



Content Analysis of Library Websites of Selected NAAC “A” Graded Colleges in North 24 Parganas District, West Bengal: An Evaluative Study

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ABSTRACT

Purpose: Library websites are important digital information sources about the functions and services of the libraries. At the time of designing the websites of the colleges some information are common and some are dependent on the characteristics of those particular institutions. The purpose of this paper is to study the information provided in some selected college library websites, comparing them and suggest a standard framework of designing the websites for the college libraries in future
Methodology: Survey have been done on eight college library websites having NAAC A grade. Information provided in the websites have been identified and classified in different sections. Tabular representations are made and compared with a rating scale. Findings: Most of the college libraries have obtained moderate score as per the rating scale assigned for the purpose. Logical recommendations have been made³ for the purpose
Value: This article may be used as a guide line for the librarians for designing a website for the library

Introduction

With the advent of the World Wide Web (WWW) and its application, the world has become a much smaller place, in fact, a global village. There has been a significant change among the people of different sections in

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accessing information and communicating with each other. The new generation lives in a digital world, using smartphones, computers, and electronic devices linked through social media like Facebook, YouTube, Instagram, Twitter, etc. These devices and applications provide an irreplaceable source of education and self-education in the form of new literacy. There are different social networking sites, including blogging, image and video sharing, and mobile connectivity. In addition, LIS services may help promote Library and Information Centers services. The library website serves as a vital gateway to library services. Therefore, usability analysis and assessment of library websites are of paramount importance. “The designing of an educational website needs to be more focused on usability and shows that different perspectives derived from the area of specialization, age and gender, and category give a different evaluation” (Shukla, 2017).

1.1. National Assessment and Accreditation Council (NAAC)

National Assessment and Accreditation Council (NAAC) was established by the UGC in September 1994 at Bangalore for evaluating the performance of the Universities and Colleges in the Country. NAAC's mandate includes the task of performance evaluation, assessment and accreditation of universities and colleges in the country. The philosophy of NAAC is based on objective and continuous improvement rather than being punitive or judgmental, so that all institutions of higher learning are empowered to maximize their resources, opportunities, and

capabilities. Assessment is a performance evaluation of an institution and /or its units and is accomplished through a process based on self-study and peer review using defined criteria. Accreditation refers to the certification given by NAAC which is valid for a period of five years. At present the Assessment and Accreditation by NAAC is done on a voluntary basis.

A significant outcome of the assessment is the final institutional grading. After assessment, the Cumulative Grade Point Average (CGPA) of an institution is computed for those institutions which clear the grade qualifiers.

Table-1 List of NAAC “A” Graded Colleges in North 24 Parganas

Sl. No.	Name of Colleges	Abbreviation	Type	Established	URL
1	Barrackpore Mahadevananda College	BMC	Govt. aided	1968	https://mmbkp.ac.in/
2	Barrackpore	BRSC	Govt. aided	1953	https://brsnc.in/

	RastraguruSurenranath College				
3	Acharya Prafulla Chandra College	APCC	Govt. aided	1960	http://apcccollege.ac.in/
4	Gobardanga Hindu College	GHC	Govt. aided	1947	http://www.ghcollege.ac.i n/
5	BhairabGanguly College	BGC	Govt. aided	1968	https://bhairabgangulycoll ege.ac.in/
6	Barasat Government College	BGOC	Govt. Sponsored	1950	https://bgc.ac.in/index.php
7	Ramkrishna Mission Vivekananda Centenary College	RKMVCC	Govt. aided	1944	https://rkmvccrahar.org/
8	Ramkrishna Sarada Mission Vivekananda Vidyabhaban	RSMVV	Govt. aided	1961	https://rksmvv.ac.in/

The table contains the abbreviations, their types (Government aided or Government sponsored), year of establishment and the websites of the colleges which are selected for the study.

1.2. Objectives of the Study

Present study aims to know about the content information available in library websites of NAAC accredited 'A' grade college libraries in West Bengal, India. The main objectives of this study are:

- To analyse the contents of college library websites in North 24 Parganas District, West Bengal.
- To find out the collection, facilities, and services provided on the websites.
- To know the e-resources provided by the libraries.
- To Suggest measures for the improvement of websites of the colleges in North 24 Parganas District, West Bengal
- To know the non-book material and e-resources provided by them.
- To identify social networking sites implemented in the websites.
- To compare the libraries through the websites of those selected eight libraries.
- To know the existing facilities as well as services provided on the websites.



