

Web content analysis of Indian Institute of Management Libraries Website: An analytical study

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Abstract— Library and information centers of any institution play an important role to disseminate users information requirements. Indian Institute of Management in India is a well known for their contribution in management education. The diversity of IIM students reflects in their information demands, this consideration were grasp by library professional to fulfill their timely requirements within the least time and single click. The present paper detailed about uses of IIM Library website and discusses the contents available over website. Every IIM Library has its library gateway using web technologies.

Keywords— *website, e-resources, institutional repositories, social networking, web contents.*

I. INTRODUCTION

Computer is to be considered as the product of last century, it changed every stakeholder of the planet. Web technologies are the sub branch in a computer system, where commutation get simplified. Library and information center are the field where web technology play important role because the main objective of every library is to provide information services to its readers. A library portal is an interface as well as gateways to access library resources and services through a single access and management point for users, combining the circulation and catalog functions of an integrated library system (ILS) with additional tools and facilities.

A library portal is defined as "a combination of software components that unify the user experience of discovering and accessing information" in contrast to a "single technology" to provide "services that support discovery, access and effective use of information."^[1]

Indian Institute of Management in India

The Indian Institutes of Management (IIMs) are a group of public, autonomous institutes of management education and research in India. They primarily offer postgraduate, doctoral and executive education programmes. There are 13 IIM upto year 2015.

Recently the NIRF2017 declared by MHRD Ministry, it reveal that mostly there is IIM in top position. In the ranking first five are IIM's they are IIM Ahmedabad, IIM Benglore, IIM Calcutta, IIM Lucknow, IIM Kozhikode respectively.

Major elements

General Information about Library
Library collection stats
List of Services
List of Resources
Remote Access Facility
Consortium Links
Discovery Service
Web OPAC
Digital Library (Dspace, GSDL)Library Web OPAC catalog
Library collections statics
Library content discovery
Hyperlinks to outside resources
Online Databases
Online service request
News and announcement flash

When we observe the Library website, then above commonly available contents considered. The contents available over library websites depend on their library practices.

II. RELATED WORK

Kumar, Prithvi Raj, Naik, & Reddy, (2009) Present paper illustrates content analysis of Indian Institute of Management library websites. This is an attempt to discover contents of IIM library website, existing facilities available over website, to measures asthetic value, accuracy, currency, accessibility and userfriendliness, how much quality graphics, animation

used in website. The systematic research carried out and following findings are formed they are, all library website have library information and site map. All library having information about library collection in all formats. All IIM library website have information on library services like Web OPAC, database access, digital library, ILL and reference services^[2]

Jayasundari & Jeyshankar, (2014) The present study “Web credibility of Indian Institute of Management Websites” reveals the structure and usability of IIM websites. Evaluating websites is critical task, and it is based on some guidelines for evaluating it. In present study Stanford guidelines were used these are Professional Design, Accuracy of Information, Organizational appearance, Expertise in content and services, Copyright and honesty of its developer, Easy to contact, Easy to use and useful, Regular updating, Restrictions of promotional contents, Error avoidance. In the evaluation of website it observed that 77% libraries URL extensions is ‘.ac.in’, as well as 15% has ‘.earnnet.in’ and remaining is ‘.in’. In the analysis of content coverage and status links on home page of IIM website it is observed that all libraries has ‘About’ AND ‘List of Department’ link, there are 92% of libraries has ‘Administration’ and ‘Faculty’ link. There special evaluation factor introduce that is Criteria for Activities of IIM’s, it is observed that ‘News Flash’ has 100%, there are 92% of respondents reported ‘Recent Event’ and ‘Past Event’ link.^[3]

III. OBJECTIVES OF STUDY

1. To know the different features of IIM Library websites.
2. To assess the various contents available on IIM Library websites.

3. To generalize the web content analysis result.
4. To suggest for future improvement in IIM’s library website.

IV. HYPOTHESIS

1. Library website plays an important role in information dissemination.
2. Almost all IIM Libraries has their websites.
3. Library websites provides national and international gateways of information.

V. METHODOLOGY

There is diversified checklist designed to evaluate web resources. There is various types of contents available over websites. For the study, review of related literature conducted, prepared checklist according to our study as well as encoded with excel software. A standard set of analysis is conducted and interpretation of data and conclusion formed. There are thirteen IIM libraries were taken for the study.

