

**CONTENT ANALYSIS OF SELECT UNIVERSITY LIBRARY  
WEBSITES OF INDIA: AN EVALUATIVE STUDY**

**ABSTRACT**

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# ABSTRACT

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## Introduction

Content analysis is a more flexible research technique that has been widely used in library and information science studies. This method is applied in qualitative, quantitative, and sometimes mixed modes of research frameworks and employs a wide range of analytical techniques to generate findings and put them into context. Content analysis is a systematic, rigorous approach to analyzing documents obtained or generated in the selected research work. Content analysis of library websites serves the purposes of both quantitative and qualitative research.

Content of a book display the division of whole books in various chapters. It denotes chapter details along with page number. It shows whole information of chapter in a condense form. Content is necessary for all print and non-print books because it saves the time of readers while searching their desired information. Without this, it can't be searched easily. So, the content which analyzes can be in any form, to begin with, but it is often converted into written words before it is analyzed. The source can be printed publications, broadcast programs, other recordings, the internet, or live situations. Content analysis is a method of measuring content heading whatever information is given or not on particular content. Similarly, content analysis of websites measures the links of websites. According to Berelson, Content Analysis is a research technique for the objective, systematic and quantitative description of the manifest content of Communication. Content analysis also defined as "a research technique for making replicable and valid inferences from data to their context" (Krippendorff, K.2004). Content analysis enables the analysis of data to be structured and may be used in both qualitative and quantitative studies. Typically based on an individual's perspective, qualitative content analysis is similar to textual analysis in that it is primarily interpretive in nature, and often does not utilize statistics for data analysis. Quantitative content analysis on the other hand is a research technique used to make valid and reliable inferences from the data to their context.

It is also defined that content analysis is a research technique for making a replicable and valid inference from data to their context. Content analysis of websites is a kind of subject analysis based on the content available on the websites or context. The content analysis has been applied for studies of print i.e. traditional form as well as modern web-based application. Applying content analysis to Web-based content faces many challenges like sampling and coding. The complexity of web-based content in current era consists various media characteristics within the web content that affects generalizability and representativeness.

### **Objectives of the Study**

The study aims to determine the information context on the web portal of libraries of the Universities in India, accredited 'A' grade by NAAC.

The following objectives have been set for this study:

- To find out general information available in the library websites of universities of India accredited 'A' grade by NAAC.
- To evaluate the contents of the library websites of Universities accredited 'A' grade by NAAC in India with identified criteria.
- To identify the university library (is) regarding better services.
- To find out the availability of services and facilities at the university libraries websites in India.
- To identify the differentiating factors available at the websites in the studied Universities, i.e., Central, State, Deemed and Private.
- To identify, whether the library web portals make provision for searching information including Web OPAC and feedback form.
- To suggest measures for the improvement of university library websites.
- To suggest the information content of library web portals in an academic environment.

## **Hypotheses of the Study**

- Web-OPAC is present in most of the university library websites.
- Searching links/ hyperlinks for e-resources are available on most of the university library websites.
- Institutional Repository (IR) is least available on most of the university library websites.
- ‘Library Chat’ and ‘Library Forum’ services are less available in most of university library websites.

## **Scope and Limitations of the study**

There are 850+ universities established in India, but universities accredited ‘A’ grade by NAAC are better regarding services, infrastructure and other aspects, therefore, only NAAC accredited “A” grade university as on 13-04-2016 has been selected for the study. 'A' grade includes 'A', 'A+' and 'A++'. There are one hundred twenty-five universities have been accredited ‘A’ grade by NAAC. Out of 125 NAAC accredited ‘A’ grade university of India; the study is limited to 100 university library websites. The remaining 25 university library websites were either under construction or did not respond or not retrieved during our analysis period.

The present study mainly focuses on the evaluative study of contents of all those university library websites which is accredited “A” grade by NAAC. This includes all NAAC accredited “A”, “A+” and “A++” grade central, state, private universities and deemed universities of India. The whole study is divided as per the zonal map of India. India is divided into six zones namely

- North Zone
- South Zone

- East Zone
- West Zone
- Central Zone and
- North East Zone.

