

Web Page Content Analysis of the Selected Institutions

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ABSTRACT: Website is one of the most substantial mechanisms for any academic institution to publish and provides the information related to various activities such as admission, courses, examination, syllabi, fees, rules and regulations, placements, library facilities, research and publications, faculty, and services, etc. Keeping in mind, the researcher makes an effort to evaluate the content of the provided information by department websites of the DLISc (Department of Library and Information Science) in North East India. The findings showed that the Gauhati University DLISc Website scored 27 out of 35, which ranked first and came under a very good grade point. It was revealed from the study that no selected DLISc University Websites falls under the “Outstanding score criteria 29-35”. The result of the present paper will be helpful to understand the current status of DLISc University Websites for website developers and administrators, so that they will make more informative, up to date information, authentic information, user friendly and dynamic ways to the users as per the user’s requirement.

Keywords: Content Analysis, Website Evaluation, DLISc, North East, India, Web Contents

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1. Introduction

The department website is a mirror of the department and it represents the department across the globe on the internet. Thus, it should be well developed, organised, and maintained, and rich in content so that the needs and expectations of its users can be fulfilled. New website evaluation tools should be developed and designed to evaluate the website to enhance the quality of the website for its communities like students, faculties, etc. website should be furnished with new tools like help, FAQ, Feed-back, site map, and search tools, multilingual option, shortcut for department A-Z, student guidance office, find person, etc, so that users can get their desired information easily from the department website. (Ahmed, 2017).

North East India is known as the official North Eastern Region (NER). It is the easternmost area of India representing both a geographic and political-administrative division of the country. The seven sister states are a popular term for the contiguous states of Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, and Tripura before the inclusion

of the state of Sikkim into the North Eastern Region of India. The sobriquet 'Land of the Seven Sisters' was coined to coincide with the inauguration of the new states in January 1972 by Jyoti Prasad Saikia, a journalist in Tripura, in the course of a radio talk show. He later compiled a book on the interdependence and commonness of the seven sister states and named it the Land of Seven Sisters. It has been primarily because of this publication that the nickname has caught on. (Source: https://en.wikipedia.org/wiki/Northeast_India#cite_note-21)

2. Related Studies

Ondrusek, Ren & Yang (2019) undertaken a content analysis of online searching errors of MLIS students based upon a coding scheme derived from previous error typologies and enhanced with new categories related to strategic searching decisions. The results revealed that errors committed by MLIS students align with errors identified in earlier online searching studies but also include errors that look unique to the MLIS participants' searching consequences. Using observed error patterns, the authors suggest instructional activities that can be developed to teach techniques for error correction and avoiding tactical and strategic flaws in online searching assignments. Besides, further study is needed to make known how students in training for pro-fessional online searching positions detect, correct errors and interpret. A follow-up study that integrates the recommended exercises for facilitating formal online searching education and reports on those results would start guidelines for teachers and trainers in the field.

Ahmed (2017) revealed that the DLISc, University of Delhi was at the first rank among five DLISc in north India and DLISc, Maharishi Dyanand University, Rohtak at the lowest rank. The researcher recommended that DLIS websites must be developed in a more dynamic, interactive, and more informative way; so that users should feel satisfaction and expectations per their requirement. Further, the author suggested that the departmental website must design and develop into a more dynamic and interactive website using Web 2.0 and Web 3.0 Technology. Department must think and provide RSS feeds, dynamic contents, bulletin boards, virtual tours, FAQs, online calendar, discussion forums, and List serve for promoting the web-based services.

Bhatt & Walia (2016) evaluated the contents of the ICT course of MLISc in the department of Library and Information Science Website in North India. It was revealed that the present context of technological infrastructure was required in any field and the majority of the students in India did not come from a background in computer science. Dept. which did not give such kind of exposure to which students require practical knowledge to imbibe in the working environment. The researcher found that a major gap between theory and practical teaching method for using ICT components, i.e. more emphasis was given to theory rather than practical. Besides, the author expressed that one-year duration programs are not adequate mechanisms for the advanced training of the learners and it's not making available sufficient hands-on experience for the graduating professionals who will be entering the job market.