- To find out the relevancy, user friendliness and quality of graphics this is used in those websites of selected libraries.
- To identify the library collections, library services and links to other resources
- To recognize the type of content and features made accessible on websites
- To know the number of NAAC accredited 'A' grade colleges functioning in North 24 Parganas, West Bengal.
- To investigate the basic information available in these college library websites.
- To find out the rank list of college library websites.

Literature Review

A number of studies have been conducted worldwide to evaluate the library websites and to make recommendation for better designing of library webpage. Such studies are Arandhara(2021) observed that study provides a perception about the information, services, collections and facilities available on the four selected university library homepage. It is found that the content and information provided by the library are varying in every library website. There is a need for development and improvement of contents of the library websites particularly for those which do not have the necessary measures on their corresponding websites. The library website is as said in the beginning it is a mirror to the library; it showcases all the activities and services of the library.

Rahman (2020) concluded in his study with the recommendation of conducting such evaluative studies on regular basis in order to keep the library websites up-to-date and meet the expectations of its clientele and also to develop a digital environment for the delivery of library services. It is believed that the study will serve as an example for further research on developing measurement frameworks for library website evaluation.

C.A. (2021) analysed thirteen Central University Library websites using 29 standard checklists. The 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.

Beura (2021) analysed Content analysis of Library Websites of top NIRF-ranked Universities of India. Concluded in his study despite the fact that the survey was limited to 50 university library websites, the findings show that in this digital age, the university library website is the primary means of informing users about the library's numerous collections and services. Although the nature and way of presentation of content of library websites varies from each other, but the overall quality of the website depends upon the



content coverage, its authenticity and accuracy. The inconsistent pattern of the result obtained establishes the fact that shows that no web site can be considered and recommended as a model university library website.

Gyanajeet Yumnam, Ch. Ibohal Singh (2021) Content analysis of library websites of central universities of North East India. The study has revealed us many clues on the contents of the websites of these libraries. All the nine Central Universities of Northeastern India have a rich collection of books, periodicals, e-books, ejournals, reference sources, newspapers, these, and dissertations. Almost all the library websites have a social media tool, i.e. Email and Contact

Us. It is also found that 100% of the central library websites and URLs have information about the library, library hour, membership, services and e-resources. Lastly, the study shows an overview of the contents available on all websites of central universities of the region. It is also observed that the university library websites are an excellent medium to know what is available in the library or not without going in the library; if the material does not exist in any form, how can the university take it as a loan from other universities.

Methodology

A web-based survey was conducted to locate and evaluate the content of library websites of College of North 24 Parganas located in West Bengal, India during October to December, 2022. During this process eight selected colleges websites or webpages were appeared under this investigation the present study. Hence the library websites in North 24 Parganas, West Bengal are analysed for the study purpose. Necessary information was collected through searching, browsing and analysing the selected College library websites. The library websites of studied colleges were identified from Google and other E-Resources. At the time of collecting data different internal and external links like Ask Librarian, Direct link, Registration/Login, Website content on electronic collection etc. Were checked as per their existence to find out the first, second, third, fourth rank by numbering each college website base on features. From there, I found out which college website was the first or second or third based on their services. The investigator has employed evaluation methodology for studying the content analysis on library websites of Colleges in West Bengal. Further, the collected data was tabulated and analysed for the purpose of interpretation and discussion.

Data Analysis and Discussion

4.1 Library Website Profile of Colleges

Table-2 presents Library website profile of studies colleges

Table-2 Library Website Profile of Colleges

Sl. No.	Name of the College Library	Library URL	Library Webpage
1	Barrackpore Mahadevananda College	https://mmbkp.ac.in/Library.aspx	Yes
2	Barrackpore Surendranath College	https://brsnc.in/site/library	Yes
3	Acharya Prafulla Chandra College	http://apccollege.ac.in/index	Yes
4	Gobardanga Hindu College	http://www.ghcollege.ac.in/	Yes
5	BhairabGanguly College	https://bhairabgangulycollege.ac.in/	Yes
6	Barasat Government College	https://bgc.ac.in/index.php	Yes
7	Ramkrishna Mission Vivekananda College	https://rkmvccrahara.org/	Yes
8	Ramkrishna Sarada Mission Vivekananda Vidya Bhaban	https://rksmvv.ac.in/library/	Yes

This table mentions whether the libraries contain the separate web page or not. The existing college libraries with separate web page having URL and the type of website (Content-Structured or Linear Text) are mentioned here. All the library websites are structured.

4.2 General Information of College Libraries

Table-4 reveals with the basic information about the college library.

