

“Content Analysis of Library Website of Selected Indian Institute of Management (IIM) in India: A Study”

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ABSTRACT

This study is content analysis of the selected library website of Indian Institute of Management in India. For conducting the study, online survey and observation methods were found appropriate. The data were collected through the well structural six checklist elements from the selected IIM in India under the study. The study further, discusses services and facilities being offered by the IIM library website. The study reveals that maximum number of IIM library website have mentioned information related to about us & library hours 13 (77.2%), library services, library rules and regulation 11(61.1%), collection of books & journals 13(72.2%), E-resources that is e-books, e-journals 14(77.7%) on their website/webpage. On their website/webpage, however, study also report that of the library website/webpage have social bookmarking tag, Facebook 3 (16.6%), LinkedIn, Instagram, Twitter, and YouTube 2 (11.1%) on their website. The domain name of the host website, general information about the library, library services, library collection, information on E-Resources, information on social bookmarking tag, and link search & retrieval interface are the major elements considered to evaluate the library website. The study suggest for caring out such evaluative studies which is the need of hour to enable the institution to update their website periodically and come up with flying colors on users expectation.

KEYWORDS: Content Analysis, Library Website, IIM, Web OPAC, URL.

1. INTRODUCTION

The library website is one of the best publishing tool mainly functions as an academic service, typically publish information about the library, vision, mission, objectives, library timings, holidays, staff details, contact information, collection, services, Web OPAC, photo gallery, copyright details, and best practices adopted etc. A library websites helps to build a long and strong relationship with the patrons by promoting library services. Without projecting library image through the library website, it is hard for any library to establish a credible relationship with the users.

India's higher education system is the world's third largest in terms of students, next to China and the United States. In future, India will be one of the largest education hubs. India's Higher Education sector has witnessed a tremendous increase in the number of Universities/University level Institutions & Colleges since independence. (Younis Ahmad Sheikh) Indian Government has liberalized business education in 1990s, resulting in rapid growth of Management Institutes offering the programmes both at graduate & undergraduate levels. Indian management education is almost a replica of US Business education particularly in the area of pedagogy, curricula, industry interface & academic research models, but it is observed that Indian management institutes are struggling hard to introduce several adaptations because of differences in the work culture system. In India top Management institutes are continuously changing the contents & delivery modes. On this back ground it is equally important to address the various issues & concerns of Indian management education experiencing with time.

The growth of management institutions in India in last 15 years has been rapid. Data on number of business schools established in India from 1995 suggest a 'mushrooming' growth in terms of numbers and often at the cost of quality. India has 2000 B-Schools, awarding MBA degrees, or an equivalent and often, more valuable post-graduate diplomas (like those given by IIMs). It is heartening to four management institutes from India, the Indian Institute of Management, Ahmedabad (IIMA) and the Indian School of Business, Hyderabad, Indian Institute of Calcutta and Indian Institute of Bangalore are placed 47th, 24th, 49th and 33th in the global ranking of 2020 by Financial Times. (<http://rankings.ft.com/businessschoolrankings/global-mba-ranking-2020>).

The web has emerged as a distinct media form in the past twenty years. It has increasingly been viewed as an object of study by the researchers all over the world (Schneider & Foot, 2004). The growth and the development of the web stimulated the researchers to apply and experiment with various research techniques to understand the growth and nature of web contents of various domains of knowledge. One major impetus to study the web content is the increasing penetration of a large number of web users all around the world. In India alone, Internet users have grown rapidly over the years. As of January 2021, 624.0 million people had access to Internet. The number of internet users in India increased by 47 million (+8.2%) between 2020 & 2021. (<https://datareportal.com/reports/digital-2021-india>).

2. REVIEW OF LITERATURE

Azizur Rahman and M. Sadik Batcha (2020) have analyzed the accessibility, accuracy, currency and user-friendliness in ten selected library websites of the colleges affiliated to the University of Delhi. It further, discusses services and facilities being offered by the websites. The data were collected through a well-structured checklist from the selected colleges under study.