Panigrahi (2010) observed and recommended that while designing the syllabus and course structure of a particular subject was vital to meet the request of the diverse level of job sectors in the private and government sectors. A course curriculum must balance amid traditional librarianship and digital librarianship so that LIS scholars capable of employed in the digital working environment such as a digital library, content development, library website, use knowledge management, and e-publishing evaluation of web resources, must include. Several LIS departments are lacking behind in terms of human resources, infra-structure, and adequate financial support from management and using the old method of 19th edition of DDC till today. The author emphasized that there is a serious essential of having standardisation and uniformity in LIS education system in India. There should be an accreditation council exclusively for LIS education.

3. Aims and Objectives of the Study

The main purpose of the present study was to evaluate the content of the selected DLISc University Website in the North East region keeping in view the following objectives.

- a) To determine the selected DLISc Websites functioning in North East Region;
- b) To evaluate the type of contents and features made available on selected websites of DLISc in North East India;
- c) To recommend measures for the upgrading of selected DLISc websites functioning in North East State.

4. Scope and Limitations of the Study

Content analysis is one of the most significant segments in the Library and Information Science field for identifying, evaluating, representing, and understanding the content of any respective document viz, text, graphics, video, audio, and images file format, etc. The scope of the present study is demarcated to fourteen DLISc universities in the North East Region which was having department websites and these are well established. The researcher surfed to gather the data based on the content available on the university websites during the January 05 - Feb. 30, 2020 (<https://www.ugc.ac.in/stateuniversity.aspx>), (<https://www.ugc.ac.in/centraluniversity.aspx>), and (<https://www.ugc.ac.in/privatuniversity.aspx>).

Sl. No.	Name of the University	URL	Library Website URL
01 (AUS)	Assam University, Silchar	http://www.aus.ac.in/	http://www.aus.ac.in/library-information-science/
02	Dibrugarh University (DU)	https://www.dibru.ac.in/	https://dibru.ac.in/faculty-of-studies/2014-12-25-09-02-49/centre-for-library-information-science-studies
03	AGauhati University (GU)	http://www.gauhati.ac.in/	https://www.gauhati.ac.in/arts/library-and-information-science
04	Krishna Kanta Handique State Open University, (KHSOU)	http://www.kkhsou.in/web_new/	http://kkhsou.in/web_new/details.php?p=a0ZiR3BnNDRXWHNoUWtreXF2L3R0Zz09
05	Assam Women's University (AWU)	http://www.awu.ac.in/	http://www.awu.ac.in/set.html?lib
06	Himalayan University	https://www.himalayanuniversity.com/	https://www.himalayanuniversity.com/degree-programs/masters/arts-social-sciences/master-of-library-and-information-sciences/m-lib-.html
07	Arunachal University of Studies	https://arunachaluniversity.ac.in/	https://arunachaluniversity.ac.in/courses/?nd_learning_arrive_from_advsearch=true&category-course=&childcat=&courseID=&tagName=library-information-science&catname=Library%20And%20Information%20Science
08	Venkateshwara Open University	https://vou.ac.in/	https://vou.ac.in/Welcome/libraryInformationSciences
09	Manipur University	http://www.manipuruniv.ac.in/	http://manipuruniv.ac.in/department/library-info-sc-department
10	Mizoram University	https://mzu.edu.in/	https://mzu.edu.in/school-of-economic-management-and-information-science/
11	North-Eastern Hill University, (NEHU)	https://www.nehu.ac.in/	https://nehu.ac.in/department/11/Library-Information-Science-department

12	University of Science & Technology, Meghalaya (USTM)	https://www.ustm.ac.in/	https://www.ustm.ac.in/library-information-sciences-academic-focus/
13	Tripura University	https://www.tripurauniv.ac.in/	https://www.tripurauniv.ac.in/Page/departmentsDetailsHome/16-DepartmentsHome
14	Maharaja Bir Bikram University	http://www.mbbuniversity.ac.in/	https://www.tripurauniv.ac.in/Page/departmentsDetailsHome/16-DepartmentsHome

