

EVALUATION OF JAWAHARLAL NEHRU UNIVERSITY LIBRARY WEBSITE

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Abstract *An evaluation of Key Library Websites on their special features is necessary to ascertain the reasons for its popularity on the one hand as well as its scent use or total disuse on the other. In the current technological age evaluating the e-services quality being offered to users is an essential institutional library feature that should be available to all academic and higher learning organizations. Methodology used was to study the quality of the website on the basis of web indicators which were 105 in total and had been segregated into five blocks. There blocks are namely the Resource block, the Service block, the Links blocks the Information block and the Design and Graphics block. Out of 105 Web Indicators, 70 (67 percent) are present and 35 (33 percent) are missing from JNULW. Web Impact Factor, Revised Web Impact Factor and Overall Web Impact Factor of JNU library website have been calculated with the help of web search engine i.e. Google using the Boolean Operators “OR”, “NOT”, “AND”. All three Web Impact Factors have been calculated on 24th January, 2018. 100 pages of JNULW have been tested on 24th January, 2018 through Sitebeam Web Analyzer Test Scores. The performance of the JNULW on these indicators would give its positioning domestically and internationally.*

Keywords: Jawaharlal Nehru University Library Website (JNULW), Empirical, Parameters, Structure, Web Indicators, Segregated

INTRODUCTION

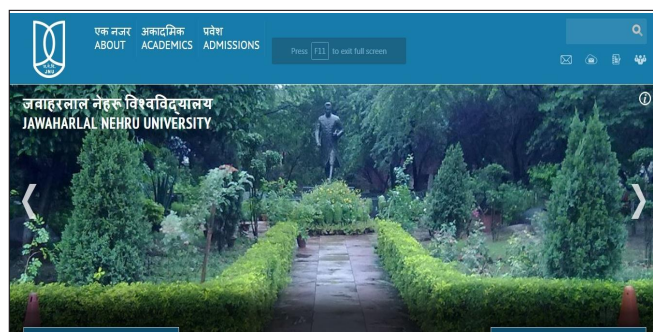
The current e-libraries all over the world are constantly being ranked globally in terms of their use and repeated use by several variants of users. These users may be academics, faculty of higher institutions of learning, scholars, students and even general users who seek information on some particular subject.

Many of the traditional library users have to come to terms with adopting and adapting to the new world technology. On the other hand it is the newer generation that is showing signs of dissatisfaction with the slow paced information seeking behavior of older times. They live in the here and now and want their information sources reason that the author has taken up evaluation of the Jawaharlal Nehru University Library Website (JNULW) on several parameters that give a reflection of its structure and functionality. The methodology used is empirical research methodology using quantitative approaches to obtain data from both primary and secondary data.

The Jawaharlal Nehru University Library Website has been ranked by ALEXA Traffic Ranks to hold the 17855th position globally and has been ranked at 1136th position nationally. JNU scored second position among universities with 67.57 in The National Institutional Ranking Framework (NIRF, 2018). There is a need to understand the reasons for this

ranking. This is what the author intends investigating and analyzing in this paper.

JNU WEBSITE



Taking the views of the end users and conducting a comparative analysis of the availability of 105 web indicators on the JNU library website was the approach used by the researcher for obtaining an actual picture of the status of the JNULW as well as determining the lacunae in its service provision vis-à-vis its multi-level users. These perspectives help to measure the service quality of university library websites. They provide a measure of the efficacy of their practical application. The author has used this generic tools for studying websites of universities in India and abroad (“A Model for Assessing the Service Quality of University Library Websites,” 2013).

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JAWAHARLAL NEHRU UNIVERSITY LIBRARY WEBSITE (JNULW)

The Central Library of the JNU is a knowledge centre that has rich resources for information on the Social Sciences, Humanities and Sciences. The JNU Library is a repository of a number of Government publications and also the publications of several important International Organizations like the WHO, the European Union, the United Nations and their allied agencies. Thus, the Central Library is a knowledge hub of the Jawaharlal Nehru University; it provides comprehensive access to books, journals, theses and dissertations, reports and survey findings that cover diverse disciplines.