The study is confined to examine the contents of all those university library websites, which are accredited “A” grade by NAAC. The home page and its links of university library websites are taken for examination and evaluation of the contents of its information. No other university websites have been taken other than “A” graded university by NAAC.

### **Research Methodology**

Methodology is the main part in of any research work. The success of the research depends upon the methodology applied in the study. So, methodology should be very systematic, it shows the pathway from begin to end the research studies.

This study was being conducted in multi-phase. The methods and procedures which are followed in the present study are described in the following ways:

1. Literature search
2. Design of the study
3. Sample selection
4. Details of the tools employed
5. Procedure of data collection
6. Statistical methods employed
7. Citation style used

### **Literature search**

To carry out literature search the researcher primarily searched the various e-resources such as Springer, Taylor and Francis, Emerald, Google Scholar and other Internet resources regarding the research topic. Researcher has also consulted many primary sources such as books, journals, theses and conference proceedings etc., related to the research topic.

### **Design of the study**

List of NAAC accredited “A” grade University websites are taken from the official website of the NAAC (NAAC, 2016). The library website of NAAC accredited ‘A’ grade university are selected for the present study.

### **Sample selection**

As per the NAAC, there are 125 university accredited ‘A’ grade in different states of India up to 13-04-2016. There are 100 university library websites were functional at the time of study and 25 library websites were not retrieved or functional during the time of study.

### **Significance of the study**

The study attempts to examine the content of websites of NAAC accredited “A” grade university of India. It helps to measures library websites in the context of structure, design, collection, services of the library and general information. The present study involves the analysis of library websites of NAAC accredited ‘A’ grade university in India, where the significance of web elements are described. The challenges observed in the area of enhancing library websites. Presently the researcher is working in the university system, which has motivated the researcher to research the content analysis of NAAC accredited ‘A’ grade university library websites. The working with the central university library helped the researcher to acquire knowledge and experience, in preparing a checklist and collecting information about web pages of university libraries

### **General findings of present study**

- One hundred twenty five universities of India are accredited 'A' grade by NAAC up to 13-04-2016.
- One hundred university library websites retrieved during the time of study.
- North Zone of India comprises twenty-six NAAC accredited 'A' grade universities. Twenty six university library websites were functional and eight library websites were not functional at the time of study.
- There are forty-four NAAC accredited 'A' grade university located in five state and three union territories of South Zone of India. Eight library websites of this zone were not functional, so only thirty-six library websites of this zone were functional and taken as a part of study.
- East Zone of India have six NAAC accredited 'A' grade universities. All library websites of this zone were functional.
- West Zone of India comprises thirty-three 'A' grade universities in its four state and two union territories. Only twenty-six library websites of this zone are taken for the study. Seven libraries websites are not taken under the study as these were non-functional.
- There are six NAAC accredited 'A' grade university located in different states of Central Zone of India. Two university library websites were not functional out of six at the time of study.
- Only two universities accredited 'A' grade are in the North-East Zone of India.
- Most of the library websites of India link with their respective home page of universities under linked with Library/Central Library.

### **Findings of NAAC Accredited 'A' Grade University Library Websites of India.**

The findings of NAAC accredited 'A' grade university library websites were evaluated in six zones and eight categories of various parameters. There overall findings is hereby presented in following two ways.

