

# Websites of Deemed Universities in Tamil Nadu: An Analysis of Library Content

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**Abstract** - In the information and communication technology era, library services are the most developing and the fast improving segment of university libraries nowadays. Surveyed of websites of 29 deemed universities of Tamilnadu based on UGC universities list. The aim of this paper is to analyse library contents in terms of their collection, sections, services and website tools of deemed universities in Tamilnadu.

**Keywords:** Content Analysis, Deemed Universities, Library, Websites

## I. INTRODUCTION

The World Wide Web can provide information about anything, anyone and anywhere. The development of library websites started in the 1990s. As soon as Mosaic, the world's first web browser, was released in 1993 academic health science libraries began developing web sites (Brower, 2004). Words by Diaz (1998), "a library website can play multiple roles; it can serve as a workstation where a user finds databases, electronic texts, and the online catalogue. It is a way to make library-made products available, it is used as a window to the Internet resources available on a selective basis, and it is a communication tool where information about services, people and facilities and collections can be found." The University libraries in Tamilnadu, especially the Deemed University Libraries, are developing their service with the help of Internet for access and distribution of electronic information to their users. The most of library services are now Internet-oriented and so recognition is being focused on developing user-friendly and easily accessed and maintained library websites.

## II. DEEMED UNIVERSITIES

An Institution of Higher Education, other than universities, working at a very high standard in specific area of study, can be declared by the Central Government on the advice of the UGC as an Institution Deemed to be university. Institutions that are deemed to be university enjoy academic status and privileges of a university. These Deemed to be University Institutions have expanded the base of higher education in the country and are offering education and research facilities in various disciplines such as Medical Education, Physical Education, Fisheries Education, Languages, Social Sciences, Population Sciences, Dairy Research, Forest Research, Armament Technology, Maritime Education, Yoga, Music and Information Technology, etc. The Department is determined to introduce accountability and transparency in the processing of applications for grant of status of deemed to be university under Section 3 of the UGC Act, 1956. The Department has therefore placed the information regarding status of such applications on its website and reviews the position periodically. The UGC also displays all information in the public domain. (Source: <http://mhrd.gov.in/deemduniv>).

## III. LITERATURE REVIEW

There have been several analyses that focus on the library websites and most of the studies are about the performance and evaluation and usability of library websites with a little importance given to the content analysis.

Sampath Kumar (2009), observed through content analysis of Indian Institute of management library websites,

the study result showed that majority of library websites are not mentioned the Webmaster in their home page and showed that there were few library Websites are mentioned the date of publication. Majority of library Websites are not mentioned the information on online document delivery and question paper archives.

Vijayakumar (2009), studied content analysis of Indian Institutes of Technology libraries web portals, determined the library services offered through library web portals. Also found that, majority of the library portals covered under the study provided statistical information about book collection, audio-visual materials, CDs, DVDs, and new arrivals. But only a few provided links to these collections.

Konnur (2010), evaluated academic library websites in Bangalore city, identified the criteria for the evolution of the websites via validity, reliability and usefulness. In his findings, academic library websites in Bangalore city are not come up to expectations as virtual expressions of the quality level of the academic excellence.

Mohamed Haneefa and Anjana Venugopal (2010), analysed contents of national library websites in Asia, the result shows that, websites of national libraries of Asian countries had a common pattern of content and design. Only six national libraries' websites have developed one or more web 2.0 technologies. Also found that, majority of the libraries' websites have links to the other libraries in their websites.

Kannappanavar (2011), content analysis of engineering college library websites, observed that Engineering College libraries were not maintaining a separate library website and limited information was provided through their institution website, libraries were providing automated services to the users and sufficient information was not furnished in their college website and not even single Engineering college was established Discussion Forum to facilitate interaction and debate on various developmental issues of current and theoretical importance among their users.

Pareek, Sarwesh and Gupta, Dinesh (2013), surveyed academic library websites in Rajasthan, 52 library Websites of Rajasthan have been examined. Websites were enriched with features such as accessibility and speed, open access to

most of the services except the digital library link provided by the Higher Education Commission, active navigation, currency and other web site attributes. Contents of these web sites were also enhanced with information about a library's general information, e.g. history, mission, aims, policies, services, resources etc.

#### **IV. OBJECTIVES OF THE STUDY**

The study focus at carry out the following objectives:

1. To identify the deemed universities websites in Tamilnadu;
2. To know the different features in the deemed universities websites;
3. To find out the information about library sections and collections mentioned on the deemed universities websites in Tamilnadu;
4. To find out the information about library services and facilities provided on the deemed universities websites in Tamilnadu;
5. To know the value added information and web-based services on the websites of deemed universities in Tamilnadu.