Evaluating the e-services quality being offered to users is an essential institutional library feature that should be available to all academic and higher learning organizations. The evaluation is being conducted keeping in mind the specific requirements that are important from the view point of use by university students, faculty and researchers ("Guidelines for Curriculum Materials Centers," 2018).

The JNULW is the resource centre for fulfilling the information needs through various channels and is accessible on a 24 × 7 platform and though it is presented in different formats. The internet being a primary source of information, it is the libraries that need to go beyond their physical boundaries and fixed working hours. This is necessary to potentially expand the library services and facilities to even the remotest placed users.

Libraries are required to create websites where the users can enjoy an interactive experience while accessing and retrieving very quality e-content with a degree of comfort and ease. The library continues to enjoy its original name and prestige if these services are ensured to the end user. The author has chosen selective methodology for evaluating the structure and function of the Jawahar Lal Nehru University library (JNUL).

A comparative analysis approach has been adopted by the researcher to understand the proficiency of the library website of the website of the JNUL. The following is therefore an evaluative analysis of the JNULW on the basis

of a series of web indicators.

There were 105 Web Indicators considered for a comparative analysis showing the structure and functioning of the JNULW as also the manner and frequency of their being accessed by the faculty, research scholars, students and others within and outside the university campus.

Web Indicators of JNULW

Fig. 1 shows the web indicators score for the Jawaharlal Nehru University Library Website (JNULW). Out of 105 Web Indicators, 70 (67 percent) are present and 35 (33 percent) are missing from JNULW. The detail of the indicators that are present and those that are absent are given in Table 1.

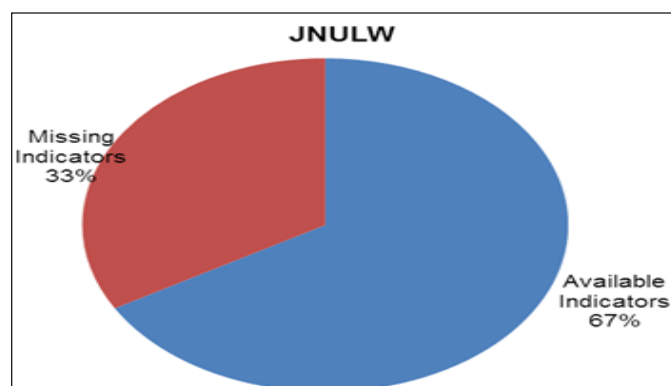


Fig. 1: Status of Total Web Indicators of JNULW

Table 1: Methodology of Investigation

Sr. No.	Indicators	Score: JNU
1	E-databases such as e-books - e-journals	1
2	Tutorials on Library related topics	0
3	Dictionaries and Encyclopaedias	1
4	OPAC (Online Public Access Catalogue)	1
5	Inter library loans service	1
6	Online feedbacks	1
7	Online Book Reservation	1
8	E-mail reference of librarian	1
9	Virtual users training sessions	1
10	Online Orientation session	1
11	Document delivery service	1
12	Links to Course/Study program sites	1
13	Link to Parent institution's homepage in the library	1
14	Links to Information manuals such as library brochure	1
15	Free internet resources of general interest	1

