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Web Content Analysis of State Agriculture University Library Website in Uttar Pradesh: An Evaluative Study

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Web Content Analysis of State Agriculture University Library Website in Uttar Pradesh: An Evaluative Study

Abstract:- Objective of this article to analysis and evaluate the library web content of State agriculture university library website in Uttar Pradesh. The standard Content analysis method used for evaluating the library WebPages and draw conclusions give suggestion for betterment of library website.

Approach/Methodology: The Observation method used to evaluate state agriculture library website in Uttar Pradesh, using 80 point checklist divided in 8 approaches. Ranking of agriculture library website is based on calculation of (T3 to T10). Web Addresses of library website Access throw ICAR Website from 01 June 2022 to 30 June 2022.

Scope of the study/ Limitation: - This Study cover all the 5 state agriculture university library (including Animal husbandry) situated in Uttar Pradesh, presently total 3 central agriculture universities, 4 Deemed Agriculture University and 63 state universities are functioning in India. Limitation of this study is to cover only Uttar Pradesh state agriculture library.

Finding:- Chandra Shekhar Azad University of Agriculture and Technology Kanpur, U P hold rank 1st, U P Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidhyalay Evam Go Anusandhan Sansthan Mathura, U P hold Rank 2nd , Banda University of Agriculture and Technology Banda, U P hold rank 5th.

Keywords:- Agriculture Library, Web Content, Content Analysis, University Library, Uttar Pradesh

1.0 Introduction: As we know that present era is information technology era and information is money, for gathering these information in academic fields are more challenging for researchers and faculty member, academicians, scientist etc, in this scenario library play very important role to acquiring , processing and dissemination knowledge for user. But in information technology age patron need pinpointed reliable and accurate information in time saving period without visiting library physically, in this situation the role of library and library profession are more challenging. In modern era library website play a very important role for demonstrate details of library source and services to user.

Normally in present time each and every popular institute library have own library website that is provide access to library digital content to user like e-journal, e-books, e-magazine, photographs, videos, and other digital materials and websites helps user to up-to-date time to time for new achievement, development of library without visiting library with help of technology on Digital screen.

2.0 Review of Literature:-

Suresh, Kothainayaki and Gopalakrishnan, S (2012) in this study Author Examine the content organization in Website of Agriculture University in India. The author examine 54 Agriculture library in which 44 State agriculture University Library,1 Central University Library, 5 Deemed University Library and 4 Central Universities with agriculture faculty with help of 20 web objects.

Harsahd kumar J Patel and M G Patel (2013) This study was conducted on the Web Based Content analysis of Gujarat Agriculture Library, the basic aim of this study examine, evaluate the 4 Agricultural

university library website in Gujarat, Navsari Agricultural University, Navsari,, Anand Agricultural Univerisy, Anand, Junagadh Agricultural University, Junagadh, Sardarkrushinagar Dantiwada Agricultural University.

V S Swapna and A T Francis (2014) in this study conducted on Management of Library Website of Agriculture University in south India: A Content Analysis, author examines 06 agriculture library website in south India with help of standard tools and checklist.

Chikkamanju (2017) This Study was conducted on Website Analysis of University of Agricultural Sciences Library in Karnataka State, India: A Study. in this study author examined 4 state agriculture university in Karnataka state and find out that the website of these university library not up-to-date regularly and University of Agricultural Sciences, Raichur have give library website link

Manoj Kumar Verma and Sur Chandra Singha (2021) This Study was conducted on Web Content and Design Trends of Agricultural Universities' Library Website in Rajasthan State ,India: An Evaluation, Finding of this study is Swami Keshwanand Rajasthan Agricultural University score rank 1st and all the library website are mobile friendly and easy accessible for user.

Rajesh Kumar Paswan and Shilpi Verma (2021) In This Study Author examine the 7 National institute of Pharmaceutical Education and Research Library Website with help of 100 standard checklist, divided in 7 division that are Accessibility, Navigation and Link to Resource, Authority and Currency, Library General Information, User Support and Resource Discovery Tool, Library Services and Web 2.0 Tool, finding of this study is NIPER Ahmadabad Rank 1st , NIPER Raebareli has Rank 2nd ,NIPER Mohali has rank 3rd and NIPER Hyderabad was the 7th rank.

3.0 Objective of This Study:-

1. To analysis and evaluate the web content of library website.
2. To know the location and address of library.
3. To know about collection of library.
4. To Know the Digital resources of Library.
5. To know about services of library.
6. To study use of social networking sites.
7. To Rank the U P Agriculture Library website.
8. To give suggestion for betterment of library website.