#### **V. SCOPE AND LIMITATIONS**

The study is limited to the deemed universities websites of Tamilnadu and based on the analysis of the library content, i.e. basic information, library sections, collections including electronic resources and their services information. The period of data gathering took place from 31<sup>st</sup> January 2014 to 3<sup>rd</sup> February 2014.

#### **VI. ANALYSIS OF THE DATA**

This study analysis the focus deemed universities library contents of providing basic information, library sections, collections including electronic resources and their services information. A survey was conducted to prepare a list of deemed universities in Tamilnadu. The list of deemed universities in Tamilnadu collected from University Grand Commission (UGC) website and resulted 29 deemed universities mentioned with their URL in Table I.

TABLE I LIST OF DEEMED UNIVERSITIES IN TAMILNADU\* (ACCESS ON JANUARY 31, 2014)

S.No.	University	URL
1	AMET University, Chennai	<a href="http://www.ametuniv.ac.in">http://www.ametuniv.ac.in</a>
2	AMRITA University, Coimbatore	<a href="http://www.amrita.edu">http://www.amrita.edu</a>
3	Avinashilingam University, Coimbatore	<a href="http://www.avinuty.ac.in">http://www.avinuty.ac.in</a>
4	B.S. Abdur Rahman University, Chennai	<a href="http://www.bsauiv.ac.in">http://www.bsauiv.ac.in</a>
5	Bharath University, Chennai	<a href="http://www.bharathuniv.com">http://www.bharathuniv.com</a>
6	Chennai Mathematical Institute, Chennai	<a href="http://www.cmi.ac.in">http://www.cmi.ac.in</a>
7	Chettinad Academy of Research and Education (CARE), Chennai	<a href="http://www.chettinadhealthcity.com">http://www.chettinadhealthcity.com</a>
8	Dr. M.G.R. Educational and Research Institute, Chennai	<a href="http://www.drmgrdu.ac.in">http://www.drmgrdu.ac.in</a>
9	Gandhiigram Rural Institute, Dindigul	<a href="http://www.ruraluniv.ac.in">http://www.ruraluniv.ac.in</a>
10	Hindustan University, Chennai	<a href="http://www.hindustanuniv.ac.in">http://www.hindustanuniv.ac.in</a>
11	Kalasalingam University, Virudhunagar	<a href="http://www.kalasalingam.ac.in">http://www.kalasalingam.ac.in</a>
12	Karpagam University, Coimbatore	<a href="http://www.karpagamuniv.com">http://www.karpagamuniv.com</a>
13	Karunya University, Coimbatore	<a href="http://www.karunya.edu">http://www.karunya.edu</a>
14	Meenakshi Academy of Higher Education and Research, Chennai	<a href="http://www.maher.ac.in/">http://www.maher.ac.in/</a>
15	Noorul Islam University, Kanyakumari	<a href="http://www.niuniv.com">http://www.niuniv.com</a>
16	Periyar Maniammai University, Thanjavur	<a href="http://www.pmu.edu">http://www.pmu.edu</a>
17	PRIST University, Thanjavur	<a href="http://www.prist.ac.in">http://www.prist.ac.in</a>
18	Rajiv Gandhi National Institute of Youth Development, Kanchipuram	<a href="http://www.rgnid.gov.in">http://www.rgnid.gov.in</a>
19	Sathyabama University, Chennai	<a href="http://www.sathyabamauniversity.ac.in">http://www.sathyabamauniversity.ac.in</a>
20	Saveetha University, Chennai	<a href="http://www.saveetha.com">http://www.saveetha.com</a>
21	SASTRA University, Thanjavur	<a href="http://www.sastra.edu">http://www.sastra.edu</a>
22	SCSVMV University, Kanchipuram	<a href="http://www.kanchiuniv.ac.in">http://www.kanchiuniv.ac.in</a>
23	Sri Ramachandra University, Chennai	<a href="http://www.sriramachandra.edu.in">http://www.sriramachandra.edu.in</a>
24	S.R.M Institute of Science and Technology, Kanchipuram	<a href="http://www.srmuniv.ac.in">http://www.srmuniv.ac.in</a>
25	St.Peter's University, Chennai	<a href="http://www.stpetersuniversity.org">http://www.stpetersuniversity.org</a>
26	Vel Tech University, Chennai	<a href="http://www.veltechuniv.edu.in">http://www.veltechuniv.edu.in</a>
27	Vels University, Chennai	<a href="http://www.velsuniv.ac.in">http://www.velsuniv.ac.in</a>
28	Vinayaka Missions University, Salem	<a href="http://www.vinayakamission.com">http://www.vinayakamission.com</a>
29	VIT University, Vellore	<a href="http://www.vit.ac.in">http://www.vit.ac.in</a>

\* Source: [www.ugc.ac.in](http://www.ugc.ac.in)

