# EVALUATION CRITERIA OF LIBRARY WEB PAGE

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*Abstract:* The main aims of this paper is how to evaluate the library web pages of Re-accredited colleges in India it is also focus on which types of criteria used to evaluate library web pages. This paper indicating the evaluation criteria used while evaluating the academic library web pages applying the set criteria Authority, Currency, and Accuracy of information on home pages.

*Keywords:*  Library web page, Library web site, web page evaluation criteria

## Introduction

With the application of information and communication technologies in the library the concept and role of the library and librarian is dramatically change specially with the invention of internet. The importance of internet and the World Wide Web in the libraries can no longer the questioned. With the advent of World Wide Web availability and accessibility of information in these electronic formats in libraries and other types of organisation has been made easier because of the web graphics and interactive capabilities. These capabilities allow users to search databases, view full text articles including pictures and tables etc. As a result, all types of libraries recognizing the importance of the world wide web as a tool not only for gaining access to information but also as a means of disseminating information about their activities, product and services.1

## Evaluation

Evaluation is most important activity that has allowed us to change, develop, improve things and continue in an every changing environment. Every time we try something new technique, a manufacturing process, a medical technique, a social change program, a new management line-up, a policy or strategy or a fresh information system to reflect its value. Is it better than what we had earlier? It is better than the other options we might have chosen? How else might it be improved to push it to the subsequent level? What did we learn from trying it out.

Things that we might evaluate systematically include the following.2
- Projects, programs or organization
- Personnel or performance
- Policies or strategies
- Product or services
- Processes or systems

## Need to Evaluate Web Information

Traditional sources come across different stages or filtering. These sources are evaluated by a referee or an authority or editor etc. For a journal article to be published, it usually goes through some peer review before it is accepted for publication. Unlike most traditional information sources no one has to approve the content before putting it on the internet. This means that the quality of the information found on the Net must be evaluate very carefully. It is the job of the searched to evaluate the sources before using in order to determine whether the source will meet the need or not. Anyone who can create their own web page or pay someone to create a web page can put information on the internet. Each person not only selects the topic he/she chooses

to write about, but also the manner in which the web page is designed and extent to which the information provided is credible. The web information aspects which force the user to evaluate such information are.3

- Information published on internet may not be authentic
- The author may not be qualified for writing the article
- It may not be current
- It may not be reliable
- It may not be filtered
- Information is meant for a specific group of audience. Depending on the purpose or target audience the relevancy of information can be judged.

## Aims and objective of the study
The study will be carried out with the following aims and objectives in view

- To navigate the internet and find out the web sites of colleges in India
- To search out the home pages of colleges and their library web pages
- To collect the data regarding the structure of college web sites and library web pages from India and evaluate them by using following criteria
  - Authority, Accuracy and Currency of information available on the home pages
  - Frequency of updating library web pages
  - Ease of navigation and user friendliness of library web page

## Review of related literature
Masters, K. (2005).4 explain in detail about websites evaluation in his book "Role and development in professional nursing practices. He stated that the web has grown rapidly since the beginning and information can be published relatively easy and I expensive. Internet site can be created by anyone with the ability to create a web page. Many sites can be for a commercial purpose and other can simply be the opinions of the website developers. Websites are under no required guidelines or standards. Additionally no official organization is responsible for website evaluation. As a result a vast amount of information is available on the web, but not all information is reliable. So he suggest the following point to evaluate the web sites for acquiring reliable information from the web. Elizabeth, K. (2005).5 The library instruction coordinator for the Milton Eisenhower library at John Hopkins University has described the basic evaluation criteria for evaluating information form on the internet. These are authorship, publishing body, point of view are bias, referral to other sources of information, verifiability and currency. According to Catela, C. (2007).6 Navigation and presentation, content, Appropriateness and scope are the main evaluation criteria for web pages. Barkar, J. (2011).7 has suggested some questions when evaluating the web pages i.e. What tells the URL? Name of the writer of web page or Qualification of authority? Is it dated? Does the page have overall integrity and reliability as a source. The web has provided us a lot but not all sources are reliable. Jiang Yimin, Hu Lan. (2006).8 introduced an innovative method called correspondence analysis to evaluate public library websites from five aspects circulation, visit, connectivity, speed and pageviews. MacFarlane, A. (2007).9 the main aim of the paper was to put forward a structured mechanism for web search evaluation. The paper tried to point out useful scientific research and show how information practitioners can use these methods in evaluation of search on the web for their users. It also shows how to use diagnostic measures in conjunction with precision in order to evaluate web search. Alvaro Rocha. (2012).10 described aims to propose a high-level structure for a global quality evaluation of a web. This structure is based on the features, sub-characteristics and attributes of three main dimensions ( content, service and technical quality ) that will substantiates the development of broad website and quality evaluation, comparison and improvement procedures, according to specific sectors of activity and evaluator perspective.

## Research methodology
In the present study, type of research methodology followed is Investigative and Evaluative. The data collected by using following data collection methods.

- Review of the internet posted document on the library web pages
- Observation and assessment

The entire study was planned systematically. The research work was carried out step wise and finally the conclusions were drown. The methodology includes following steps.