Table-3 General Information of College Libraries

Sl. No.	Website Content on Basic Information	BMC	BRSC	APCC	GHC	BGC	BGOC	RMVC	RSMVC	Total (8)
1	About Library	1	1	1	1	1	1	1	1	8
2	History of Library	1	1	1	1	1	1	0	1	7
3	Contact Us	1	1	1	1	1	1	1	Y	8
4	FAQ's	0	0	0	0	0	0	0	0	0
5	Library hours	1	1	1	1	1	1	1	1	8
6	Library Rules	1	1	1	1	1	1	1	1	8

7	Library Staff	0	1	1	1	1	1	1	1	7
8	Membership	1	1	1	1	1	1	1	1	8
9	Photo Gallery	1	1	1	1	1	1	1	1	8
10	Publication	0	0	0	0	0	0	0	0	0
11	Library Service	1	1	1	1	1	1	1	1	8
12	Library Software	1	1	1	1	1	1	1	1	8
	Total Score (out of 12)	9	10	10	11	11	10	9	10	
	Percentage (%)	75.00	83.33	83.33	91.66	91.66	83.33	75.00	83.33	

The general information are about library, library history, contact, FAQ, library hours, library rules, library staff, membership, photo gallery, publication, library service, library software. The following chart is showing the percentage of the result on basic information about library websites.

4.5. Information about Library Collection

Table-5 is presenting the information about the library collection

Table-4 Information about Library Collection

Sl. No.	Website content on collection	BM C	BRS C	AP CC	GH C	BGC	BG OC	RMV C	RSMV C	Total (8)
1	CD/DVD	0	1	1	1	1	0	0	1	5
2	Digital repository	0	0	0	0	0	0	0	1	1
3	E-resource	0	1	1	1	1	1	0	1	6
4	Institutional Repository	0	0	0	0	0	0	0	1	1
5	Library Collection	1	1	1	1	1	1	1	1	8
6	New Arrivals	0	1	1	1	1	1	0	1	6
7	Print Books	1	1	1	1	1	1	1	1	8
8	Print Journals	1	1	1	1	1	1	1	1	8
9	Question Papers	0	0	0	0	1	1	0	1	3



10	Reference Tools	0	1	1	1	1	1	0	1	6
11	Rare Book	0	1	0	0	0	0	0	1	2
	Total Score (out of 11)	3	8	7	7	8	8	3	11	
	Percentage (%)	27.2 7	72.72	63.6 3	63.6 3	72.72	72.7 2	27.27	100	

The library collection are CD/ DVD, digital repository, Institutional repository, e- resources, new arrivals, print books, print magazines, question papers, reference tools, rare books etc. Different college libraries scored different results. The following figure is showing the results of library collection.

4.6. Information about Electronic Resources

Table-6 reveals to the website content on electronic resources.

Table-5 Information about Electronic Resources

Sl. No.	Website content Electronic collection	BMC	BRSC	APCC	GHC	BGC	BGOC	RMVC	RSMVC	Total (8)
1	Digital Archive	0	1	0	0	1	1	0	1	4
2	E-Book	0	1	0	1	1	1	0	1	5
3	E-Database	0	0	0	0	1	0	0	1	2
4	E-journals	1	1	1	1	1	1	0	1	7
5	E-Theses	0	1	0	0	0	1	0	1	3
6	Links to other Reference Websites	0	1	0	1	1	1	0	1	6
	Total Score (out of 6)	1	5	1	3	5	5	0	6	
	Percentage (%)	16.66	83.33	16.66	50.00	83.33	83.33	0	100	



Table-6 reveals to the website content on electronic resources. Information about digital achieve, E-book, E-journal, E-database E-journal, E-these and link to other reference websites. Different college libraries have scored various numbers. The following figure is presenting the data level of result.

4.7 Information about Library Services

The above table (table-7) contains the data related to the library services.

Table-6 Information about Library Services

Sl. No.	Website content on Library Services	BMC	BRSC	APCC	GHC	BGC	BGOC	RMVC	RSMVC	Total (8)
1	Circulation	1	1	1	1	1	1	1	1	8
2	ILL	0	0	0	0	0	1	0	1	2
3	Reading Room Services	1	1	1	1	1	1	1	1	8
4	Lending Service	1	1	1	1	1	1	1	1	8
5	Online Book renewal	0	0	0	0	0	0	0	0	0
6	Online Library Services	0	1	1	1	0	0	0	1	3
7	OPAC	1	1	1	1	1	1	1	1	8
8	Reference Services	1	1	1	1	1	1	0	1	7
9	Reprographic Services	1	1	1	1	1	1	1	1	8
10	Internet Service	0	1	1	1	1	1	0	1	6
11	Carrier	1	1	1	1	1	1	1	1	8



	Guidance									
12	CAS	1	1	0	1	1	1	0	1	6
13	Orientation	1	1	1	1	1	1	1	1	8
14	Book Display	0	1	1	0	1	1	0	1	5
	Total Score (Out of 14)	9	12	11	11	11	12	7	13	
	Percentage (%)	64.28	85.71	71.42	78.57	78.57	85.71	50.00	92.85	

The major library services which are included in the library website are Circulation, inter library loan (ILL), reading room service, lending service, online book renewal, online library

service, Online Public Access Catalogue (OPAC), reference service, reprographic service, internet service, carrier guidance, orientation or new user awareness service, Current Awareness Service (CAS), book display etc. The results which have scored by different colleges are shown in the following figure.