Table 1. List of Selected DLISc University Website of North East India

5. Research Methodology

There are several methods for data collection to meet the accomplishment of research work. To undertake the aforesaid objectives, the researcher employs a survey method and observation tool to collect data. The entire research work was designed and developed with the help of a well structure checklist method. Thirty-five criteria were used based on the previous studies to collect research data from the respective library website and used the checked marked method, i.e., tick mark “√” for Yes (1) and cross sign “×” for No (0) to each feature available in the DLISc website under the present study. The checked marked system of using 0 and 1 makes it easy for data analysis and provides a quantitative result.

6. Results and Discussions

6.1. General Information

Department websites provides information about general information features to support users to identify the basic information about Department History; Department Activities; alumina, IT Facilities; Departmental Achievements Past HODs and Departmental Achievements etc. Table 2 represented that majority of all the DLISc University Websites of North East India under the study were given information about courses/programme offered i.e. 14 (100%). 10 (71.42%) of selected DLISc University Websites stated information about history/profile/about us and faculty details/people, which was followed by 04 (28.57%) of selected DLISc University Websites given information about department activities (seminar, conference/workshop) and facilities. 03 (21.42%) of the selected DLISc University Websites revealed mission/vision/objectives and contact us whereas department notice/circular/news, photo gallery, publications of the department, and fellowship/scholarship awarded stated by 02 selected DLISc University Websites (14.28%) respectively. Only 01 (7.14%) of selected DLISc University Websites provided information about alumni, past HODS/coordinator, research projects, departmental achievements, UGC NET qualified list, and student zone. None of the selected DLISc University Websites make available information about useful links and download links.

6.2. Courses Offered, Faculty Information (Present) and Ex Faculty Information

In order to know the fact about the courses offered, faculty information (present) and ex faculty information incorporated by DLISc University Websites of North East India as mentioned in the following Table 3. It was found that the majority of selected DLISc University Websites mentioned information about MLISc/ Integrated MLIS i.e. 12 (85.71%), which was followed by 10 (71.42%) of selected DLISc Universities Website given information Assistant Professor. It was observed that 08 (57.14%) of selected DLISc Universities gave detailed information about Ph.D. and 06 (42.85%) of the selected DLISc revealed information about the professor. 05 (35.71%) of the Selected DLISc website provided information about M.Phil & Associate Professor and detailed information about BLISc. i.e. 04 (28.57). Only 01 (7.14%) of Selected DLISc university website given information about Ex Faculty (Professor, Associate Professor & Asst. Professor) and detailed information in website about certificate/diploma course i.e. 02 (14.28%)

6.3. Research Output, Syllabi, and Question Bank

Table 4 showed that research output, syllabi, question bank provided of DLISc University Websites of North East India. The majority of DLISc University Websites given information on syllabi of MLISc i.e. 09 (64.28%) which was followed by 04

General Information	1	2	3	4	5	6	7	8	9	10	11	12	13	14	Total
History/Profile/ About Us	✓	✓	✓	X	✓	X	X	✓	0	✓	✓	✓	✓	✓	10
Mission/Vision/Objectives	X	✓	X	X	X	✓	X	X	X	✓	X	X	X	X	03
Department Activities (Seminar, Conference/ Workshop)	✓	X	✓	X	X	X	X	X	X	X	X	X	✓	✓	04
Courses/Programme Offered	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	14
Alumni	X	X		X	X	X	X	X	X	X	X	X	X	X	01
Faculty Details/People	✓	✓	✓	X	✓	X	X	X	✓	✓	✓	✓	✓	✓	10
Past HODs/Coordinator	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Department Notice/Circular /News	✓	X	✓	X	X	X	X	X	X	X	X	X	X	X	02
Facilities	✓	X	✓	X	X	X	X	X	✓	✓	X	X	X	X	04
Photo Gallery	X	X	✓	X	X	X	X	X	X	X	X	✓	X	X	02
Research Projects	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Publications of the Department	X	X	✓	X	X	X	X	X	✓	X	X	X	X	X	02
Departmental Achievements Fellowship/Scholarship	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Awarded	X	X	✓	X	X	X	✓	X	X	X	X	X	X	X	02
UGC NET Qualified List	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Contact Us	✓	X	✓	X	X	X	X	X	X	X	X	X	✓	X	03
Student Zone	X	X	X	X	X	X	X	X	✓	X	X	X	X	X	01
Useful Links	X	X	X	X	X	X	X	X	X	X	X	X	X	X	Nil
Total Score (Max. 18)	07	04	15	01	03	02	02	02	05	05	03	04	05	04	