4.0 Methodology: - In The field of Library and Information Science Observation method of research is a important method of study, in this study we will use Observation method for analysis and evaluation of state agriculture library university website. List of these entire state agriculture university library are available on ICAR website, ranking of website is based on the calculation of table no 3 to table no 10,Top Scorer will be first and last scorer will fifth rest are in between these. (<https://icar.org.in/content/state-agricultural-universities-0>)

Table 1 show details about the name of University, URL/IP Address of university, name of Library and URL/IP address of Library web Pages.

Table 1 List of State Agriculture University Library in Uttar Pradesh with their Library URL/IP

S. No	Name Of University	Abbreviation	Name of University Library	State of University	URL/IP of University Library	University URL
1	Chandra Shekhar Azad University of Agriculture and Technology Kanpur, U P	CSAU	Central Library	Uttar Pradesh	https://csauk.ac.in/central-library-2/	https://csauk.ac.in/
2	Acharya Narendra Dev University of Agriculture and Technology Ayodhya, U P	ANDU	Nehru Library	Uttar Pradesh	http://216.48.178.228:81/	https://www.nduat.org/
3	Sardar Vallabhabhai Patel University of Agriculture and Technology Meerut, U P	SVPU	Library	Uttar Pradesh	http://www.svbpmeerut.ac.in/library.html	http://www.svbpmeerut.ac.in/
4	U P Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishvavidhyalay Evam Go Anusandhan Sansthan Mathura, U P	PDDUP CVU	University Library	Uttar Pradesh	https://upvetuniv.edu.in/library/	https://upvetuniv.edu.in
5	Banda University of Agriculture and Technology Banda, U P	BUAT	Central Library	Uttar Pradesh	http://buat.edu.in/library/	http://buat.edu.in

Table 2 shows detail about checklist section, all the checklists are divided in 8 sections, Home Page of Library 05, Contact details 04, Basic details of library 18, collection details 07, Digital /E-Resources 12, User Oriented Library Services 10,value Added Library Services 15, Web 2.0 are 09.

Table 2.0 Checklist Section Details

S.NO	Checklist Section	No. of Items
1	Home Page of Library	05
2	Contact Details of Library	04
3	Basic Details of Library	18
4	Collection Details of Library	07
5	Digital/E- Resources of Library	12
6	User Oriented Library Services	10
7	Value Added Library Services	15
8	Web 2.0 Services	09

5.0 Data Analysis and Interpretation:-

In this study observation method is used to collect analysis and evaluate the web content of 05 state agriculture libraries in Uttar Pradesh. The Data analysis are presented in tabular form and analysis in Excel sheet

5.1 Home Page of Library Website

Table no. 3.0 show the information related to Home page of agriculture library in UP. Home page are mirror of any library for their user, It was discovered that 100 % Library have Separate library home page , 60% Library website show Site Map and 40 % Library have Gallery and 20 percent of Library have Library Photo on the Library Website.

Table No.3 Show Home Page of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
Home Page	1	1	1	1	1	5	100.00
Photo	0	1	0	0	0	1	20.00
Gallery	0	1	0	0	1	2	40.00
Site map	1	1	0	0	1	3	60.00
Floor map	0	0	0	0	0	0	00.00
Total Score (Max. 05)	2	4	1	1	1		

* (1 Show Available and 0 Not Available)

5.2 Contact Details of Library

Table no. 4 Show the contact details of library. Contact details of library and library profession are to be more helpful for user to reach the library, to know any information regarding library without visiting library. In this study we find that 4 libraries (80%) shows our Library Address on web page, 3 libraries (60%) shows our Phone No. on web and 3 Libraries (60%) show our Email mail address to users.

Table No.4 Contact Details of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
Library Address	1	0	1	1	1	4	80.00
Phone Number	1	0	0	1	1	3	60.00
Fax number	0	0	0	0	0	0	00.00
E-mail Address	1	0	0	1	1	3	60.00
Total Score (Max. 04)	3	0	1	3	3		

* (1 Show Available and 0 Not Available)

5.3 Basic Details of Library:-

The basic details of library show the information related to recent activity and development of library like news and events, membership details, rules of library , recent publication, library hour, committee of library, IT infrastructure among library and other things.

Table No. 5 Demonstrate the all the library show 100 % Details about the Library, Library hours, Library Staff, Membership Details, Library Rule, 80 % demonstrate about Library news and events, Library Catalogue, 60% Show the Vision and Mission of Library, Location Guide, 40% Library gives information about Library Committee and 20 % Library show User Orientation, FAQ, Virtual tour, Ask Librarian related information on WebPages.

