS

The collected primary data are represented in tabulated form and analysed through MS excel package and IBM SPSS software to reveal the calculated results to draw the inferences.

6.1 Resource related information

This research undertakes a comprehensive analysis of information on the physical and digital resources available for children, such as books, multimedia, and educational materials.

Table 2. Resource related information in library websites ('1' symbolises 'Present' and '0' symbolises 'Absent')

Sl. no.	Library	Resource related information					Total credit score (Out of 5)
		Books	Toys	Magazines	Films	Music /Audio	
1	Bukmuk	1	0	0	0	0	1
2	Kahanee Kids Library	1	0	0	0	0	1
3	Kiddokin	1	1	0	0	0	2
4	Kidzalaya	1	0	0	0	0	1
5	Little Spark Library	1	0	0	0	0	1
6	Our Story Shelf	1	0	0	0	0	1
7	StoryWeaver	1	0	0	0	0	1
8	ThinkBox	1	1	1	0	0	3
9	Toolo	1	0	0	0	0	1
10	Unnati Library	1	1	0	0	0	2
Total with percentage		10 (100%)	3 (30%)	1 (10%)	0 (0%)	0 (0%)	-

The existence of the information on resources uses a binary system, where '1' represents the presence of information and '0' denotes the absence of information in each category, and the cumulative score for each library provides a maximum score of 5. Likewise, the Bukmuk library, Kahanee Kids Library and Kidzalaya library websites offer information solely about books. The absence of other resources limits its credit score to 1. Similarly to the Kiddokin, the Unnati Library website provides information on books and toys, enabling it to secure a higher score of 2 out of 5. Little Spark Library, Our Story Shelf, Storyweaver, and Toolo offer information only about books. It shares the same information profile and secure credit score as 1. The ThinkBox library website comes with a rich information profile and provides information about books, toys, and magazines, leading to a credit score of 3.

6.2 Service related information

This study area analyses information about the services provided by those library websites, such as membership options, reading programs, storytelling sessions, and workshops.

Table 3. Presence of service-related information in library websites ('1' symbolises 'Present' and '0' symbolises 'Absent')

Sl. no.	Library	Information on Services					Total Credit Score (Out of 5)
		Membership	Borrowing	Story telling	Interactive activities/ events	Workshops	

1	Bukmuk	1	1	0	1	0	3
2	Kahanee Kids Library	1	0	1	1	1	4
3	Kiddokin	1	1	0	0	0	2
4	Kidzalaya	1	1	0	0	0	2
5	Little Spark Library	1	1	0	0	0	2
6	Our Story Shelf	1	1	1	1	0	4
7	StoryWeaver	1	1	0	0	0	2
8	ThinkBox Children's Library	1	1	1	1	1	5
9	Toolo	1	1	1	1	1	5
10	Unnati Library	1	1	0	0	0	2
Total		10 (100%)	9 (90%)	4 (40%)	5 (50%)	3 (30%)	-

This dataset shows the availability of service-related information on children's library websites in India, which includes membership, borrowing, storytelling, interactive activities and events, and workshops. The Bukmuk library offers service-related information on membership, borrowing, and interactive activities/events, obtaining a score of 3 out of 5. The Kahanee Kids Library delivers information on services about membership, storytelling, interactive activities and events, and workshops, earning a credit score of 4. Similar to Kiddokin, Kidzalaya, Little Spark Library, Storyweaver, and Unnati Library, exclusively provide service-related information on membership and borrowing, which ensures a credit score of 2. The Our Story Shelf library highlights a wide range of information on services, including membership, borrowing, storytelling, and interactive activities and events, earning it a credit score of 4. Likewise, the ThinkBox Children's Library, the Toolo library website provides an extensive range of service-related information and earns it a perfect credit score of 5.

6.3 Library websites provide accessibility of services

This section of the study explores a diverse approach to the digital accessibility of services among children's libraries in India, such as online membership, an online catalogue, circulation services, e-resources, contact facilities, and social media presence on their website.

Table 4. Library websites provide accesses ('1' represent 'provide access' and '0' represent 'not provide access')

Sl. no.	Library	Access through library websites						Total Credit Score (Out of 6)
		Online Membership	Online Catalogue	Online Circulation	E-Resources	Contact facility	Social media	
1	Bukmuk	1	1	1	0	1	1	5
2	Kahanee Kids Library	0	0	0	0	1	1	2
3	Kiddokin	1	1	1	0	1	0	4
4	Kidzalaya	1	1	1	0	1	1	5
5	Little Spark Library	1	1	1	0	1	0	4

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6	Our Story Shelf	1	1	1	0	1	1	5
7	Storyweaver	1	1	1	1	1	1	6
8	ThinkBox children's Library	1	1	0	0	1	1	4
9	Toolo	1	1	1	0	1	1	5
10	Unnati Library	0	1	0	0	1	1	3
Total with percentage		8 (80%)	9 (90%)	7 (70%)	1 (10%)	10 (100%)	8 (80%)	-