Whalen (1996) reports a content analysis of UK library websites. He made an effort to identify the existing content features in UK libraries. The recurring common features the study discovered were: Online Public Access Catalog (OPAC), reading list and link to some of the important web resources. The study revealed that the organization of the information in most of the library website has lacked clear logical structure.

Tennary & Wessel (1998) have analyzed the academic medical centers' library websites. Hundred and four academic medical libraries of the Member of Association of Academic Health Sciences (AAHSL) have been examined for the study. Library website content features were divided into three major levels. The first level consists of basic information of the medical libraries (for instance, hours, locations, and policies, etc), second level consisting of information related to licensed databases, interlibrary loan request form, etc, and third level includes subject

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guides, link to online resources, unique information, etc. The study demonstrated how medical libraries were engaging in developing and repackaging (creating their own digital data artifacts) online information for easy access by the library patrons. **Cohen & Still (1999)** compared the 50 research universities and 50 two year college library websites. They studied three major aspects of the library website viz., content, functionality, and structure. In order to investigate the content features of the library website, the study examined the following aspects: information about the library, reference resources/services, research related information, and instructional tools. To investigate the functionality aspects, the study examined the availability of search engine and interactive forms. To assess the structure of the library website, they studied the link levels to reach certain content features (for instance, library OPAC) from the main page or home page of the library website. The study found that the core common content existed in both of the academic library websites.

Ramesh Kuri (2018) this study is to evaluate the status of the library websites of central universities of south India. A checklist of various elements has been used to gather the data and evaluate contents of selected library webpage. The domain name of host website, general information about the library, collection details, information on e-resources, Link search and retrieval interfaces and innovative services adopted are the major elements considered to evaluate the websites.

Nitesh Kumar Verma (2018) this study evaluates the usability, efficiency, and effectiveness of Indian Institutes of Management (IIMs) libraries' websites. For conducting the study, online survey and observation methods were found appropriate. Most of the selected IIMs' libraries websites were very simple and had very basic and common usability features in terms of general information related to library, content writings, searching features, Web 2.0 applications, page size, page loading time etc. Enormous scope for improvement has been observed in selected IIMs' libraries websites. Findings of the study will help to improve upon the usability features of IIMs' libraries websites that will finally benefit the library users who are using library facilities and services remotely. Study will also help the webmasters to check their websites on timely basis to increase usability scores based on online usability tools.

3. DEFINITION OF THE KEY TERMS:

3.1 Content Analysis

Content analysis refers to a research technique. It consists of two words viz. Content 'and Analysis'. Content means a text which can be expressed, communicated and comprehended, and the process, logic or a systematic way by which theme, ideas and purpose of the content can be explained quantitative and qualitative manner is its Analysis. Thus content analysis is a systematic process for qualitative and quantitative description of content. Content analysts do not collect their data from physical event as many researchers do but collect data from text which are recorded for their purpose and analyzed with such in the mind.

According to **Krippendorff (2004)** has defined content analysis as "*a research technique for making replicable and valid inferences from data to their context*".

3.2 Website

"A website is a collection of related web page ,image, videos or other digital assays that are addressed with a common domain name IP Address in an Internet protocol best Network. A website is hosted on at looted one web server accessible via the Internet or a private Local Area Network."

3.3 Library Website

Before delving deeper into the definition of the library website. It would be appropriate to define what exactly website is? There are numerous definitions that one can find for the term website. Simply put it, a website is nothing but “a collection of web pages, typically common to a particular domain name or sub domain on the World Wide Web on the Internet”.

A library website is defined by **Detlor & Lewis**, “*A dynamic ‘environment’ or a ‘virtual workspace’ providing access to vast and disparate sources of library content and services at a point in time that makes sense in the complex learning and research process. Doing so reduces the cognitive load on users when acquiring and processing digital resources and facilitate a truly user friendly experience*” (Detlor & Lewis, 2006, p. 251).