Note: Assam University, Silchar (01), Dibrugarh University (02), Gauhati University (03), Krishna Kanta Handique State Open University (04), Assam Women's University (05), Himalayan University (06), Arunachal University of Studies (07), Venkateshwara Open University (08), Manipur University (09), Mizoram University (10), NEHU (11), USTM (12), Tripura University (13), Maharaja Bir Bikram University (14)

Table 2. General Information of DLISc University Website of North East India

Content Analysis & Evaluation	01	02	03	04	05	06	07	08	09	10	11	12	13	14	Total
Courses Offered															
Certificate/Diploma Course	X	X	X	✓	X	X	X	✓	X	X	X	X	X	X	02
BLISc	X	✓	X	X	X	✓	✓	✓	X	X	X	X	X	X	04
MLISc/ Integrated MLIS	✓	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	12
M.Phil	✓	X	✓	X	X	X	✓	✓	X	✓	X	X	X	X	05
Ph.D.	✓	X	✓	X	X	X	✓	✓	✓	✓	✓	✓	X	X	08
Faculty Information (Present)															
Professor	✓	X	✓	X	X	X	X	X	✓	✓	✓	✓	X	X	06
Associate Professor	✓	X	X	X	X	X	X	X	✓	✓	✓	X	✓	X	05
Assistant Professor	✓	✓	✓	X	✓	X	X	X	✓	✓	✓	✓	✓	✓	10
Ex Faculty															
Professor	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Associate Professor	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Assistant Professor	X	X	✓	X	X	X	X	X	X	X	X	X	X	X	01
Total Score (Max. Score 11)	06	03	08	01	02	02	04	05	05	06	05	04	03	01	

Table 3. Courses Offered, Faculty Information (Present) and Ex Faculty Information of DLISc University Website of North East India

(28.57%) of DLISc university websites stated information about syllabi of BLISc, M.Phil, and Ph.D. respectively. 02 (14.28%) of DLISc University Websites detailed information about research out of Research Guidance- Ph.D., whereas none of the DLISc Websites disclosed information about research output of research projects and research guidance- M.Phil. Apart from this, none of the Dept Library Websites not providing question banks such as BLISc, MLISc, M.Phil, and Ph.D.

Content Analysis & Evaluation	01	02	03	04	05	06	07	08	09	10	11	12	13	14	Total
Research Output															
Research Guidance- M.Phil	X	X	X	X	X	X	X	X	X	X	X	X	X	X	00
Research Guidance- Ph.D.	X	X	✓	X	X	X	X	X	✓	X	X	X	X	X	02
Syllabi															

BLISc	X	X	X	X	X	X	✓	✓	X	X	X	X	✓	✓	04
MLISc	✓	X	✓	X	X	X	✓	✓	✓	✓	✓	✓	✓	X	09
M.Phil	✓	X	✓	X	X	X	X	✓	X	✓	X	X	X	X	04
Ph.D.	✓	X	✓	X	X	X	X	✓	X	✓	X	X	X	X	04
Total Score (Max. Score 06)	03	Nil	04	Nil	Nil	Nil	02	04	02	03	01	01	02	01	

Table 4. Research Output, Syllabi, Question Bank of DLISc University Website of North East India

6.4. Rating Scale for DLISc University Website

The five-point rating scale was fixed equally based on the maximum score of 35 of Content features (Table 2 to 4 with 35 points) to rank the DLISc University Websites, the rating scale was considered to rank “Outstanding” to “Needs Improvement” based on the five-point scale below (Table-5):

Range (Score)	Rank
29-35	Outstanding
22-28	Very Good
15-21	Good
08-14	Average
01-07	Needs Improvement

Table 5. Rating Scale for DLISc University Website

6.5 Total Score and Ranking of DLIScWebsite in North East India

The total score of study DLISc University Website is presented in Table 6 based on previous respective Tables 2 to 6 entitled “Total Score of DLISc University Websites in North East India”.