Table No.5 Basic Details of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
About the library	1	1	1	1	1	5	100.00
Library news and events	1	1	1	1	0	4	80.00
Library hours	1	1	1	1	1	5	100.00
Vision & Mission	1	1	0	0	1	3	60.00
Library staff	1	1	1	1	1	5	100.00
location guide	1	1	0	0	1	3	60.00
Membership details	1	1	1	1	1	5	100.00
User orientation	0	0	0	1	0	1	20.00
FAQs	0	0	1	0	0	1	20.00
Library rules	1	1	1	1	1	5	100.00
Library committee	1	0	0	1	0	2	40.00
Date of pupation	0	0	0	0	0	0	00.00
Suggestion	0	0	0	0	0	0	00.00
Library virtual tour	0	0	1	0	0	1	20.00
Ask a librarian	1	0	0	0	0	1	20.00
Library catalogue	1	0	1	1	1	4	80.00
Help	1	0	0	0	0	1	20.00
Future plans	0	0	0	0	0	0	00.00
Total Score (Max. 18)	12	8	9	9	8		

* (1 Show Available and 0 Not Available)

5.4 Collections of Library:-

Collection of a Library are backbone of library, UP State agriculture university library have reach collection in various format like books, reference books, magazine, journals, back volumes etc. Table no 6 present 100% library have Books, 80% have Print Journals, 60% have Theses and Dissertation, Back Volume of journals and Magazine, 20% have Standard and Reference Books.

Table No.6 Collection Details of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
Books	1	1	1	1	1	5	100.00
Reference books	1	0	0	0	0	0	20.00
Theses/Dissertation	1	1	0	1	0	3	60.00
Magazine	1	1	1	0	0	3	60.00
Print Journals	1	1	1	1	0	4	80.00
Back Volume	1	1	0	1	0	3	60.00
Standards	0	0	0	1	0	1	20.00
Total Score (Max.	6	5	3	5	1		

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* (1 Show Available and 0 Not Available)

5.5 E-Resources of Library

E-Resources are more popular and available easier to patron in modern era, it is available and accessible 24*7 for user, in collaborative way it is chipper then print resources.

Table no.7 represent that 100% library website show information related to Copyright, CeRA, ICAR Consortium,80% have E-Journals, E-Books, E-Database, 60% have CD-RoM, 40% have Hyper linking, Institutional repository, Krishi Kosh, 20 % have Web OPAC Interface, E-theses & dissertations, Online newspaper.

Table No.7 E-Resources of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
Hyper Linking	0	1	1	0	0	2	40.00
COPY RIGHT	1	1	1	1	1	5	100.00
Web OPAC	0	1	0	0	0	1	20.00
E-Journal	1	1	0	1	1	4	80.00
E-Books	1	1	0	1	1	4	80.00
Institutional repository	1	1	0	0	0	2	40.00
E-databases	1	1	0	1	1	4	80.0
E-theses & dissertations	0	1	0	0	0	1	20.00
CeRA	1	1	1	1	1	5	100.00
ICAR consortium	1	1	1	1	1	5	100.00
CD RoM	1	0	1	1	0	3	60.00
Krishi Kosh	0	0	1	0	1	2	40.00
Total Score (Max. 12)	8	10	6	7	7		

* (1 Show Available and 0 Not Available)

5.6 User Oriented Library Services

User Oriented library services are basic services of any library like Circulation, photocopy, reference are more. table no .8 demonstrate that 100 % library provide Circulation Services, 80% have photocopy services, study room,60% have Reference Service, 40% have News Paper Clipping, Inter Library Loan Service ,open Access 20% have Book Bank, New Arrivals Services related information on WebPages.

Table No.8 User Oriented Services of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
Circulation Service	1	1	1	1	1	5	100.00

Photocopy Service	1	0	1	1	1	4	80.00
News Paper clipping	1	0	1	0	0	2	40.00
Book Bank	0	0	0	1	0	1	20.00
Study Room	1	0	1	1	1	4	80.00
Reference Service	1	0	1	1	0	3	60.00
Inter Library Loan	1	0	0	1	0	2	40.00
New Arrivals	1	0	0	0	0	1	20.00
Referral Service	0	0	0	0	0	0	00.00
Open Access	0	1	1	0	0	2	40.00
Total Score (Max.10)	7	2	6	6	3		

* (1 Show Available and 0 Not Available)

5.7 Value Added Library Services

Value Added Library Services that improve the quality of Library Services that is helpful to research and development activity of researcher, Scientist, Faculty Members Etc.