4. PURPOSE OF THE STUDY

The World Wide Web has had a profound impact on libraries. The web has not only changed the way users seek and use information but also the way libraries store, organize and disseminate information. It has opened many opportunities for the libraries to extend the services and the modes of delivering the information to the intended users beyond the four walls and delivering library services 24 hours and 365 days and allow users to access information from anywhere. Over the years there is an increasing number of articles/reports in Indian journals about the impact of the Internet, in particular on the World Wide Web on libraries. And even many of the contemporary scholarly meetings have set their tone of the discussion on “World Wide Web and Libraries” and continue to discuss the trends of emerging web technologies and their impact on libraries.

But the question here is, as **Agingu (2000)** puts it “how useful are these websites beyond providing information about the library and its collections”. Today library website is not limited for standard HTML page. The blogs and wikis have provided a better platform to be present on the web easily then before with rich interactive capabilities. In this studies an attempt has been made to look at the current state of the Indian Institution of Management library websites. The specific purpose of the study involved in identifying the content and design structure of the library websites. Based on the purpose of the present study, this study would be suggesting a possible measure to enhance Indian Institution of Management library websites. This study would also address the accessibility issues of Indian Institution of Management library websites to improve the website interface for easy navigation and aesthetics of library websites.

5. OBJECTIVES OF THE STUDY

1. To analyze the contents of Indian Institutions of Management library websites in India
2. To find out the services , facilities, resources offered on the Library website
3. To know the e-resources provided by library
4. To find out the information about the social bookmarking tag on the library website.
5. To find out the rank of library website to selected IIM in India
6. To explore how contemporary web technologies being used for delivering library service to the users.

6. RESEARCH METHODOLOGY

The data have been collected through observation from the respective library websites of the IIM in India. A checklist was designed for data collection and for evaluating the library websites based on the previous evaluation (Haridasan, 2014). The study tries to evaluate the content of these IIM library websites with special response to general information, collection, facilities, services and best practices and contemporary web technologies being used

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for delivering library service on websites. The content of the study categories into two variables' "Available" and "Not Available", the score (1) Available and score (0) for Not Available. The collected data have been presented in tabular form and calculated for the purpose of ranking of the IIM library website.

7. SCOPE AND LIMITATION OF THE STUDY

The study is intended to analyze the library web content and design features of Indian institute of management library websites. There are 20 IIM in India (https://en.wikipedia.org/wiki/Indian_Institutes_of_Management) out of only 18 India Institute of Management library specifically examined the websites. The 2 IIMs have not been included in the study due to lack of library websites/webpages. So far, there are 18 IIM study only examines the presence and absence of the content and design aspects presented in the library websites rather ranking them or evaluating the services, facilities, collection, e-resources and social bookmarking site in these library websites. (Listed in Table).

Table No. 7.1 List of 18 Indian Institutes of Management in India

Sr. No.	Name of the IIM	Year of Esta.	Location	Official Website/URL	Library Website/Webpage
1	IIM, Ahmedabad	1961	Gujarat	http://www.iima.ac.in/	https://library.iima.ac.in/
2	IIM, Calcutta	1961	West Bengal	https://www.iimcal.ac.in/	https://library.iimcal.ac.in/
3	IIM, Bangalore	1973	Karnataka	https://www.iimb.ac.in/	https://library.iimb.ac.in/library
4	IIM, Lucknow	1984	U. P.	http://www.iiml.ac.in/	http://www.iiml.ac.in/facilities/library
5	IIM, Indore	1996	M. P.	https://www.iimidr.ac.in/iimi	https://www.iimidr.ac.in/facilities/library/
6	IIM, Kozhikode	1997	Kerala	https://www.iimk.ac.in/	https://www.iimk.ac.in/libportal
7	IIM, Shillong	2008	Meghalaya	https://www.iimshillong.ac.in/	https://www.iimshillong.ac.in/about-iims/kc.html
8	IIM, Rohtak	2010	Haryana	https://www.iimrohtak.ac.in/	https://www.iimrohtak.ac.in/index.php/institute/initiative/knowledge-resource-centre
9	IIM, Udaipur	2011	Rajasthan	https://www.iimu.ac.in/	https://www.iimu.ac.in/about/library
10	IIM, Raipur	2010	Chhattisgarh	http://www.iimraipur.ac.in/	https://www.iimraipur.ac.in/index.php/home-lib
11	IIM, Kashipur	2011	Uttarakhand	http://www.iimkashipur.ac.in/	http://iimkashipur.ac.in/library/about-us
12	IIM, Tiruchirappalli	2011	Tamilnadu	https://www.iimtrichy.ac.in/	https://library.iimtrichy.ac.in/#loaded