4.8. Showing data about Special Characteristics

Table-8 is related to features of college library websites.

Table-7 Showing data about Special Characteristics

Sl. No.	Website content on features of library websites	BMC	BRSC	APCC	GHC	BGC	BGOC	RMVC	RSMVC	Total (8)
1	Ask Librarian	0	1	0	0	0	0	0	1	2
2	Direct Link	1	1	0	1	1	1	1	1	7
3	Download Forms	0	1	0	0	1	0	0	1	3
4	Registration/	0	1	0	0	0	0	0	1	2

	Login									
5	Remote Access to e-resources	0	1	0	0	1	0	0	1	3
6	Single window search	0	0	0	0	0	0	0	1	1
7	Library News	1	1	1	0	1	1	0	1	6
	Total Score (Out of 7)	2	6	1	1	4	2	1	7	
	Percentage (%)	28.57	85.71	14.28	14.28	57.14	28.57	14.28	100	

The special characteristics of the library websites are Ask the librarian, Direct Link, Download Forms, Registration or Login, remote access to e- resources, single window search, Library news etc. The result scored by the libraries has shown in the following figure.

4.9. Comparative Study of College Library Websites

Table-9 is presenting the data related to the total score out of 50 made by the different colleges.

Table-8 Comparative Study of College Library Websites

College Library Websites	Website Content on Basic Information (Out of 12)	Website content on collection (Out of 11)	Website content on electronic collection (Out of 6)	Website content on Library Services (Out of 14)	Website content on features of library websites (Out of 7)	Total Score out of 50
BMC	9	3	1	9	2	24
BRSC	10	8	5	11	6	40
APCC	10	7	1	10	1	29



GHC	11	7	3	11	1	33
BGC	11	8	5	11	4	39
BGOC	10	8	5	12	2	37
RMVC	9	3	0	7	1	20
RSMVV	10	11	6	13	7	47
Total	80	55	26	84	24	270

The total scored by the libraries of BMC, BRSC, APCC, GHC, BGC, BGOC, RMV and RSMVC are 24, 40, 29, 33, 39, 37, 20 and 47 respectively.

4.10. Range of Point and Results

A quantitative five-point rating scale was designed to evaluate checklist of college library websites in North 24 Parganas during study period. The five-point rating scale was fixed equally based on the maximum score of 50 points. The range for the rating scale is as follows:

Table-9 Range of Point and Results

Range of Points	Results
01 – 08	Very Poor/Need Improvement
09 – 16	Poor/ Below Average
17 – 24	Good/Average
25 – 32	Very Good/Above Average
33 – 40	Excellent
41—50	Outstanding

Table – 10

Ranking of College Library Websites

4.11 Ranking of College Library Websites

Table-11 describes that out of eight college libraries

College Library Websites	Total Score out of 50	Rank	Rating scale	Results
RSMVV	47	1	41-50	Outstanding

BRSC	40	2	33-40	Excellent
BGC	39	3	33-40	Excellent
BGOC	37	4	33-40	Excellent
GHC	33	5	33-40	Excellent
APCC	29	6	25-32	Very Good
BMC	24	7	17-24	Good/Average
RMVC	20	8	17-24	Good/Average

Only one college i.e. Ramkrishna Sarada Mission Vivekananda Vidyabhaban Library website obtained “Outstanding”; three college libraries website i.e. BRSC, BGC, BGOC and GHC obtained ‘Excellent’ ranked of content analysis on library websites. Website of APCC obtained “Very Good”. BMC and RMVC library websites obtained “Good/Average “. No college library websites were ranked with ‘Poor/Below Average’, and ‘Very Poor/Need Improvement’.