Name of the University	T 2	T 3	T 4	Total Score (Max 35)	Grade	Rank
Gauhati University	15	8	4	27	Very Good	1 st
Assam University, Silchar	7	6	3	16	Good	2 nd
Mizoram University	5	6	3	14	Average	3 rd
Manipur University	5	5	2	12	Average	4 th
Venkateshwara Open University	2	5	4	11	Average	5 th
Tripura University	5	3	2	10	Average	6 th
NEHU	3	5	1	9	Average	7 th
USTM	4	4	1	9	Average	7 th
Arunachal University of Studies	2	4	2	8	Average	8 th

Dibrugarh University	4	3	0	7	Needs Improvement	9 th
Maharaj Bir Bikram University	4	1	1	6	Needs improvement	10 th
Assam Women's University	3	2	0	5	Needs improvement	11 th
Himalayan University	2	2	0	4	Needs improvement	12 th
Krishna Kanta Handique State Open University	1	1	0	2	Needs improvement	13 th

Table 6. Total Score and Ranking of DLIScWebsite in North East India

It was found from the study that based on the total score obtained by Gauhati University got a “very good” cursory glance securing the first position i.e. 27. Assam University, Silchar got the second rank as per the ranking score of Table 6, which was followed by Mizoram University, Manipur University, Venkateshwara Open University, Tripura University, NEHU, USTM, and Arunachal University of Studies securing the position third, fourth, fifth, sixth, seventh, eighth positions respectively. As per the ranking score, Dibrugarh University, Maharaj Bir Bikram University, Assam Women's University, Himalayan University, Krishna Kanta Handique State Open University and did not become up to the mark of the total score which further came under the category i.e. “needs improvement” and secured the position ninth, tenth, eleventh, twelfth, thirteen respectively.

6.6. Findings of the Study

Finding results revealed that 15 (78.94) of DLISc Gauhati University given information highest number of history/profile/about us, department activities (seminar, conference/workshop), courses/programme offered, alumni, faculty details/people, and research project, etc. DLISc Gauhati University Website 8 (72.72) provided information on the highest number of courses offered, faculty information (present), and ex faculty information. 4 (36.36) of DLISc Gauhati University and Venkateshwara Open University website disclosed information the highest number of syllabi such as BLISc, MLISc, MPhil & Ph.D., and such as BLISc, MLISc, M.Phil, Ph.D. and research output of research guidance- Ph.D. None of the Dept. Library Website not providing question banks such as BLISc, MLISc, M.Phil, and Ph.D. as well as research output of research guidance- M.Phil and research projects.

7. Conclusions and Recommendations

A DLISc website serves to disseminate the information to all the web-savvy users. The study reveals that none of the DLISc university websites comes under the “Outstanding score criteria 29-35”. It was found that Gauhati University (27) scores the highest number followed by Assam University, Silchar (16) among the University Website. Mizoram University website obtained the third rank and obtained 14 scores. It was found that none of the DLISc University websites used other Web 2.0 Tools such as Twitter, Flickr, and YouTube. There is no financial constraint to implement Web 2.0 Tools in DLISc University Websites. Using Web 2.0 Tools can enhance providing better services to users. Besides, QR Code, RSS feeds, Web Push Notification, and Online Chat is also available easily in web, website developer must implement the emerging technologies so that users can feel and satisfy the services provided by the departmental websites. The information provided in the DLISc University Websites must need to evaluate and analysed periodically using website content, structure, and design that essential to reflect changes in user behaviour, technology, and information resources as per user's need in this digital era.

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