Sr. No.	Indicators	Score: JNU
16	Links to Download necessary software's tool	1
17	Links to Popular Internet Search Engines and web directories	1
18	Help guides and instructions for online and in-house services	1
19	Contact Information of the library	1
20	Library opening hours	1
21	Library staff directory	1
22	Copyright statement	1
23	Library holiday-calendar	1
24	Policies , rules ,and regulations of the library	1
25	Online and in-house facilities	1
26	Library News/special events/library bulletin/notices	1
27	Library History , Departments , Library Network	1
28	FAQ	1
29	Memorable URL	1
30	Website is consistent in layout an organization	1
31	Hyperlinks identity or describe the targeted web page	1
32	Home page length is within one screenful of information	0
33	Date of last website update is provided	0
34	Avoid the use of flash animation	1
35	Avoid the use of background sounds	1
36	Avoid horizontal scrolling	1
37	Has access the home page from all other pages	1
38	Accessible through Chrome , Firefox	1
39	Provides text-only options for pages	1
40	Uses descriptive heading's , titles and tabs	1
41	Uses headings tag consistently	1
42	Functional through the use of a keyboard	1
43	Provides multilingual access options	0
44	Subject bibliographies/directories	0
45	Referencing tool	0
46	Course materials	1
47	Digital communication forums	1
48	Links to related sites -Local/international libraries	0
49	Links to OPACs of other libraries	1
50	Vision/mission statements of the libraries	1
51	Floor plan of the library	1
52	Campus site map	0

Sr. No.	Indicators	Score: JNU
53	Web masters contact details	0
54	Short biography of the staff members	1
55	Photographs of staff members	1
56	Frequently used sites/ visitor number	1
57	Do not blinking , flashing or moving text or images	0
58	Write abbreviations and acronyms fully in the first instance	0
59	Don't use underline unless it is a hyperlinks	1
60	Use high contrast of text and backgrounds	1
61	Avoid long text blocks	1
62	Headlines that support scanning	1
63	Use left justify text and headlines	1
64	Strong visual identity	0
65	Use visual consistency across all pages	1
66	Include links to return library homepage	1
67	Well designed error screen	0
68	Consistence navigation elements	1
69	Internal search engine	0
70	Short menus consisting 5-7 links	0
71	Multiple access for services/facilities	1
72	Use navigational aids "bread crumbs" return to top, next, previous	0
73	Relative font size	1
74	Headings for table	1
75	Large graphics (more than 200kb)	0
76	Avoid non standard html codes	1
77	Headlines that support scanning	1
78	Do not present information through color	1
79	Avoid use of titles like "click here" and "see more"	1
80	Use large clickable areas or hotspot	0
81	Print friendly function	0
82	Avoid italics for large text blocks	1
83	Line length within 10-12 words per line	0
84	Font type "Georgia" or "Vardana" for Web Pages	0
85	Use Graphics sparingly	0
86	Font type "Times New Roman" for heavy text	0
87	Include Anchore links for important links	1
88	Client side image map	0
89	Homepage within (800*600 pixcle)	0
90	Content of pages does not require scrolling	0
91	Sufficient space for links	1

Sr. No.	Indicators	Score: JNU
92	Leave space between letters of acronym or abbreviation	0
93	Limit page to 200kb of graphics	1
94	TARGET - main arguments to link tags	0
95	Navigation bars at the bottom of the page	1
96	Reading list recommended by the faculties	0
97	Library glossary	0
98	Research publications of academic staff	0
99	Past questions papers/past assignments	0
100	News paper clippings	0
101	New arrival lists	1
102	Provides online reference chat	0
103	Library podcast	0
104	Institutions full name	1
105	Library policies	1
	Total	70