13	IIM, Nagpur	2015	Maharashtra	https://www.iimnagpur.ac.in/	https://www.iimnagpur.ac.in/library/about-library-and-e-resource-centre/
14	IIM ,Bodh Gaya	2015	Bihar	http://www.iimbg.ac.in/	http://iimbg.ac.in/http://14.139.203.165/
15	IIM, Sirmaur	2015	Himachal Pradesh	http://www.iimsirmaur.ac.in/	https://www.iimsirmaur.ac.in/iims/iim/library
16	IIM ,Sambalpur	2015	Odisha	http://www.iimsambalpur.ac.in/	https://www.iimsambalpur.ac.in/en/facilities/library
17	IIM, Jammu	2016	Jammu and Kashmir	http://www.iimj.ac.in/	http://www.iimj.ac.in/institute/library
18	IIM, Ranchi	2010	Jharkhand	http://www.iimranchi.ac.in/	https://iimranchi.ac.in/p/library

8. ANALYSIS AND DISCUSSION:

The collected data were organized and tabulated by using statistical methods. The analysis and interpretation of data collected through the six checklist elements were followed for the study. Table number 7.1 show list of IIM in India, name, abbreviation, year of establishment, official URL and library website/webpage (Library Portal) of the IIM. The table also described the different Uniform Resource Locators (URL) of selected website.

Table No. 8.1 General Information available on library websites of IIM, in India

Sr. No.	General Information	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMV	IIMW	IIMX	IIMY	IIMZ	IIMAA	IIMAB	IIMAC	IIMAD	Total (18) (%)
1	About	A	A	A	A	A	A	A	A	A	A	A	A	A	A	NA	A	A	A	17(94.4)
2	Mission/Vision	NA	NA	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	01(5.5)
3	Library Rules	A	A	NA	A	A	A	NA	NA	NA	A	A	A	NA	A	NA	A	A	NA	11(61.1)
4	Library Hours	A	A	A	A	A	NA	NA	NA	NA	A	A	A	A	A	NA	A	A	A	13(72.2)
5	Members hip	A	NA	A	A	A	A	NA	NA	NA	A	NA	A	NA	NA	NA	A	NA	NA	08(44.4)
6	Services	A	A	A	A	A	A	A	NA	NA	A	A	A	NA	A	NA	A	A	NA	13(72.2)
7	Collection	A	A	A	A	A	A	NA	NA	NA	A	A	A	A	A	NA	NA	NA	NA	11(61.1)
8	Library Staff	A	A	A	A	A	NA	NA	NA	NA	A	NA	NA	NA	A	NA	NA	NA	NA	07(38.8)
9	FAQ	A	NA	A	NA	NA	A	NA	NA	NA	A	NA	A	NA	NA	NA	NA	NA	NA	05(27.7)