Totally 14 tables were framed and the similar features were grouped at one place, which are mentioned below:

- Type of the University
- Universities with the Year of Establishment
- Distribution of Universities by District – Wise
- Web Domains Possessed
- Library Basic Information
- Library Sections
- Library Collections
- Subscription of Periodicals
- Electronic Resources and Databases
- Library Services
- Technical Services
- Provision of Value Added Information
- Web-based services

Distribution of deemed universities in Tamilnadu by specialization wise is shown in table II. 38 % of universities having their specialization as Technology followed by General with 35 % and Medical with 10 % of deemed universities in Tamilnadu. Also, Maritime, Rural Studies, Science, Healthcare and Youth Studies with 3 % of deemed universities in Tamilnadu.

TABLE II TYPE OF THE UNIVERSITY

S.No.	Specialization	Frequency	%
1	Technology	11	38
2	General	10	35
3	Medical	3	10
4	Maritime	1	3
5	Rural Studies	1	3
6	Science	1	3
7	Healthcare	1	3
8	Youth studies	1	3

Table III indicates, 7% % of the deemed universities established before 1980, 66 % of the deemed universities started between 1981 and 1990 and 24 % of the deemed universities started between 1991 and 2000. Only 3 % of the universities established after 2000.

TABLE III UNIVERSITIES WITH THE YEAR OF ESTABLISHMENT

S.No.	Year of Establishment	Frequency	%
1	Before 1980	2	7
2	Between 1981- 1990	19	66
3	Between 1991 -2000	7	24
4	After 2000	1	3

In terms of district wise distribution of deemed universities in Tamilnadu, Chennai took a first position with 48 % followed by Coimbatore with 14 %. Kanchipuram and Thanjavur districts are each with 10 % of the universities in Tamilnadu. And Dindigul, Kanyakumari, salem, Vellore and Virudhunagar districts are with 3 % of the deemed universities only.

TABLE IV DISTRIBUTION OF UNIVERSITIES BY DISTRICT-WISE

S.No.	District	Frequency	%
1	Chennai	14	48
2	Coimbatore	4	14
3	Kanchipuram	3	10
4	Thanjavur	3	10
5	Dindigul	1	3
6	Kanyakumari	1	3
7	Salem	1	3
8	Vellore	1	3
9	Virudhunagar	1	3

Web domains possessed among the deemed universities in Tamilnadu shows in table V. It observed that .ac.in took first position with 52 % followed by .com with 21 %. 14 % of the deemed universities websites are with .edu and 7 % of the deemed universities with .edu.in. Also, .gov.in and .org domains are with 3 % of the universities only.

TABLE V WEB DOMAINS POSSESSED

S.No.	Web Domain	Frequency	%
1	.ac.in	15	52
2	.com	6	21
3	.edu	4	14
4	.edu.in	2	7
5	.gov.in	1	3
6	.org	1	3

Table VI shows the basic information available on library content among the deemed universities in Tamilnadu, i.e. About Library, Collections, Library Hours, Staff Details, Contact and Floor Plan. These items were given on most of the websites. It is revealed that all libraries provide about library and their collections information. Information about library Floor Plan (21 %) is the lowest response found while analysis the websites. However information regarding working hour (69 %), Staff details (31 %) and Contact Details (24 %) is also provided on the websites.

TABLE VI PROVISION OF BASIC INFORMATION

S.No.	Content	Frequency	%
1	About Library	29	100
2	Library Collections	29	100
3	Library Hours	20	69
4	Library Staff	9	31
5	Contact Details	7	24
6	Library Floor Plan	6	21

Libraries are having different sections, i.e. Digital Library, Circulation Section, Back Volumes Section, Video Library, Acquisition and Technical section mentioned through websites. It was observed that 79 % libraries providing Digital Library information to the users however, 55 % libraries providing information of Circulation Section, 31 % of libraries providing Back volumes section and 24 % providing video library information. 21 % of libraries are providing Acquisition and Technical Section information.

TABLE VII PROVISION OF SECTIONS INFORMATION

S.No.	Content	Frequency	%
1	Digital Library	23	79
2	Circulation Section	16	55
3	Back Volumes Section	9	31
4	Video Library	7	24
5	Acquisition Section	6	21
6	Technical Section	6	21

Library collections are an important part in any library. Hence it is necessary that every library website must include information regarding their collection including different kinds of materials such as books, CDs, DVDs, audio-visual materials and Thesis. Table VIII shows the information about the collection of the libraries of deemed universities in Tamilnadu as provided in their websites.