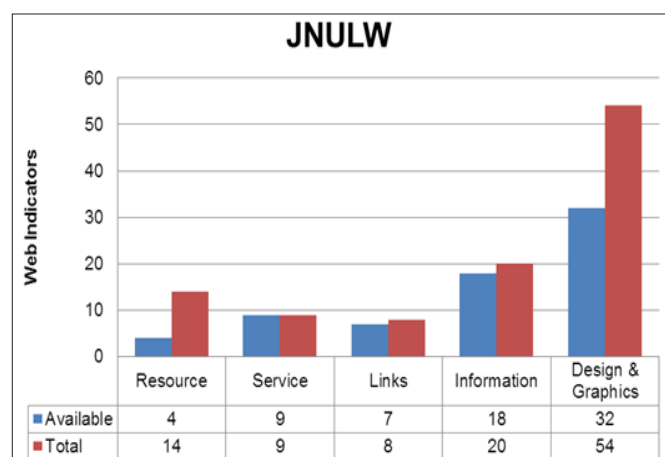


Fig. 2: Status of Available Web Indicators of JNULW

The 105 indicators were segregated into the blocks namely the Resource block, the Service block, the Links blocks the Information block and the Design and Graphics block. Fig 2 highlights the score of 5 different blocks of JNULW. Service Block has scored full i.e.100 percent including all web indicators. These are OPAC; inter library loan, digital communication forum, etc. Information Block scored the second highest with 90 percent that included the vision statement of the library, staff directory, institution's name, etc. But campus site map and web masters contact details are unavailable. The Links Block scored 87.5 percent. It includes links to the study program sites, link to parent institution's homepage, etc. But links to related sites local/international libraries are not available. Design & Graphics scored 59.25 percent with memorable URL, consistency in

JNULW layout, etc. However, homepage length is within one screenful of information, date of the last website update, etc. are missing from JNULW. Subsequently, the Resource Block secured 28.57 percent with the availability of e-data bases, e-books, e-journals, dictionaries, etc. On the other hand, the tutorial on library related topics, subject bibliographies, referencing tools, reading list, library glossary, etc. are unavailable on JNULW.

Web Analyzer Test Score of JNULW

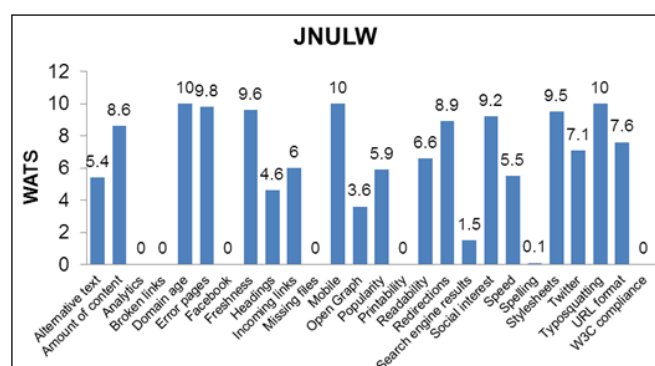


Fig. 3: Status of WATS of JNULW

Fig. 3 represents the distribution of the WATS of JNULW. Out of 26 tests, JNULW has scored the highest in 11 tests namely domain age, Facebook, mobile, etc. It has scored average in 5 tests like are alternative text, headings, incoming links, etc. It has scored low in 10 tests and these are W3C compliance, analytics, broken links, etc. The score from 260 is 139.5 (53.65 percent). 100 pages of JNULW have been tested on 24th, January 2018. On average, pages take 4.9 seconds to download and 0.4 seconds per page to upload. 1558 other websites are linked to JNULW. 88 percent of the pages used external stylesheets. 93 percent of the JNULW used Cascading Style Sheets (CSS). On an average, JNULW is updated after every 1.3 weeks. The domain age is 12.9 years. The registered date is 28/02/2004. JNULW is optimized for mobile and tablet devices via 'responsive' design. JNULW is not using analytics software. Also, 260 missing files are spread over 38 pages. Only 2 percent of JNULW is optimized for printing. No page is W3C compliant. Out of 2302 tested links 82 internal and 122 external links are broken. Overall 41 percent of JNULW is shared by Facebook. It has a Twitter account with 932 followers. 95 percent of the website is written using XHTML1. JNULW have 1990 potential spelling errors. Very few pages of JNULW appear clearly in the search engine results. JNULW is not using open graph tags although some basic information can be inferred from other tags. 32 percent of the pages have not used proper headings. 51.3 percent of images does not have alternative texts. Only 7 percent of JNULW appears to use tables for layouts. The site has not even used the Content Management System.