Table No. 9 Demonstrate that 80% Library have Research oriented services, 60% have OPAC, Curriculum Support, User Awareness, 40% have Inter-library loan, Teaching and Training ,Document delivery service (DDS), 20% have Information alerts (email services), Bibliography & documentation, Citation management tool

Table No.9 Value Added Services of Library

Property	CS A U	AND U	SVP U	PDDUP CVU	BU AT	Total	Percentage
Research oriented Services	1	0	1	1	1	4	80.00
OPAC	1	1	0	0	1	3	60.00
Curriculum support, class room support	1	1	0	1	0	3	60.00
Special access arrangement	0	0	0	0	0	0	00.00
Information alerts (email services)	1	0	0	0	0	1	20.00
User instruction/assistance/awareness programs	1	0	1	1	0	3	60.00
Remote access facility	0	0	0	0	0	0	00.00
Technical Support	1	0	0	1	0	2	40.00
Document delivery service (DDS)	1	0	0	1	0	2	40.00
Current awareness service (CAS)	0	0	0	0	0	0	00.00
Selective dissemination of information (SDI)	0	0	0	0	0	0	00.00
Bibliography & documentation	0	0	0	1	0	1	20.00
Children section	0	0	0	0	0	0	00.00
Plagiarism management tool	0	1	0	0	0	1	20.00
Teaching and Training	1	0	1	0	0	2	40.00
Total Score (Max. 15)	8	3	3	6	2		

* (1 Show Available and 0 Not Available)

5.8 Web 2.0 Services of Library

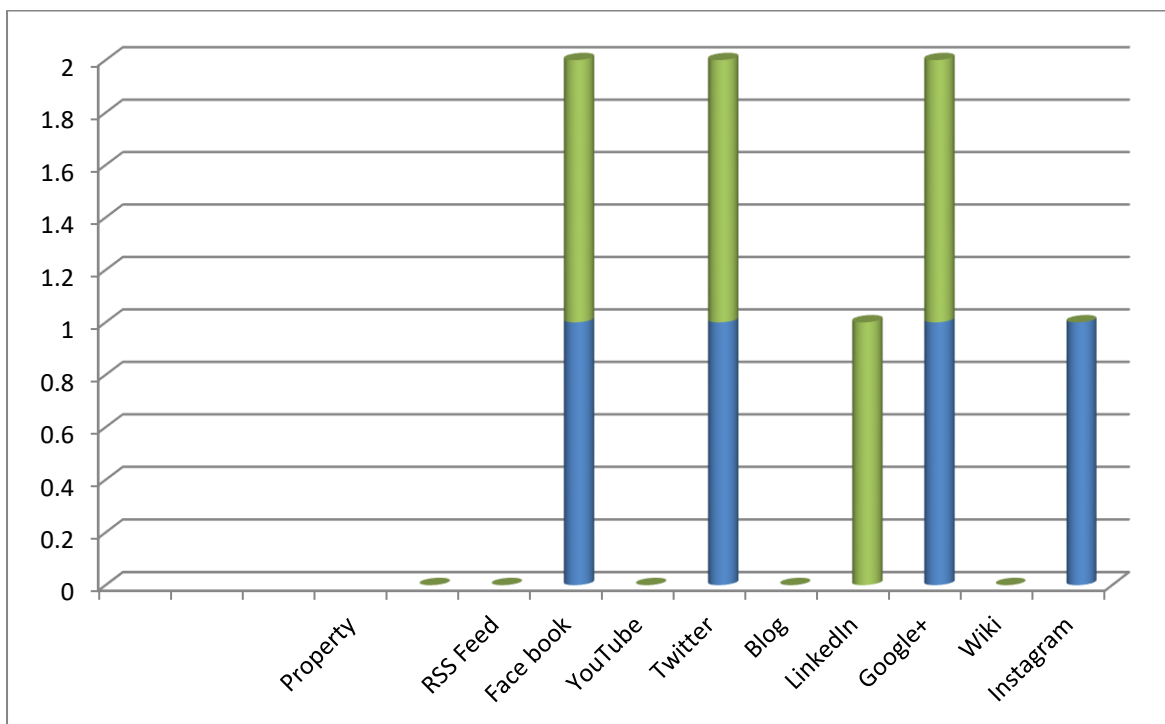
State Agriculture Library use web 2.0 tools to utilizing and promoting library source and services for betterment and beneficiary of library and user both.