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10	Site Map	A	NA	NA	N A	NA	N A	N A	N A	N A	N A	N A	N A	N A	NA	N A	NA	NA	N A	01(5.5)
11	OPAC	A	A	A	N A	A	A	N A	N A	N A	A	N A	N A	N A	A	N A	A	NA	N A	08(44.4)
12	Events Colanders	A	NA	A	N A	NA	N A	N A	N A	N A	N A	N A	N A	N A	NA	N A	NA	NA	N A	02(11.1)
13	News/ Events	A	NA	A	N A	NA	A	N A	N A	N A	A	N A	N A	N A	A	N A	NA	NA	A	06(33.3)
14	Copyright	A	A	NA	N A	NA	A	N A	N A	N A	N A	N A	N A	N A	A	N A	A	NA	A	05(27.7)
15	Ask A Librarian	A	A	NA	N A	NA	A	N A	N A	N A	N A	N A	N A	N A	NA	N A	NA	NA	A	04(22.2)
16	Downloa d	A	A	A	N A	A	N A	N A	N A	N A	A	A	N A	N A	A	N A	NA	NA	N A	07(38.8)
17	Key Word Search	A	A	A	N A	A	A	N A	N A	A	N A	A	N A	N A	A	N A	A	NA	A	10(55.5)
18	IR	A	NA	A	N A	NA	N A	N A	N A	A	A	N A	N A	N A	NA	N A	NA	NA	A	05(27.7)
19	Contact	A	NA	A	A	A	A	N A	N A	N A	A	N A	A	A	A	N A	A	NA	A	11(61.1)
20	Photo Gallery	A	NA	NA	N A	A	N A	N A	N A	N A	A	N A	N A	N A	NA	N A	NA	NA	A	04(22.2)
21	Useful Link	A	NA	NA	N A	NA	N A	N A	N A	N A	N A	N A	N A	N A	NA	N A	NA	NA	A	02(11.1)
22	Research Assistant	A	NA	NA	N A	NA	N A	N A	N A	N A	N A	N A	N A	N A	A	N A	NA	NA	N A	02(11.1)
Total Score (22)		21	11	14	09	12	12	02	1	3	$\frac{1}{4}$	07	08	04	13	00	09	04	10	

8.1 General Information

It is observed that library website/webpage of all selected IIM in India under the study are provided information about library , mission & vision ,library rules , library hours, membership, services, collection, FAQ, library staff, site map, OPAC, news/events, copyright, Ask a Librarian, Key word search, IR, photo gallery , useful link, download, RA, etc. In the table 8.1 reveals that the about us 17(94.4) most of the information provided library website of IIM in India, only 1 (5.5) mission & vision statement and site map, 13(72.2) provided information regarding library hours, library services, 11(61.1) information regarding library rules, library collection, and contact, 10(55.5) provided information regarding key word search, 5(27.7) information regarding FAQ, copyright, IR, 8(44.4)) information regarding OPAC, 4(22.2) photo gallery, Ask a librarian, 6(33.3) information regarding news/events, 7(38.8) library staff, download, 2(11.1)) information regarding events calendars , useful link and research assistants library website have mentioned their statistics.

8.2 Library Services

The table number 8.2 described the detail of various library services and facilities provided through the library website of IIM in India. Most of the IIM library website's under the study are having 10(55.5) circulation, ILL, 9(50) reference services, CAS, new arrivals list, 8(44.4) OPAC, 6(33.3) Web OPAC, Digital library, & Email, 7(38.8) Reprographics services provided the library website. Study also reveals that 4(22.2) database access, SMS services, 3(16.6) Wi-Fi services, newspaper clipping services, bibliographic and 2(11.1) reading room facilities, book reviews, book bank, CD-services having provided the services of library websites.

Table No.8.2 Information about the library services provided on library websites of IIM, in India