This dataset reveals a diverse approach to the digital accessibility of services among children's library websites in India. The Bukmuk Library website offers online membership, an online catalogue, circulation services, contact facilities, and a social media presence on their website with a credit score of 5 out of 6. The Kahanee Kids The library website receives the lowest credit score of 2 as it offers minimal online access to contact facilities and social media presence. Kiddokin and Little Spark Library websites secure a score of 4 out of 6 for providing access to online membership, online catalogue, circulation services, and contact facilities. The Kidzalaya library website provides all key access except for e-resources and secures a credit score of 5. Similar to Bukmuk, Kidzalaya and Our Story Shelf library websites also receive a score of 5 for offering an extensive range of service accessibility, except for e-resources. The Storyweaver library website provides extensive access to services with a perfect score of 6 out of 6. The ThinkBox Children's Library website achieves a score of 4 for providing access to online membership, online catalogue, contact facilities, and social media presence. The Toolo library website offers all key access except e-resources with a score of 5 out of 6. The Unnati Library website obtains scores of three out of 6 for providing access to an online catalogue, contact facilities, and social media presence.

6.4 E-resources available in library websites

This section examines the presence of digital materials on web platforms, such as e-books, audiobooks, e-magazines, movies, and other downloadable content for children for their engagement.

Table 5. E-resources available in library websites (1 represents 'available' and '0' represents 'not available')

Sl. no.	Library	Availability of e-resources				Total Credit score (Out of 4)
		E-books	Audiobooks	E-magazines	Movies	
1	Bukmuk	0	0	0	0	0
2	Kahanee Kids Library	0	0	0	0	0
3	Kiddokin	0	0	0	0	0
4	Kidzalaya	0	0	0	0	0
5	Little Spark Library	0	0	0	0	0
6	Our Story Shelf	0	0	0	0	0
7	Storyweaver	1	1	0	0	2
8	ThinkBox	0	0	0	0	0
9	Toolo	0	0	0	0	0
10	Unnati Library	0	0	0	0	0
Total with percentage		1 (10%)	1 (10%)	0 (0%)	0 (0%)	-

Data shows Bukmuk, Kahanee Kids Library, Kiddokin, Kidzalaya, Little Spark Library, and Our Story Shelf library website offers no e-resources. The Storyweaver library website solely provides e-resources. This library website offers both digital books and audiobooks with a total credit score of two. ThinkBox, Toolo, and Unnati library websites show non-accessibility of e-resources, resulting in a credit score of zero.

6.5 Social media accounts tagged in library websites

This portion of the study examines the presence of social media platforms, which enhance visibility and facilitate interaction between these children's libraries with users.

Table 6. Social media accounts tagged in library websites ('1' represent 'tagged' and '0' represent 'not tagged')

Sl. no.	Library	Social media presence on website					Total Credit Score (Out of 5)
		Facebook	Instagram	Twitter	WhatsApp	YouTube	
1	Bukmuk	1	1	0	0	0	2
2	Kahanee Kids Library	1	1	0	0	0	2
3	Kiddokin	0	0	0	0	0	0
4	Kidzalaya	1	1	1	0	0	3
5	Little Spark Library	0	0	0	0	0	0
6	Our Story Shelf	1	1	0	0	0	2
7	Storyweaver	1	1	1	0	1	4
8	ThinkBox	1	1	0	1	0	3
9	Toolo	1	1	0	0	1	3
10	Unnati Library	1	1	0	1	1	4
Total		8 (80%)	8 (80%)	2 (20%)	2 (20%)	3 (30%)	-

The table shows that the Bukmuk Library maintains a small social media presence, incorporating only Facebook and Instagram on its website. Similar to Bukmuk, the websites of Kahanee Kids Library and Our Story Shelf Library secured a credit score of 2 as they only include Facebook and Instagram on their web pages. Likewise, Kiddokin, Little Spark Library shows that social media platforms are not linked on their website and obtains a credit score of 0 out of 5. The Kidzalaya has a wide range of social media presence on its websites, with Facebook, Instagram, and Twitter, obtaining a credit score of 3. The Storyweaver has a wide range of social media on its website, including Facebook, Instagram, Twitter, and YouTube. The ThinkBox library website features Facebook, Instagram, and WhatsApp on their webpage and gets a credit score of 3. The Toolo Library secures a credit score of 3 out of 5 for including Facebook, Instagram, and YouTube on their website. The Unnati Library website provides access to Facebook, Instagram, WhatsApp, and YouTube accounts through its webpage and obtains a credit score of 4 out of 5.

7. RANKING OF CHILDREN'S LIBRARY WEBSITES

This study area generates a ranking of children's library websites through summarising the total credit scores of 25 studied parameters for each private library website and ranking the libraries accordingly.

