

COMPARATIVE STUDY OF CONTENTS PAGE OF THE WEBSITE: WITH SPECIAL REFERENCE TO IIMS

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Abstract

The present paper is intended to be written on the evaluation of the library website and its content quality. A website of library should truly represent the philosophy and purpose of the library. In the case of a library the website is the only way to make the services available to the last users in the row. The paper Focuses on the importance of a quality website for a library regardless of the nature of the library. It also emphasizes on the accuracy and authenticity of the contents provided on the website. Evaluation criteria for a quality website have also been discussed. Finally, a comparative study of the contents available at the websites of Indian Institute of Managements (IIMs) has been presented. The paper may be said to be a single source guide in developing a website for a big/small library.

Key words : Library website, Web contents, Library users, IIM libraries

1. INTRODUCTION

Nowadays people want to explore the services and products of an organization on their desktop, and explore its services in order to make up their mind whether or not to deal with that organization. Any piece of information we search first website thane go physically. A website not only lends credence to its services but also creates a confidence among its users that they are going to be provided with services of very high order. For library the importance of a website cannot be over emphasised. An Information and commutation technology changes our information seeking behavior. Organization without a website can be said to be locking a very significant factor in its development.

For a new library user, library website is the first and foremost starting point for visiting the library and exploring its resources and services. Once you show your resource on the web, the size of the library does not matter. It is because the importance of a library website cannot be overlooked. Even though there are many libraries which do not have the library website and those libraries have full of resources but users not concern about the library resources. You need not have a big and bulky website to promote the services of your library, but you can have a simple and pin-pointed site, showing the comprehensive view of your library.

2. AIMS OF LIBRARY WEBSITE

Now a day's library website really essential of any library, Just like for any business establishment, a website is a necessity for a library. As Poll said, "Libraries have started to offer a new virtual "entrance" to their services: the library website." The main aim of a library website should be to focus on its users to provide them the best services.

- Whatever you're advertising – library, services, resource – a Website is a great way to do it.
- Every other kind of publicity going costs a premium, especially if you want to target a specific kind of person, and there's no guarantee that they're paying attention.
- Websites are like brochures that are free to reproduce, interactive, and quickly distributed to people who are already looking for them.
- Providing a guide to the user of library, availability of learning resources the library holds, and services the library provides
- Providing the people a way of their rights to exploit these resources
- Providing a facility to the patrons to start their search process to avoid ambiguity in accessing the resources
- 24/7 hours users can access their valuable documents from library website.
- On the Web, it doesn't matter whether someone is next door to you or on the other side of the world, they can see library website just the same as anyone else can.
- With a library website, you can create an online storage which allows users to download their needed resources.
- This all happens without your involvement once the library website is designed.
- Your library website can act exactly like a catalog, and contain photographs and descriptions of documents.
- Library website providing audio and video to textual documents.
- More than ever before, people are turning away from traditional means of finding information and looking online.
- To offer an efficient and effective way of accessing from a collection of a large number of electronic resources of the library has.

3. CRITERIA FOR WEBSITES

The criteria deal with the content of Web sites rather than the graphics or site design. Apply these criteria to built your library website.

i. AUTHORITY

Authority reveals that the person, institution or agency responsible for a site has the qualifications and knowledge to do so. Evaluating a web site for authority

- Contact information should be clearly provided: e-mail address, phone number, and fax number.

- Credentials: the author should state qualifications, credentials, or personal background that gives them authority to present information.
- Authorship: It should be clear who developed the site

ii. PURPOSE

The purpose of the information presented in the site should be clear. Some sites are meant to inform, persuade, state an opinion, entertain, or parody something or someone. Evaluating a web site for purpose:

- Does the content support the purpose of the site?
- Is the information geared to a specific audience (students, scholars, general reader)?
- Is the site organized and focused?
- Are the outside links appropriate for the site?
- Does the site evaluate the links?

iii. COVERAGE

It is difficult to assess the extent of coverage since depth in a site, through the use of links, can be infinite. One author may claim comprehensive coverage of a topic while another may cover just one aspect of a topic. Evaluating a web site for coverage:

- Does the site claim to be selective or comprehensive?
- Are the topics explored in depth?
- Compare the value of the site's information compared to other similar sites.
- Do the links go to outside sites rather than its own?
- Does the site provide information with no relevant outside links?

iv. CURRENCY

Currency of the site refers to: 1) how current the information presented is, and 2) how often the site is updated or maintained. It is important to know when a site was created, when it was last updated, and if all of the links are current. Evaluating a web site for currency involves finding the date information was:

- first written
- placed on the web
- last revised
- Links are up-to-date
- Links provided should be reliable. Dead links or references to sites that have moved are not useful.
- Information provided so trend related that its usefulness is limited to a certain time period?
- The site been under construction for some time?

v. OBJECTIVITY

Objectivity of the site should be clear. Beware of sites that contain bias or do not admit its bias freely. Objective sites present information with a minimum of bias. Evaluating a web site for objectivity:

- Is the information presented with a particular bias?
- Does the information try to sway the audience?
- Does site advertising conflict with the content?
- Is the site trying to explain, inform, persuade, or sell something?

vi. ACCURACY

There are few standards to verify the accuracy of information on the web. It is the responsibility of the reader to assess the information presented. Evaluating a web site for accuracy:

- Reliability: Is the author affiliated with a known, respectable institution?
- References: do statistics and other factual information receive proper references as to their origin?
- Does the reading you have already done on the subject make the information seem accurate?
- Is the information comparable to other sites on the same topic?
- Does the text follow basic rules of grammar, spelling and composition?
- Is a bibliography or reference list included?