Sr. No.	Library Services	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMR	IIMK	IIMT	IIM N	IIM BG	IIMS	IIMS	IIMJ	IIMR	Total (18) (%)
1	Circulation	A	N A	A	N A	A	A	A	N A	N A	A	A	A	N A	A	N A	N A	A	N A	10(55.5)
2	OPAC	A	A	A	N A	A	A	N A	N A	N A	A	N A	N A	N A	A	N A	N A	A	N A	08(44.4)
3	Web OPAC	A	N A	A	N A	N A	N A	N A	A	A	N A	A	A	N A	N A	N A	N A	N A	N A	06(33.3)
4	Database Access	A	N A	A	N A	N A	A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	04(22.2)
5	Digital Library	A	N A	A	N A	N A	A	N A	N A	N A	N A	A	A	N A	N A	N A	A	N A	N A	06(33.3)
6	Wi-Fi Services	A	N A	A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	03(16.6)
7	Reprographic	A	N A	N A	A	N A	A	A	N A	N A	N A	A	A	N A	N A	N A	N A	A	N A	07(38.8)
8	Reference Services	A	N A	A	A	N A	A	A	N A	N A	A	A	A	N A	N A	N A	N A	A	N A	09(50)
9	E-Mail	A	N A	A	N A	A	N A	A	N A	N A	N A	A	N A	N A	A	N A	N A	N A	N A	06(33.3)
10	CD-Services	A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
11	ILL	A	A	A	N A	A	A	A	N A	N A	A	A	A	N A	A	N A	N A	N A	N A	10(55.5)
12	DDS	NA	N A	A	N A	N A	A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	03(16.6)
13	CAS	A	N A	A	N A	N A	A	A	N A	N A	A	A	A	N A	A	N A	N A	A	N A	09(50)
14	Newspaper Clipping	NA	N A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	A	N A	N A	A	N A	03(16.6)

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15	SMS Services	NA	N A	A	N A	N A	A	N A	N A	N A	A	A	N A	N A	N A	N A	N A	N A	N A	04(22.2)
16	Book Bank	A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
17	Book Reviews	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
18	Reading Room	A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
19	Bibliography	A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	03(16.6)
20	New arrivals list	A	N A	A	N A	A	N A	N A	N A	N A	N A	A	A	N A	A	N A	A	A	A	09(50)
Total Score(20)		17	03	15	02	05	12	07	01	02	08	10	09	00	07	00	02	07	01	

8.3 Library Collection/Resources

The table number 8.3 described the detail of various library print collection/ resources provided through the library website of IIM in India. Most of the IIM library website's under the study are having physical collection / resources 13(72.2) books, journals, 10(55.5) magazine, 3(16.6) thesis/dissertation, projects, 2(11.1) reports and last 1(5.5) conference proceeding and Govt. publication provided the collection/ resources of library websites.

Table No. 8.3 Information about the library Collection on library websites of IIM, in India

Sr. No.	Library Collection/Resources	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMR	IIMK	IIMT	IIM N	IIM BG	IIMS	IIMS	IIMJ	IIMR	Total (18)(%)
1	Book	A	A	A	A	A	A	A	N A	A	A	N A	A	A	A	A	N A	N A	N A	13(72.2)
2	Journal	A	A	A	A	A	A	A	N A	A	A	N A	A	A	A	A	N A	N A	N A	13(72.2)
3	Magazines	A	A	A	N A	A	A	N A	N A	A	A	N A	A	A	A	N A	N A	N A	N A	10(55.5)
4	Thesis/Dissertation	A	N A	A	N A	N A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	03(16.6)
5	Reports	A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
6	Conference Proceeding	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	01(5.5)
7	Projects	A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	03(16.6)
8	Govt. Pub.	A	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N	01(5.5)

			A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	
Total Score(08)	08	03	06	02	03	03	02	00	03	04	00	03	04	03	02	00	00	00		

8.4 E-Resources

The table number 8.4 displays the detail of various E-resources provided of IIM library websites. From the observation of Table 8.4, it has been found that all the IIMs libraries' websites have hundred percentage provided the E-Journals resources. Where 14(77.7) libraries website provided E-books, online database information have been given by 16(88.8) libraries' websites, while e-newspaper and e-magazine have been shared by 10(55.5) libraries' websites only, and CD-ROM database, CD/DVD information have been equally given by 4(22.2) libraries' websites.