Table 7. Ranking of Children's Library Websites

Library	Access service through website (Out of 6)	Availability of e-resources (Out of 4)	resource related information (Out of 5)	Information on Services (Out of 5)	social media presence on website (Out of 5)	Total Score (Out of 25)	Rank
StoryWeaver	6	2	1	2	4	15	1
ThinkBox Children's Library	4	0	3	5	3	15	2
Toolo	5	0	1	5	3	14	3
Our Story Shelf	5	0	1	4	2	12	4
Bukmuk	5	0	1	3	2	11	5
Kidzalaya	5	0	1	2	3	11	6
Unnati Library	3	0	2	2	4	11	7
Kahanee Kids Library	2	0	1	4	2	9	8
Kiddokin	4	0	2	2	0	8	9
Little Spark Library	4	0	1	2	0	7	10

This dataset shows Storyweaver is at the top, obtaining the highest total score of fifteen for its extensive presence across various parameters, especially for its access through the library website. ThinkBox Children's Library obtains second rank with a score of 15, primarily due to the lack of e-resources on its website. Tools rank third with a score of 14, showing access to the services through the website and information on services. Our Story Shelf and Bukmuk library websites obtain a mid-rank with a decent score of 12 and 11 successively for access through the library website and information on services but lacking in e-resources presence. Kidzalaya ranks sixth, and Unnati Library ranks seventh, mainly due to its lower availability of e-resources, resource-related information, and information on services. Kahanee Kids Library ranks eight, and Kiddokin stands nine, slightly above the bottom rank, receiving scores of nine and eight, a consequence of minimal resource-related information. Little Spark Library stands at the bottom with a score of seven, reflecting a good presence in access through the library website but showing weaknesses in the availability of e-resources and social media engagement, crucial for the present scenario.

8. CORRELATION STUDY AMONG THE SELECTED PARAMETERS

This study conducts Pearson's correlation study among the selected parameters of children's library websites, comprising access to services through websites, availability of e-resources, resource-related information, information on services, and social media presence. This study reveals both positive and negative associations among the five broad categories of the selected parameters, providing insight into and highlighting trends of different website features.

Table 8. Pearson's correlation study between the selected parameters of children library websites

Correlation matrix						
		Access service through website	Availability of e-resources	Resource related information	Information on Services	Social media presence on website
Access service through website	Pearson's Correlation	1				
Availability of e-resources	Pearson's Correlation	0.515	1			
Resource related information	Pearson's Correlation	-0.302	-0.201	1		
Information on Services	Pearson's Correlation	-0.097	-0.3	0.198	1	
Social media presence on website	Pearson's Correlation	0.209	0.421	0.09	0.164	1
Note: Pearson's correlation calculation based on data derived from table-7, using IBM SPSS software						

The table presents Pearson's correlation study between the selected parameters of children's library websites. The strongest positive correlation between the availability of e-resources and access through websites reveals a value of 0.515, which indicates that more access to available e-resources on their websites tend to provide more access to services. Similarly, the correlation between the social media presence and availability of e-resources shows a positive value of 0.421, suggesting websites that integrate more social media on their websites are offering more e-resources through their websites, which increases their popularity, visibility, and engagement with users. The correlation between social media presence on websites and access to services through websites shows a positive value of 0.209, indicating a minimum positive correlation between them. Likewise, the resource-related information and social media presence have a low correlation with a positive value of 0.198. The positive correlation value of 0.164 shows a weak correlation between the social media presence on websites and information on services. A negative correlation (-0.30) exists between the availability of e-resources and information services, indicating that library websites with more e-resources are likely less interested in providing information on services. Similarly, a negative correlation with a value of -0.302 between the resources-related information and access services through the website indicate that the websites with more presence with e-resources provides less information on resources. These negative correlation values reveal that the availability of e-resources helps users are instantly getting their desired resources on websites by themselves and also self-sufficient to Search the e-resources on the websites, requiring less information on service. The negative correlation value of -0.097 indicates a very weak negative correlation between access services through websites and information on service shows, revealing little to no substantial relationship between them.

9. CONCLUSION

The study reveals from the dataset about the features of the ten children's library websites that most library websites obtain less priority in the area of availability of e-resources and reflect an urge for improvement. This study highlights that most library websites put focus on online membership, an online catalogue, online circulation services, and contact facilities. However, a library like Storyweaver provides access to e-resources, particularly in digital books and audio books. Most of these libraries focus on only books. One library, the Think Box children's library website, includes a wide variety of resources, like books, toys, and magazines. All of these library websites primarily focus on membership and borrowing. However, more interactive services like storytelling, workshops, and events are missing commonly on their websites. A common pattern about their preference for social media presence on their websites. This study reveals the likeness on Facebook and Instagram with fewer library websites engaging social media platforms like Twitter, WhatsApp, or YouTube. Meanwhile, a few libraries, Kiddokin and Little Spark Library, do not have a social media presence on their website. This study identifies the trends and suggests that there is still considerable room for growth, particularly in providing information about diverse resources, enhancing e-resource accessibility, and strengthening social media engagement among children's library websites in India.

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