Table no.10 Explain the 80% library use face book, Twitter, 60% use Google+,40% Use LinkedIn, 20 % Use You Tube, Instagram .

Table No.10 Web 2.0 Services of Library

Property	CSAU	ANDU	SVPU	PDDUPCVU	BUAT	Total	Percentage
RSS Feed	0	0	0	0	0	0	00.00
Face book	1	0	1	1	1	4	80.00
YouTube	0	0	0	0	1	1	20.00
Twitter	1	0	1	1	1	4	80.00
Blog	0	0	0	0	0	0	00.00
LinkedIn	0	0	1	1	0	2	40.00
Google+	1	0	1	0	1	3	60.00
Wiki	0	0	0	0	0	0	00.00
Instagram	1	0	0	0	0	1	20.00
Total Score (Max. 09)	4	0	4	3	4		

*(1 Show Available and 0 Not Available)



5.9 Ranking of State Agriculture University Library in Uttar Pradesh

In this study total 82 checklist uses for evaluating agriculture library divided in 8 sections from Table No. 3 to Table No 10

Table no. 11 Demonstrate that calculation of Table no 3 to Table no 10 Chandra Shekhar Azad University of Agriculture and Technology Kanpur, U P find total score 50 out of 88 hold rank 1st, U P Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidhyalay Evam Go Anusandhan Sansthan Mathura, U P

find score 40 out of 80 hold Rank 2nd , Sardar Vallabhabhai Patel University of Agriculture and Technology Meerut, U P find score 33 out of 80 hold Rank 3rd. Acharya Narendra Dev University of Agriculture and Technology Ayodhya, U P find score 32 out of 80 hold rank 4th. Banda University of Agriculture and Technology Banda, U P score 29 out of 80 hold rank 5th.

Table No.11 Ranking of University Library

S.N	Name of University	T3 (5)	T4 (4)	T5 (18)	T6 (7)	T7 (12)	T8 (10)	T9 (15)	T10 (9)	Total Score (80)	Rank
1	Chandra Shekhar Azad University of Agriculture and Technology Kanpur, U P	2	3	12	6	8	7	8	4	50	1 st
2	U P Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishvavidhyalay Evam Go Anusandhan Sansthan Mathura, U P	1	3	9	5	7	6	6	3	40	2 nd
3	Sardar Vallabhabhai Patel University of Agriculture and Technology Meerut, U P	1	1	9	3	6	6	3	4	33	3 rd
4	Acharya Narendra Dev University of Agriculture and Technology Ayodhya, U P	4	0	8	5	10	2	3	0	32	4 th
5	Banda University of Agriculture and Technology Banda, U P	1	3	8	1	7	3	2	4	29	5 th

Finding of the Study

After Analysis the above data findings are given bellows:-

- All the University library does not follow all the criteria which is designed for evaluation
- All the library have separate library page but no one have floor map of Library
- All library have library address detail of webpage, only 3 library gives details about phone number and email address of library no one give information about Fax Number
- ANDU library have separate web OPAC based on KOHA open source software.
- SVPU Library webpage are very simple and provide separate details about library collection
- No Library gives information related to Library Budget.
- ANDU library webpage are more users friendly.
- All library gives detail about printed books and 4 gives about journals, 3 gives theses, back volumes, magazine only 1 gives about Standard related information.
- Most of Library facilitate circulation, Photocopy, Study Room but not single library offer Referral service.
- Only PDDUPCVU library offered Information alerts, Bibliography & documentation, Plagiarism management tool.
- Not any library use RRS feeds, Wiki and Blog social media

- Chandra Shekhar Azad University of Agriculture and Technology Kanpur, U P hold 1st position and U P Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishvavidhyalay Evam Go Anusandhan Sansthan Mathura, U P Hold 2nd Position and Banda University of Agriculture and Technology Banda, U P hold Last position in Ranking.

Conclusion and Suggestion:- Library website play an essential role for receive, dissemination and updating of information about library and play role to full file the law of library science in modern age. Majority of library website not up to date hence require update frequently for betterment of library services and 24*7 accessibility of user. library website required to gives more details about services and collections of library, Acharya Narendra Dev University of Agriculture and Technology Ayodhya, U P is not Provided any kind of contact related information as well as social media related information , Banda University of Agriculture and Technology Banda, U P required to give more information related to collection , Services ,etc. Library is required to use library 3.0 services to improve services of library. Library should focused on value added services and more mobile friendly interface of library website.

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