



Analysis of Medical College Websites of Kerala State by Using Content Analysis Method

¹Dr. Rekha H.R

*Sr. Grade Librarian
Govt. First Grade College for Women
Vijayanagara, Mysore – 32*

²Prof. M Chandrashekara

*Professor & HOD
Dept of Library and Information Science
University of Mysore
Manasagangothri, Mysore - 5*

Abstract: In this Information Communication Technology era the education institutes are serving their services through its websites. Website plays a very significant role or bridge between educational institutes and its end users. Educational Institutions websites provides a connection to utilize the library resources to its users by giving a link to enter to the library. In this regard the library website is now considered as an integral part of the library services and the efforts to develop library website is growing closer over the past period. An effort was made to analyse the Medical college websites of Kerala state, along with analyzing the contents of the websites. The data collected from the study were tabulated on the aspects of elements, based on Library holdings, services and facilities provided by the websites.

Keywords: Content Analysis, Library websites, Medical College

I. Introduction:

As an effect of the occurrence of ICT, all the educational institutions and Colleges are enforced to have their individual websites. The rising significance of the ICT as the foremost information resource made educational libraries to opt for its web existence. To deal with this major ICT enlargement, information providers must have taken a major role in hosting their users to the Web.

The website is a vital source for any medical educational institution. Most of the users are retrieving the web information for fulfilling their needs. Since they often want to choose web-based information over other sources, it is necessary for the medical institutions to have their specific websites.

An effort has been made to extract some basic information on libraries and their facilities and services through library web pages of medical college websites of Kerala state, by using content analysis method.

II. Scope and Limitations of the Study:

For the present study, only websites of Medical College/Institutions of Kerala state are chosen. The Medical Colleges/ Institutions selected for this study are affiliated to Medical Council of India.

III. Objective:

- To analyze the contents of the library web pages of Medical colleges.
- To investigate the resources and services available in the library web page.

IV. Methodology:

The list of medical college websites are taken from official websites of Medical Council of India. As there is no commonly accepted checklist available to analyze the library websites, a check list of 39 elements are formulated based on the studies conducted by Nielsen & Tahir (2002), Kannappanavar & Jayaprakash (2011), Parik and Dinesh (2013), Rekha H R (2018), Indian Council of Agricultural Research (2009), Guidelines for uniformity in contents of websites of all the ICAR institutes, Ministry of Communication and Information technology (2009) and Guidelines for Indian government websites. They are categorized under 6 main sub headings as

- General information about library
- Library holdings
- About library staff



- Library services
- Policies and procedures of library
- E- Resources
- Web 2.0 Features

Based on the checklist a comparative study has been drawn between websites of medical colleges of Kerala state.

V. Total Number of Kerala State Websites Studied:

Sl. No.	List of the Medical Colleges	URL Address
1	Cochin Medical College, Kochi	http://cmccochin.org
2	Government Medical College, Kottayam	http://www.kottayammedicalcollege.org/
3	Government Medical College, Thrissur	Government Medical College, Thrissur
4	Medical College, Thiruvananthapuram	http://www.tmc.kerala.gov.in
5	T D Medical College, Alleppey (Allappuzha)	www.tdmcalappuzha.org
6	Academy of Medical Sciences, Pariyaram, Kannur	http://www.mcpariyaram.com/
7	Azeezia Institute of Medical science, Meeyannoor, Kollam	http://www.azeezia.com/
8	M E S Medical College, Perintalmanna Malappuram Dist, Kerala	http://www.mesams.com
9	Pushpagiri Institute of Medical Sciences and Research Centre, Tiruvalla	http://www.pimsrc.in/
10	Sri Gokulam Medical College Trust and Research Foundation, Trivandrum	http://www.sgmc.in

VI. Analysis and Interpretation of Data:

The selected Medical College Library web pages were analyzed and the results obtained are tabulated as below.

Table – 1: General information about library:

Sl. No.	Elements	Kerala	
		Yes	No
1	About Library	3 (30%)	7 (70%)
2	Library Mission/ Objectives	0	10 (100%)
3	Working Hours	2 (20%)	8 (80%)
4	Library Building plan details	1 (10%)	9 (90%)

Table no. 1 shows that 3 colleges from Kerala medical college websites offer information about library. None of the listed colleges were not having Library Mission or Objectives elements. Working hours were found in Kerala state. Library building plan details mentioned only one institute i.e., T D Medical College, Alleppey (Allappuzha) in Kerala.



Table 2: Library holdings

Sl. No.	Elements	Kerala	
		Yes	No
1	Collection information available	2 (20%)	8 (80%)
2	Collections (No. of books & Titles)	2 (20%)	8 (80%)
3	Journals	2 (20%)	8 (80%)
4	Newspapers/Magazines	0	10 (100%)
5	Project Reports	0	10 (100%)
6	Back volume section (Old Journals)	0	10 (100%)
7	Special Collection (CD, Thesis, Standards, Patents,)	0	10 (100%)
8	Video Collections	0	10 (100%)

Table no. 2 reveals about the total collections in library websites. Only 20 percent of the institutes provided information about collections in websites, Collection of books and titles and information regarding Journals. None of the institutes were not provided on Newspaper and Magazines, Project reports, Back volume section, Special collections such as CD, Thesis, Standards, and Patents and Video collections.