4. COMPARATIVE STUDY OF LIBRARY WEBSITES OF IIMS

The Ministry of Human Resource & Development (MHRD) has established Indian Institute of Managements (IIMs) . The Indian Institutes of Management (IIMs) are a group of 19 public, autonomous institutes of management education and research in India. IIMs are registered as societies under the Indian Societies Registration Act. Each IIM is autonomous and exercises independent control over its day-to-day operations. However, the administration of all IIMs and the overall strategy of IIMs are overseen by the IIM council. The IIM Council is headed by India's Minister of Human Resource Development and consists of the chairpersons and directors of all IIMs and senior officials from the Ministry of Human Resource Development of the Government of India

These are:

- Indian institute of management, Calcutta
- Indian institute of management, Ahmedabad
- Indian institute of management, Bangalore
- Indian institute of management, Lucknow

- Indian institute of management, Kozhikode
- Indian institute of management, Indore
- Indian institute of management, Shillong
- Indian institute of management, Rohtak
- Indian institute of management, Ranchi
- Indian institute of management, Raipur
- Indian institute of management, Tiruchirappalli

Library Services & Miscellaneous	IIM Calcutta	IIM Ahmedabad	IIM Bangalore	IIM Lucknow	IIM Kozhikode	IIM Indore	IIM Shillong	IIM Rohtak	IIM Ranchi	IIM Raipur	IIM Tiruchirappalli	IIM Udaipur	IIM Kashipur
Library Webpage	YES	YES	NO	YES	YES	NO	NO	NO	NO	NO	Yes	NO	No
New Books Display	YES	YES	YES	YES	NF	YES	NO	NO	NO	NO	Yes	Yes	No
Web-OPAC Facility	YES	YES	YES	YES	YES	YES	NO	NO	NO	YES	Yes	Yes	Yes
Online Book renewal	YES	YES	NF	NF	NF	NF	NO	NO	NO	NO	NF	NF	No
Online Book Reservation	NF	YES	NF	NF	YES	NF	NO	NO	NO	NO	Yes	NF	No
Checking Borrowing Books Online	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	YES	NF	NF
ILL Service	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	Yes	Yes	NF
Video Lectures Lab	NF	NF	NF	YES	YES	NF	NO	NO	NO	NO	NF	NF	NF
Frequency- Updating Library Webpage	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	Yes	NF	NF
Library Webpage Maintained by	Library staff	YES	NF	Library staff	Library staff	Library staff	NF	NO	NO	NO	NF	NF	NF
Book Recommendation	YES	YES	YES	YES	YES	YES	NF	NO	NO	NO	Yes	Yes	Yes
List of Print Periodicals	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	Yes	Yes	Yes
Institute Publications	NF	NF	YES	YES	NF	YES	NF	NO	NO	YES	NF	NF	NF
List of Print Journals Holdings	YES	YES	YES	YES	YES	YES	NO	NO	NO	YES	Yes	NF	Yes
List of E-journals (A-Z)	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES	Yes	Yes	No
List of E-journals with Archives	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES	Yes	Yes	Yes
List of E-journals with Link	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES	Yes	Yes	Yes
List of Subscribed Full-	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES	Yes	Yes	Yes

text Online Databases														
List of Subscribed Bibliographic Online Databases	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES	Yes	Yes	Yes	
List of Free E-journals (Respective Discipline)	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES	Yes	Yes	Yes	
List of E-books	YES	YES	YES	YES	YES	YES	NO	NO	YES	YES	Yes	Yes	Yes	
Link to Institutional Repository	YES	YES	YES	YES	YES	NF	NO	NO	NO	YES	NF	NF	Yes	
Article Alert	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	Yes	Yes	No	
CAS	YES	NO	NO	NO	Yes	Yes	No							
SDI	NF	YES	YES	YES	NF	NF	YES	NO	NO	NO	Yes	Yes	No	
Library Rules	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	NF	NF	No	
Borrowing Rules	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	NF	NF	No	
No. of Library Staff	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO	NF	NF	No	
List of Library staff	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO	NF	NF	No	
Member of consortium	YES	NO	NO	NO	Yes	Yes	Yes							
Name of consortium	YES	NO	NO	NO	Yes	Yes	Yes							
No. of e-journals by consortium	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO	Yes	Yes	NO	
Librarian	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO	NF	NF	NO	
Ask a Librarian	YES	YES	NF	YES	YES	YES	NO	NO	NO	NO	NF	NF	No	
CCTV		NF	NF	NF	NF	NF	YES	NO	NO	NO	NF	Yes		
Wifi		NF	NF	NF	NF	YES	YES	NO	NO	NO	NF	Yes		

5 CONCLUSION

The above statistics on the status of library websites in the field of Library & Information Science reveal that these websites are found more widespread in developing countries with a maximum contribution from IIMs library. This may be ascribed to the verity of knowledge dissemination that helps in development of real knowledge -based nations. The advent of WWW, the library had to aspire hard to reach the users to find out their interests. There were different individual and collective efforts to satisfy their day-to-day needs. With the help of internet, it has become easy for the library to present the information treasure the library has to the user. A library website is vital in the sense that it helps to build a long relationship with the users. Without a website a library cannot prove its significance to its potential users. Without projecting such an image, it is hard for any library to establish a credible relationship with the users. If a library uses the potential power of a website, it is easy for it to establish its strong relationships with the users. The website should be updated on a regular basis. If any new service or product is launched, it must be highlighted on the front page of the site. It

must use the advantages of new techniques and be ready to adopt any new technology. A lot is happening on the web world daily and the library should pursue to keep abreast of all these changes. Further, the library staff should be aware of the happenings in the web world. The staff should also be trained with new skills and techniques. In essence, if a library invests considerably in terms of time and innovation to enrich the library website, it will be worth it, and it will be highly rewarding to the potential users.

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