Table No. 8.4 Information about the E-Resources on library websites of IIM, in India

Sr. No.	E-Resources	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMR	IIMK	IIMT	IIMN	IIMBG	IIMS	IIMS	IIMJ	IIMR	Total (18)(%)
1	E-Books	A	A	A	NA	A	A	A	NA	NA	A	A	A	A	A	A	A	NA	A	14(77.7)
2	E-Journals	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	18(100)
3	Online Database	A	A	A	A	A	A	A	A	A	A	A	NA	NA	A	A	A	A	A	16(88.8)
4	CD Rom Database	A	NA	A	NA	A	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	04(22.2)
5	CD/DVD	A	NA	A	NA	A	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	04(22.2)
6	E-News Papers & Magazines	A	A	A	NA	NA	A	NA	A	A	A	A	NA	NA	A	NA	A	NA	NA	10(55.5)
Total Score(06)		06	04	06	02	05	06	03	03	03	04	04	02	02	04	03	04	02	03	

8.5 Social Bookmarking Tag

The table number 8.5 displays the detail of various information about the social bookmarking tag using the library website/webpages of IIM. From the observation of Table 8.5, it has been found that all the IIMs libraries' websites

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have been given the information Facebook 3(16.6), where 2 (11.1) libraries website provided LinkedIn, Instagram, Twitter, YouTube, and Blog have been given by 1(5.5) libraries' websites only, and nothing used the information google bookmarks, VK.com, Myspace, Pinterest given by library website of IIM.

Table No. 8.5 Information about Social Bookmarking tag on library websites of IIM, in India

Sr. No.	Social Bookmarking Tag	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMR	IIMK	IIMT	IIMN	IIMBG	IIMS	IIMS	IIMJ	IIMR	Total (18)(%)
1	Google Bookmarks	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	Nil
2	LinkedIn	A	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	02(11.1)
3	Vk.Com	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	Nil
4	Facebook	A	NA	A	NA	NA	NA	NA	NA	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	03(16.6)
5	Myspace	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	Nil
6	Pinterest	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	Nil
7	Instagram	A	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	02(11.1)
8	Twitter	A	NA	NA	NA	NA	NA	NA	NA	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	02(11.1)
9	YouTube	A	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	02(11.1)
10	Blog	NA	NA	A	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	01(5.5)
Total Score(10)		05	00	05	00	00	00	00	00	00	02	00	00	00	00	00	00	00	00	

8.6 Links, Search and Retrieval Interfaces

The table number 8.6 displays the detail of various information about the links, search and retrieval interfaces using the library website/webpages of IIM. It shows that 6(33.3) of the libraries website provided download facility, and image 5(27.7), libraries' websites have been given information 4(22.2) user education / help, while suggestion box and direct link have been shared by 3(16.6) libraries' websites, and last 2 (11.1) information have been equally given by the link search engine and visitor counters.

Table No. 8.6 Information about Links, Search and Retrieval Interfaces library websites of IIM, in India

Sr. No.	Links, Search and Retrieval Interfaces	IIMA	IIMC	IIMB	IIML	IIMI	IIMK	IIMS	IIMR	IIMU	IIMR	IIMK	IIMT	IIMN	IIMBG	IIMS	IIMS	IIMJ	IIMR	Total (18)(%)
---------	--	------	------	------	------	------	------	------	------	------	------	------	------	------	-------	------	------	------	------	---------------

1	Download	A	A	A	N A	N A	N A	N A	N A	N A	N A	A	A	N A	N A	A	N A	N A	N A	N A	06(33.3)	
2	User Education /Help	A	A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	A	04(22.2)
3	Link Search Engine	A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	02(11.1)
4	Suggestion Box	A	N A	A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	03(16.6)
5	Images	A	N A	A	N A	A	A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	05(27.7)
6	Visitors Counters	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	A	N A	N A	N A	N A	N A	02(11.1)
7	Direct Link	A	N A	A	N A	N A	A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	N A	03(16.6)
Total Score(07)		6	2	7	00	1	3	00	00	00	2	1	00	00	2	00	00	00	00	1		