Table 3: Contact Information

Sl. No.	Elements	Kerala	
		Yes	No
1	librarian Contact information	1 (10%)	9 (90%)
2	Ask Librarian / Contact librarian	1 (10%)	9 (90%)
3	Staff Details	2 (20%)	8 (80%)
4	Search - library	0	10 (100%)

Table - 3 mentions about contact information of staffs. Librarian contact information, ask librarian and Staff details are found in Medical College, Thiruvananthapuram from Kerala. T D Medical College, Alleppey (Allappuzha) also provided staff details. None of the Kerala state medical colleges are having search element in their websites.

Table 4: Library Services

Sl. No.	Elements	Kerala	
		Yes	No
1	New arrivals books, Journals Details	0	10 (100%)
2	Library News & Events	0	10 (100%)
3	Book Bank (SC/ST)	0	10 (100%)
4	Internet Access Service	2 (20%)	8 (80%)



5	OPAC (Online Public Access Catalogue)	0	10 (100%)
6	Inter Library Loan (ILL)	0	10 (100%)
7	Material/Books Reservation	0	10 (100%)
8	Image Gallery of Library	0	10 (100%)
9	Xerox (Photo copy) Facility	0	10 (100%)
10	Reference	0	10 (100%)
11	Reference By telephone	0	10 (100%)
12	Reference by E mail	0	10 (100%)

Table - 4 reveals that, one of the above mentioned elements are found in Kerala state except internet access service in 20 percent of the medical colleges.

Table 5: Policies and procedures of library

Sl. No.	Elements	Kerala	
		Yes	No
1	Membership Details	0	10 (100%)
2	Policies/Procedures/Rules of library	0	10 (100%)

From table – 5, it is clear that Membership details and policies and procedures or rules of library attributes are not found in any of the selected medical colleges Kerala state.

Table 6: E-Resources

Sl. No.	Elements	Kerala	
		Yes	No
1	E- resources	0	10 (100%)
2	e journals	0	10 (100%)
3	e books	0	10 (100%)
4	E-Standards	0	10 (100%)
5	E-patents	0	10 (100%)
6	Digital Library	0	10 (100%)
7	Link to Online reference / Database	0	10 (100%)

Table - 6 indicates the electronic resources of the medical colleges of Kerala state. None of the above mentioned elements were present in any of the colleges in Kerala state.



Table 7: Web 2.0

Sl. No.	Elements	Kerala	
		Yes	No
1	Web 2.0 Features	0	10 (100%)
2	Library Blog	0	10 (100%)

Table 7 provides the current trend i.e., Web 2.0 features and library blog options. They were not found in any of the medical colleges in Kerala states.

VII. Major Findings of the Study:

1. 30 percent of the medical colleges have about library element and 20 percent are having working hours of the library in Kerala state. Library building plan element was found only in T D Medical College, Alleppey (Allappuzha) from Kerala.
2. Only 20 percent of the collection information, types of collections and journals were provided in Kerala state.
3. Very few colleges from Kerala state provided librarian contact information, staff details and search option in library websites.
4. Book bank, inter library loan, open public access catalogue and reference, Internet access service and image gallery of the library were not found in any of the medical institute of Kerala state. Only 20 percent of the college provided internet access service.
5. None of the Medical colleges provided membership details and policies and procedures of the library.
6. None of the element from table 6 i.e., electronic resources were found in Kerala state.
7. None of the colleges were not provided Web 2.0 elements.

VIII. Suggestions:

1. There should be uniformity in websites of medical colleges.
2. It is better to provide information on about library with mission and objectives, working hours and also building plan of the library. It shows the introduction, aims, time and destination of the institutional library.
3. Few colleges provided the information on types of collections. Most of them did not concentrate much on this element. So it is healthier to provide this information because it shows the strength of the institutional collections.
4. It is better to make the contact information of a librarian with staff details to be available on the websites, so that the users will get to know whom to contact and where to find the required queries.
5. The main motto of every library is to provide services to the needy. Medical colleges are providing so many services but they have to reflect the same on their websites. Only then the users can access the information on their finger tips. It saves the time of the users. Kerala state medical colleges need to work more on this section.
6. It is the responsibility of the colleges to publish in website about membership details and policies and procedures of an institution to know rules and regulations of the institution.
7. E-resources are very important with respect to current trend, it is important to offer sources online or offline to its users, so that they can access information from their places. There will be no need for them to come to the library. It is suggested to enhance this element in both the states.
8. Web 2.0 features and blog can reach easily to the end users. None of the Kerala state medical colleges were provided Web 2.0 features. By this feature, users can share their thoughts, access and sending the information will connect each other easily.



IX. Recommendation and Conclusion:

- A separate library website is necessary for all the institution, if not provided a separate library link should be provided.
- A proper and permanent place must be provided for library link and library information, while every website has posted this in different menu.
- Library resource information is very much necessary for end users. It adds value to the institutions; Library must give more importance on its holdings and services. Since libraries are the 'Power House of Knowledge'.
- Electronic resource is the present trend and applicable in all the sectors. Medical educational institutions need to adopt and give importance to post it in their website.

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