- A review of state of the art
- Getting acquainted with the internet surfing
- Designing a work sheet
- Evaluation of the web sites

**Scope and limitation of the study**

Scope of the study is restricted to surfing the internet for the Indian college websites. The library web pages of the colleges were evaluated by using selected evaluation criteria. Researcher has taken only Re- accredited 'A' Grade colleges. Total 319 Indian colleges were selected for the study.

**Criteria to evaluate library web page**

Library web page have evolved dramatically from their beginning as a convenient index to electronic information sources. Many now serve as an electronic representation of the library itself. They have become not "virtually" but truly the doorways through which library client discover what a contemporary library and its services are all about. The creation of an effective library web page therefore requires a grasps of total library services as well as new technologies including representation from a wide variety of library units in the development of library web site is one way to meet these challenges.

**Site Access**

- Separate home page for library
- URL of library home page
- Date of last accessing the page

**Contact**

- Direct phone number for library
- Postal address on library page
- Fax number
- E-mail

**Authority**

- Name of the library web page designer
- Contact detail of designer
- Who maintain library web page
- Copyright

**Currency**

- Date of last update
- Update frequency

**Navigation of library web page**

- Whether library link are clearly labelled
- Home link on each page available
- Images use in library web page
- Back and forward link available
- Effective search facility available
- Keyword searching possible
- Site map available
- Index available

**Library web page appearance**
- Multimedia use on library web page
- Sound use
- Animation used
- Graphics used
- Library web page design is simple
- Library web page design is attractive
- Library web page is over colourful

**Content of library web page**
- Library photograph available on web page
- About the library staff
- Library timing
- Library rules
- Section in library
- Library services
- Library collection
- Library automation

**Library OPAC**
- Link to OPAC
- Link to web OPAC
- OPAC search possible
- Search parameter available
- Keyword search possible

**Link to other web sites and database**
- Link to digital library software
- Link to other important web sites
- Link to other important database

**Data analysis and interpretation**
Total 319 colleges selected from twenty three state and five zones from India for the study the conclusion drawn from the study are as follows.

**Table: 1**
**Zones in India and nos. of libraries data collected**

| Zones in India | No. of library | Percentage |
|---|---|---|
| Central | 6 | 1.9 |
| East | 16 | 5 |
| North | 19 | 6 |
| South | 160 | 50.2 |
| West | 180 | 37 |
| Total | 319 | 100 |

Table: 1 represents zone wise colleges in India. Researcher collect the data from different 23 states of all over India and categorize in five zones i.e. East, West, North, South and Central zone. From the above table out of 319 colleges from all over India only 6 colleges (1.9 %) in central zone, 16 colleges (5 % ) in east zone. 19 colleges (6 % ) in north zone, 160 colleges ( 50.2 % ) in south zone and 118 colleges (37 % ) in west zones has been observed.

**Table: 2**
**Date of last update library web page**

| Date of last update library web page | Nos. of library | Percentage |
|---|---|---|
| Yes | 19 | 6 |
| No | 269 | 84.3 |
| Not Responded | 31 | 9.7 |
| Total | 319 | 100 |

From table : 2 it is found that out 319 colleges only 6% colleges provide the information about Date of last update library web page. Whereas the large group of colleges i.e. 84.3% did not mentioned update frequency.

**Table: 3**
**Update frequency of library web page**

| Update frequency of library web page | Nos. of library | Percentage |
|---|---|---|
| Yes | 1 | 0.3 |
| No | 287 | 90 |
| Not Responded | 31 | 9.7 |
| Total | 319 | 100 |

From table : 3 it is observed that out of 319 colleges among five zones and 23 stats of India only 0.3% colleges mentioned update frequency of library web page. Whereas the large group of colleges i.e. 90% colleges not mentioned update frequency of library web page. As well as 9.7% colleges from all over India did not responded.

**Table : 4**
**Separate web page for library**

| Separate web page for library | Nos. of library | Percentage |
|---|---|---|
| Yes | 188 | 58.9 |
| No | 100 | 31.4 |
| Not Responded | 31 | 9.7 |
| Total | 319 | 100 |

From table : 4 shows the separate web page for library. It is found from the table the majority of colleges i.e. 58.9% colleges posted the separate library web page on college web site.

**Table : 5**
**Library link clearly label on web page**

| Library link clearly label on web page | Nos. of library | Percentage |
|---|---|---|
| Yes | 208 | 65.2 |
| No | 80 | 25.1 |
| Not Responded | 31 | 9.7 |
| Total | 319 | 100 |

From table: 5 it is observed that out of 319 colleges i.e. 65.2% clearly label the library link on college web page. Whereas only 25.1% colleges not clearly labelled the library link on web page, as well as 9.7% colleges did not responded.

**Conclusion**

It has been observed that despite the effort made by the in house expert or outside agency most of the library websites are not update regularly. At the same time, the content and information available on the library web page are not up to the mark. Many library have created websites to serve their patron and the general information to community, but how useful are these websites beyond providing information about the library and its collection is yet to be fully explored. In today's world it has become an accepted fact that an organization association, business or other institution will have a web site. Libraries are no exception to this trend. Web sites can serve a wide range of information for an organization and this is also true for libraries and information agencies. Library web sites can be used to promote the library and its services to provide current information to library users.

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