VI. RESULTS AND DISCUSSION

There are various factors of library website were analyzed and according to results following interpretations presented. Systematic checklists were prepared for the encoding of website content entry. According to each IIM Library every variable were recorded in checklist like general information about library, Content available in print format, electronic resources availability, Social networking linkages and other contents available on website.

Location and Abbreviation used for every IIM

Table 1: IIM Name, location and abbreviation used

Sr. No.	IIM NAME	Location	Abbreviation used
1	Indian Institute of Management Calcutta	Kolkata, WB	IIM-C
2	Indian Institute of Management Ahmedabad	Ahmedabad, Guj.	IIM-A
3	Indian Institute of Management Bangalore	Bangalore, Karnataka	IIM-B
4	Indian Institute of Management Lucknow	Lucknow, UP	IIM-L
5	Indian Institute of Management Kozhikode	Kozhikode, Kerala	IIM-K
6	Indian Institute of Management Indore	Indore, MP	IIM-I
7	Indian Institute of Management Shillong	Shillong, Meghalaya	IIM-S
8	Indian Institute of Management Rohtak	Rohtak, Haryana	IIM-R
9	Indian Institute of Management Ranchi	Ranchi, Jharkhand	IIM-Ranchi
10	Indian Institute of Management Raipur	Raipur, Chhattisgarh	IIM-Raipur
11	Indian Institute of Management Tiruchirappalli	Tiruchirappalli, TN	IIM-T
12	Indian Institute of Management Udaipur	Udaipur, Rajasthan	IIM-U
13	Indian Institute of Management Kashipur	Kashipur, Uttarakhand	IIM-Kashipur

The Indian Institute of Management libraries were located in various states of India; following table number 1 describes the state wise number of IIM located. In above table 1, there is total 13 states representing each IIM in their state.

Establishment of IIM in Specified Period

Indian Institutes of Management established in India in given table. The following table illustrates the number of IIM established during specified period.

Table 2: Establishment of IIM

Sr. No	IIM Establishment between	No. of IIM's (n=13)	Percentage
1	1947-1957	0	0
2	1958-1967	2	15%

3	1968-1977	1	8%
4	1978-1987	1	8%
5	1988-1997	2	15%
6	1998-2007	1	8%
7	2008-2015	6	46%
Total		13	100%

In above table 2, illustrate that there is no any IIM established up to 1957 from Independence. There are two(15%) IIM were established during 1958-1967, and in 1968-77 and 1978-87 subsequently one IIM established. In 1988-97 there are two IIM, in 1998-2007 there is one IIM and in 2008-2015 two IIM were established. Up to year 2015 there are 13 IIM were in working. ^{[4],[5],[6]}

URL extensions used with websites

Every website is a predefined structure first part of website address is Protocol, normally it is WWW (World Wide Web). The second part divided with a dot operator, it represent as name of organization. Generally it is an important part of web address, it is called as Domain Name. and third part is extension type, which is used to defined type of website. Normally academic websites represented as 'ac.in', 'edu.in', as like.

Table 3: URL extensions used with websites

Sr. No	URL Extensions	No. of IIM's (n=13)	Percentage
1	.ac.in	10	77%
2	.ernet.in	2	15%
3	.in	1	8%
Total		13	100

In above table 3, there are 10 IIM website developed with 'ac.in' extension and it is a highest number out of total 13 IIM. The second rank hold by 'ernet.in' represents two IIM and '.in' representing one IIM respectively. ^{[7],[8],[9],[10]}

General information of library collection on library website

Every website of IIM library is accelerating their utilization of web resources. Libraries want to provide information about library collection. Whatever the library holds in their premises they wants to highlight over website.