8.7 Ranking of Library Website

The ranking of library website of the selected IIM in India under the study is listed in table number 8.7. The rank are provided on the basis of score point obtained by the library website/webpage based on the availability of web contents. It was observed that IIM, Ahmadabad library website, score highest that is sixty three (63) out of seventy three (73), followed by IIM Bangalore library website fifty three (53) out of seventy three(73), and IIM Kozhikode library website stands in third (3rd) position with the score of thirty six (36) out of seventy three(73). And last both 17 and 18 position IIM, Rohatak, and IIM, Sirmaur.

Table No. 8.7 Ranking of Library Website of IIM, in India

Sr · No.	Particulars	Indian Institute of Management in India																		
		IIMA	IIMB	IIMK	IIMR	IIMBG	IIMI	IIMC	IIMK	IIMT	IIML	IIMS	IIMR	IIMS	IIMJ	IIMU	IIMN	IIMR	IIMS	
1	General Information (Max. Score-22)	21	14	12	14	13	12	11	07	08	09	09	10	02	04	03	04	01	00	
2	Library Services (Max. Score-20)	17	15	12	08	07	05	03	10	09	02	02	01	07	07	02	00	01	00	
3	Library Collection (Max.	08	06	03	04	03	03	03	00	03	02	00	00	02	00	03	04	00	02	

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	Score-08)																		
4	E-Resources (Max. Score-06)	06	06	06	04	04	05	04	04	02	02	04	03	03	02	03	02	03	03
5	Social Bookmarking tag (Max. Score-10)	05	05	00	02	00	00	00	00	00	00	00	00	00	00	00	00	00	00
6	Links, Search and Retrieval Interfaces (Max. Score-07)	06	07	03	02	02	01	02	01	00	00	00	01	00	00	00	00	00	00
Total (Max. Score-73)		63	53	36	34	28	26	23	22	22	15	15	15	14	13	11	10	05	05
Rank		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18

FINDINGS OF THE STUDY

1. All IIMs libraries' websites have separate website.
2. 17(94.4) IIMs libraries' websites have "about us" link on their websites.
3. About 13(72.2%) IIMs libraries' websites have provide the information of "library hour & "library services".
4. About 11(61.1%) IIMs libraries' websites have provide the information of "library rules and regulation" and "library collection"
5. About 13 (72.2%) IIMs libraries' websites have provide the information of "book" "journal" collection.
6. All IIMs libraries' websites have provide the information "E-Journals" and 14(77.7%) "E-Books"
7. About 3(16.6%) IIMs libraries' websites are using "Facebook". Only 2(11.1%) libraries' websites are using "LinkedIn", "Instagram", "Twitter" & "You Tube
8. IIM Ahmadabad (IIMA) has the highest usability score and ranked first among all IIMs libraries' websites, followed by IIM Bangalore (IIMB), IIM Kozhikode (IIMKZ) and etc.

CONCLUSION

The IIM are the premier institutions of higher learning in the country. The increasing use of Internet has changed the method of accessing and disseminating information about library activities, services, rules and regulations, various sections, and staff etc. The library websites/webpages of academic institutions not only serve as a great platform for publishing the library news, activities, programs, resources and services but also help to disseminate the information to all the remote users. The information furnished in the websites of IIMs libraries need to be evaluated and analyzed periodically using recognized criteria like web design.

The study of content analysis of the library website have subsequent analysis of data & finding have enabled the investigator to conclude that there is an argent need to make website of the IIM library more dynamics & interactive by the following the web 2.0 and web.3.0 technology there should be provision for many social networking site (social networking tag) that is instant messaging, RRS feed , digital reference services , FAQ, Ask A Librarian, Facebook, Instagram, YouTube ,etc. on the library website so that users can have opportunity for direct conversations and communication with the system. To maintain the standard design and structure of Indian academic library websites, it is highly recommended for regular assessment of these library websites to increase their usability and accessibility.

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