TABLE VIII PROVISION OF COLLECTIONS INFORMATION

S.No.	Content	Frequency	%
1	Books	26	90
2	CDs/DVDs	26	90
3	Audio-visual Materials	21	72
4	Theses	11	38
5	New Arrivals	2	7

The data revealed that 90 % websites provide information on books and CDs, DVDs followed by Audio-visual Materials with 72 % information. 38 % library websites provided information on Thesis. It is also observed that only 7 % libraries are providing information on New Arrivals.

The data from table IX it is revealed that 97 % library provide information on periodicals subscription information in their library content. 59 % websites provide information on Back Volumes. Only 11% library provides information on dailies.

TABLE IX PROVISION OF PERIODICALS INFORMATION

S.No.	Content	Frequency	%
1	Periodicals Subscribed	28	97
2	Back Volumes	17	59
3	Dailies	11	38

Electronic resources and Databases are most valuable resources in the digital world. The data revealed that 93 % websites provide information on e-journals followed by electronic Databases with 90 % information. 41 % deemed university websites provided information on e-books. It is also observed that 28 % libraries are providing information on electronic Thesis and dissertations.

TABLE X PROVISION OF ELECTRONIC RESOURCES AND DATABASES INFORMATION

S.No.	Content	Frequency	%
1	Electronic Journals	27	93
2	Electronic Databases	26	90
3	Electronic Books	12	41
4	Consortium / Publishers	10	34
5	Electronic Theses & Dissertations	8	28

Library services such as circulation, reprography, reference, membership, book bank and ILL are come into view on library web sites. Provision of information of these services is the main purpose of any library website so it is need to know. It was observed that 62 % of the libraries provided information on circulation services and reprography facilities to the users while reference service is the found provided by 48 % of libraries. 34 % of libraries providing membership information and 28 % on book bank information to the users. It was also observed that only 24 % of libraries provide information Inter-library loan among deemed universities websites in their library content.

TABLE XI PROVISION OF LIBRARY SERVICES INFORMATION

S.No.	Content	Frequency	%
1	Circulation Services	18	62
2	Reprography Facility	18	62
3	Reference Service	14	48
4	Library Membership	10	34
5	Book Bank	8	28
6	Inter-Library Loan	7	24

In terms of technical services, i.e. e-mail link to the library authority, feedback or suggestion box, it was found that, only 24 % of websites providing the e-mail link facility to their users. It was also observed that, only 7 % of deemed universities library web content in Tamilnadu providing feedback or suggestion box facility to their users.

TABLE XII PROVISION OF TECHNICAL SERVICES INFORMATION

S.No.	Content	Frequency	%
1	e-mail Link	7	24
2	Feedback Form / Suggestion Box	2	07

In general, value-added information are not part of a library's main segment but they are becoming essential to compete with the boom of personalised services offered by many other web services. Table XIII is summarised the information regarding their value added services. 93 % libraries provided copyright information; 45 % libraries provided site map and only 14 % of deemed university websites provided hit counter information.

TABLE XIII PROVISION OF VALUE ADDED INFORMATION

S.No.	Content	Frequency	%
1	Copyright Information	27	93
2	Sitemap	13	45
3	Hit Counter	04	14

In terms of web-based services, i.e. search engine and OPAC, it was found that, only 59 % of websites providing the search engine facility to their users. It was also observed that, only 21 % of deemed universities library web content in Tamilnadu providing OPAC information to their users.

TABLE XIV PROVISION OF WEB-BASED SERVICES

S.No.	Content	Frequency	%
1	Search Engine	17	59
2	OPAC	6	21

## VII. FINDINGS AND SUGGESIONS

The major findings of the study are:

1. The results of the study clearly shows that all the deemed university library (100%) provided "About Library and their "Collections" information on their web content.

2. In terms of library sections information, the result clearly indicated 79 % of the websites provided the digital library information on their content.
3. It was also found from the study that 90 % of the websites have information on books, Periodicals and digital collections available in their Website.
4. The study clearly indicates that 62 % of the libraries provided information on circulation services and reprography facilities to their users.
5. The Study shows 90 % of libraries provided copyright information among deemed universities in Tamilnadu on their websites.

### *Recommendations for further improvement of websites:*

1. The result shows that most of the deemed university websites has not mentioned the contact details of concern library authorities. It is one of the most important tools to the users touch with the authorities.
2. The information about new arrivals, very minimum of websites only indicted. It is one of the valuable techniques to mention the new arrivals to attract more users inside.
3. Only four library Websites has hit counter facility. The hit counter shows the popularity of Web page. Therefore it is necessary to provide hit counter facility in the home page.

## VIII. CONCLUSION

This study gives an overall review of the contents of deemed universities websites in Tamilnadu. In terms of their web contents, there is huge scope for improving further. Website is the strongest tool to furnish the information about the library services of the university. It will help the users to know about overall aspects of the particular library. Also Regular update is necessary for attracting new users inside the websites.

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