Table 4: General information of Library collections on library website

Collection Name	Yes (n=13)	No (n=13)	Total (n=13)
Books	8(62%)	5(38%)	13(100%)
Journals	8(62%)	5(38%)	13(100%)
References sources	8(62%)	5(38%)	13(100%)
Thesis & Dissertations	7(54%)	6(46%)	13(100%)
Newspapers	7(54%)	6(46%)	13(100%)
General Magazines	8(62%)	5(38%)	13(100%)

Conf. Proceedings	5(38%)	8(62%)	13(100%)
Back vol. of Journals	7(54%)	6(46%)	13(100%)

In above table 4, it shows that general information about library collection is somewhat composite response after analyzing website content. The checklist reveals that 62% of library showing books, journals, references resources and general magazines over website subsequently. Thesis & Dissertations, Newspapers and Back volumes of journals represents 54% of their visibility on library website. Conference proceedings represent 38% of its visibility on website. ^{[11],[12],[13],[14]}

Library services information on library website

Every website of IIM library wants to familiar its users with its services. Library prepared a list of services available on website.

Table 5: Library services information on Library website

Service Name	Yes (n=13)	No (n=13)	Total (n=13)
Circulations	13(100%)	0(00%)	13(100%)
Reading Room	13(100%)	0(00%)	13(100%)
Reprography	13(100%)	0(00%)	13(100%)
Internet Access	13(100%)	0(00%)	13(100%)
C.A.S	9(69%)	4(31%)	13(100%)
Audio & Video	12(92%)	1(8%)	13(100%)
Alert Service	10(77%)	3(23%)	13(100%)
SDI	7(54%)	6(46%)	13(100%)
Book Display	11(85%)	2(15%)	13(100%)

In above table 5, it reveals that services like Circulation, Reading room, reprography, and internet access are very well known by all IIM users. Book display represents 85%, audio video represents 92%, alert services represents 77%, and Current awareness service 69% and SDI service represent 54%. ^{[15],[16]}

Availability of electronic resources on Library website

Electronic resource is the most preferred choice of library users. Considering this, IIM libraries tried to boost its electronic resources.

Table 6: Access to e-Resources

e-Resources name	Yes	No	Total
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	(n=13)	(n=13)	(n=13)
e-Books	11(85%)	2(15%)	13(100%)
e-Journals	12(92%)	1(8%)	13(100%)
e-Databases	12(92%)	1(8%)	13(100%)
CD-ROM Databases	6(46%)	7(54%)	13(100%)
Video Cassettes	4(31%)	9(69%)	13(100%)
DL(Institutional Repositories)	10(77%)	3(23%)	13(100%)
Discovery Services	9(69%)	4(31%)	13(100%)
Web OPAC	11(85%)	2(15%)	13(100%)
Consortia	10(77%)	3(23%)	13(100%)
Andriod App	1(8%)	12(92%)	13(100%)

In above table 6, it shows that visibility of e-resources as e-books 85%, e-journals and e-Databases 92% respectively. Web OPAC represent 85%, Digital Library and Consortia represents 77%, Discovery service represents 69%, CD-ROM Databases 46%, Video cassettes represents 31% and Android app represent only 8%.

Social networking linkages available on library website

Social networking plays an important role to link users over this platform to enhance library services. IIM libraries trying to keep touch in contact with its library users with latest social networking tools.

Table 7: Social Networking Linkages

Social Networking Tools	Yes (n=13)	No (n=13)	Total (n=13)
Facebook	7(54%)	6(46%)	13(100%)
Twitter	6(46%)	7(54%)	13(100%)
Flickr	0(00%)	13(100%)	13(100%)
Blog	3(23%)	10(77%)	13(100%)
Youtube	4(31%)	9(69%)	13(100%)
Likedin	5(38%)	8(62%)	13(100%)
Instagram	1(8%)	12(92%)	13(100%)
Wikipedia	1(8%)	12(92%)	13(100%)

In above table 7, composite result of social networking content available on library website. In above 54% facebook link, 46% Twitter link, Likedin 38%, youtube 31%, blog 23% and Instagram and Wikipedia represent 8% respectively. ^[17]

VII. FINDINGS

1. Most of IIM has their individual website/web portal.
2. Some IIM were not visualizing their collections.

3. In the case e-resources almost all IIM fulfilled user's requirements by get available over website.

VIII. CONCLUSION

This paper is an attempt highlight web contents available over IIM library websites. Web content of IIM library websites are the libraries mirror they are important to provide wide range of library services. The wide range of web contents like Print collection statics, Digital collection information, List of Services available, various types of resources and their relevant links and social media linkages of Library

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