Web Impact Factors of JNULW

Web Impact Factor, Revised Web Impact Factor and Overall Web Impact Factor of JNU library website have been calculated with the help of web search engine i.e. Google using the Boolean Operators “OR”, “NOT”, “AND”. All three Web Impact Factors have been calculated on 24th January, 2018.

WIF served as an indexing tool where the ratio of links and web pages is initiated. There are three types of WIFs based on different types of links. These links are as follows:

- *External or Out-Links*: External or Out-Links are hyperlinks that target any domain other than the domain the link exists on the source. If another website links to existing website this is considered as external or out-links to that websites.
- *Back or In-Links*: Back or In-Links are incoming hyperlinks on existing website to another website.
- *Self-Links*: Self-Links are links to the web page itself. Thus, self-links are links that link from one page to another page on the same website.

The three types of WIFs are as follows:

- *WIF*: Total link pages (all in-links and self-links pages) / web pages.
- *Revised WIF (R-WIF)*: In-links pages / web pages.
- *Overall WIF (O-WIF)*: Self-link pages / web pages.

Google search engine is used to collect data. i.e. a number of web pages, the number of self-links and number of in-links.

WP (Web Pages): Total number of web pages extracted from Google for example domain.

SL (Self-Link): Number of self-links will be extracted from Google for example link domain.

IL (In-Link): Number of in-links will be extracted in Google for example link domain.

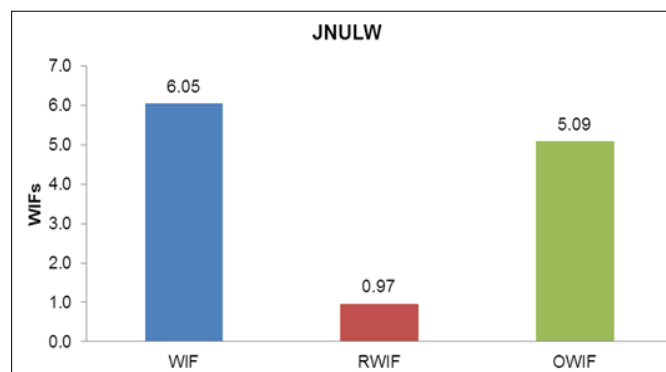


Fig. 4: Status of WIFs of JNULW

Fig. 4 represents that JNULW has WIF score as 6.05, RWIF score as 0.97 and OWIF score as 5.09 respectively.

COMPOSITE RANK OF JNULW

Table 2 shows the composite rank of JNULW where WI score is 70 out of 105, WATS is 139.5 out of 260, WIF score is 6.051, RWIF score is 0.965 and OWIF score is 5.086. So, the total score from all the five evaluative techniques is 221.6 and the Mean Score is 44.3.

Table 2: Composite Rank of JNULW

	WI	WATS	WIF	RWIF	OWIF	Total	Mean Score
JNULW	70	139.5	6.051	0.965	5.086	221.6	44.3

SUGGESTIONS

Design and content of the library website should be consistent i.e. heading size; font choice, coloring, button styles, spacing, design element, photo choice etc. should be in an optimized state. Everything should be themed to make the design coherent between pages and on the same page. Drastic design changes from one page to the other can lead user to feel lost and lose trust in the site. Librarian should be given proper training regarding content strategy and evaluation processing of their library websites. Library should be provided stipulated and regular financial aid for the maintenance of the library websites.

CONCLUSION

Thus, the JNULW has several positive attributes that have made the users generally satisfied with the services provided. However, there is much work to be done as yet. The websites does not offer tutors on library related topics. It does not provide links to related sites of local and international libraries. Te JNULW does not have a print friendly function. Some of the really significant features that are absent are the research publications of academic staff, the past years questions, reading list provided by the faculties. In fact even the library glossary is missing. Thus, there is much left to be done for the JNULW to come is much left to be done for the

JNULW to come absent with the actual needs of the users who are very demanding and very specific.

ACKNOWLEDGEMENT

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