Major findings

Major findings of present study on content analysis of college library websites in North 24 Parganas during the study period are as follows:

- ☞ Both BMC and RMVC libraries have scored 75.00% BRSC, APCC, BGOC and RSMVV libraries have scored 83.33%, both GHC and BGC have scored 91.66% on basic information about library website.
- ☞ BMC and RMVC have scored 27.27%, GHC and APCC have scored 63.63%, BGOC, BGC and BRSC have scored 72.72%. Only RSMVV have scored 100% in library collection.
- ☞ BMC and APCC have scored 16.66%, GHC has scored 50%, BRSC, BGC and BGOC have scored 83.33%. RMVC neither has nor scored anything but RSMVV has scored 100% in this respect.
- ☞ BMC has scored 64.28%, BRSC and BGOC have scored 85.71%, APCC has scored 71.42%, GHC and BGC has scored 78.57%, RMVC has scored 50% and RSMVV has scored 92.85% in different library services offered by them.
- ☞ BMC has scored 28.57%; BRSC has scored 85.71%; APCC and GHC have scored only 14.28%; BGC has scored 57.14%; BGOC has scored 28.57%, RMVC has scored 14.28% and RSMVV has scored maximum which is 100%.
- ☞ Out of 50 point different college websites BMC, BRSC, APCC, GHC,
- ☞ BGC, BGOC, RMVC and RSMVC are made 24, 40, 29, 33, 39, 37, 20 and 47 points respectively.



- ☞ Only one college i.e. Ramkrishna Sarada Mission Vivekananda Vidyabhaban Library website obtained “Outstanding”.
- ☞ Three college libraries website i.e. BRSC, BCG, BGOC and GHC obtained ‘Excellent’ ranked of content analysis on library websites.
- ☞ Website of APCC obtained “Very Good”. BMC and RMVC library websites obtained “Good/Average “.
- ☞ No college library websites were ranked with ‘Poor/ Below Average’, and ‘Very Poor/Need Improvement’.

Recommendations and Conclusion

6.1. Suggestions and Recommendation

The recommendation of the present study is as follows:

- ☞ Conducting such evaluative studies on regular basis in order to keep the library websites up-to-date and meet the expectations of its clientele.
- ☞ Develop a digital environment for the delivery of library services. It is believed that the study will serve as an example for further research on developing measurement frameworks for library website evaluation.
- ☞ As the websites are the carriers of quality information about the organization, its users should be able to get the information with a few clicks. Hence information rich websites have to be created.
- ☞ The Layout of the Library Website should be User-friendly and attractive so that the user satisfaction motto of a library is fulfilled.
- ☞ The services provided by the library, section of the library, holding of the library etc. should be specified clearly so that user of the library can get his/her required information easily.
- ☞ As the growing of new generation users, the Librarian should also be a Tech Savvy and there is an urgent need to make the websites of the library more dynamic and interactive by following the web 2.0 and 3.0 technologies.
- ☞ In the website should be provisions for instant messaging, RSS feeds, digital reference services, FAQs etc. so that users can have opportunity for direct conversation and communication with the system.
- ☞ Library Professionals should completely involve and undergo training in designing and integrating all the library resources, services and facilities in the website by attending seminars, conferences, workshop etc.



- ☞ As the Library is growing organism the resources and services are dynamic and changes from time to time. Hence, websites should be periodically updated.
- ☞ The library websites of Institute of National Importance in West Bengal should arrange or organize the content information in uniform structure way.
- ☞ The Institute library websites should more attractive and informative by which library users can easily access and capture the required information as per needs.
- ☞ It is suggested to have a dedicated library professional team to look after the library website and update it at regular interval.
- ☞ The library websites of Institute should focus attention to fulfil the information needs of the library users.
- ☞ This checklist may be used as a standard guideline for improving library websites of Institute of National Importance in West Bengal

6.2. Conclusion

This study provides a perception about the information, services, collections and facilities available on the four selected university library homepage. It is found that the content and information provided by the library are varying in every library website. There is a need for development and improvement of contents of the library websites particularly for those which do not have the necessary measures on their corresponding websites. The library website is as said in the beginning it is a mirror to the library; it showcases all the activities and services of the library. A good library website definitely attracts the users, so it should be more informative, interactive, and attractive. (K S M., 2016). In the present era, the web has become the master source of information in disseminating the information. So, the evaluation of libraries website must be done frequently so as to check the structure and the web content and information available in the website. (Devi & Verma, 2018).

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- Barrackpore Mahadevananda College. <https://mmbkp.ac.in/>
- Barrackpore RastraguruSurendranath College. <https://brsnc.in/>
- Bhairab Ganguly College. <https://bhairabgangulycollege.ac.in/>
- Gobardanga Hindu College. <http://www.ghcollege.ac.in/>
- Ramkrishna Mission Vivekananda College. <https://rkmvccrahara.org/>
- Ramkrishna Sarada Mission Vivekananda Vidyabhaban. <https://rksmvv.ac.in/>