

Proceedings of the 4th National Conference on
Management of Modern Libraries (NACML)-2020

January 10-11, 2020

REACHING OUT USERS IN THE DIGITAL ERA OPPORTUNITIES AND CHALLENGES

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Content Analysis of Websites of University Libraries in Dharwad District: A Webometric Study

Mallinath Kumbar, Prakash Kumbar & N. Naganna

This research paper tries to evaluate and compare the contents of websites of universities of Dharwad district. The rapid growth of ICT based activities has created enormous challenges and opportunities for librarians to provide web-based services to the ICT literate patrons. The website of any organisation or institutions is like a mirror, which reflects the strength and weaknesses of the particular institution. The role of higher education institute library's information resources reached at a peak level in academics and research activities. By implementing ICT into library activities, university libraries are providing high-quality information services to its user. The present study gives a general preview of the contents of websites of university libraries in Dharwad district. This Webometric study is based on the content available in university library websites.

Keywords: *Content analysis, University Websites, Webometrics, and Web-Based Library Services.*

1. INTRODUCTION

The era in which we are living now is considered as ICT era supported by the Internet, which becomes the most important communication tool to access, retrieve, and to disseminate information. A website is a well-known medium to obtain the trending; due to this reason institutions have created their websites to reach the end-users by providing a brief introduction of their organisation, related information, and services provided by them. In academic institutions, the library is considered as knowledge and resource centre from where users, collect the required information from various sources. One of the most important features of the best website is up-to-datedness. Today, students can ask reference questions online, perform research in the database, ILL request online, and find academic articles electronically (Connell, 2008). Webometrics studies aim to validate links as new information sources and to measure its impact on formal/ informal communication.