### **Score obtained by universities under eight category of parameters**

- PONDUNI obtained highest score 87 out of 155 under eight category of evaluation in all over India.
- PONDUNI got score 20 in general library information category, 09 in library collection, 18 in library services 16 in E-resources and digital services, 03 in responsible body and authorization, 02 in accessibility of library websites, 16 in library section and 03 in social networking sites.
- JNU obtained second highest score 85 out of 155 under eight category of evaluation.
- JNU got score 24 in general library information category, 09 in library collection, 21 in library services 15 in E-resources and digital services, 00 in responsible body and authorization, 02 in accessibility of library websites, 13 in library section and 01 in social networking sites.
- AMU obtained third highest score 83 out of 155 under eight category of evaluation.
- AMU got score 22 in general library information category, 12 in library collection, 16 in library services 14 in E-resources and digital services, 01 in responsible body and authorization, 01 in accessibility of library websites, 12 in library section and 05 in social networking sites.
- ALGAPPAUNIVERSITY obtained fourth highest score 83 out of 155 under eight category of evaluation.
- ALGAPPAUNIVERSITY got score 16 in general library information category, 07 in library collection, 21 in library services 14 in E-resources and digital services, 01 in responsible body and authorization, 01 in accessibility of library websites, 14 in library section and 02 in social networking sites.
- KASHMIRUNIVERSITY score 74 and secure 5<sup>th</sup> Rank among all NAAC accredited 'A' grade universities of India.
- It score 17 in general library information category, 08 in library collection, 21 in library services 14 in E-resources and digital services, 02 in responsible body and

authorization, 02 in accessibility of library websites, 09 in library section and 01 in social networking sites.

- JAMIAHAMDARD score 72 and secure 6<sup>th</sup> Rank among all NAAC accredited 'A' grade universities of India.
- It score 17 in general library information category, 05 in library collection, 17 in library services 10 in E-resources and digital services, 03 in responsible body and authorization, 02 in accessibility of library websites, 14 in library section and 04 in social networking sites.
- BAMU score 70 and secure 7<sup>th</sup> Rank among all NAAC accredited 'A' grade universities of India.
- It score 21 in general library information category, 07 in library collection, 15 in library services 12 in E-resources and digital services, 04 in responsible body and authorization, 02 in accessibility of library websites, 05 in library section and 04 in social networking sites.
- SGBAU and VU obtained equal score each 65-65. Both are in 8<sup>th</sup> Rank among all NAAC accredited 'A' grade universities of India.
- SGBAU score 19 and VU score 17 in general library information category, 07 and 07 in library collection, 16 and 19 in library services, 14 and 08 in E-resources and digital services, 01 and 03 in responsible body and authorization, 01 and 03 in accessibility of library websites, 07 and 10 in library section and 00 and 01 in social networking sites respectively.
- Four universities obtained equal score 64-64 each and secured 9<sup>th</sup> Position combinely.
- These are PUNJABIUNIVERSITY, BITS-PILANI, NIRMAUNIV and TISS.
- KLUNIVERSITY, UNIMYSORE AND VELTECH obtained equal score 63-63 each and secured 10<sup>th</sup> rank among NAAC accredited 'A' grade university library websites in India.
- BBAU and JGU obtained equal marks 62-62 each and secured 11<sup>th</sup> rank in India.

- JMI, KERALAUNIVERSITY, PERIYARUNIVERSITY and VIT obtained equal score 61-61 each and secured 12<sup>th</sup> rank among NAAC accredited 'A' grade university library websites in India.
- MANAVRACHNA obtained score 60 out of 155 under eight category of evaluation secured 13<sup>th</sup> rank in India.
- MANAVRACHNA got score 14 in general library information category, 09 in library collection, 14 in library services 13 in E-resources and digital services, 00 in responsible body and authorization, 01 in accessibility of library websites, 04 in library section and 05 in social networking sites.
- DCPUNE score 59 and obtained 14<sup>th</sup> rank.
- Four university library websites of NAAC accredited 'A' grade University India secured 15<sup>th</sup> rank by obtaining equal score 58 out of total score 155. These universities are SSUS, GNLU, DHGSU and JIWAJI.
- ANNAUNIV and NEHU obtained equal score 57-57 each and secured 16<sup>th</sup> rank in India.
- KUNAINITAL, VIGYANUNIVERSITY, MKUNIVERSITY and UC secured 17<sup>th</sup> rank by obtaining equal score 56-56 each among all NAAC accredited 'A' grade university in India.
- UNISHIVAJI got score 55 and secured 18<sup>th</sup> rank in India.
- Five university library websites of India secured 19<sup>th</sup> rank by obtaining equal score 54-54 each out of total score 155. These universities are PUCHD, MDUROHTAK, BANGALOREUNIVERSITY, BDU and SU.
- KIIT in 20<sup>th</sup> position in India by obtaining score 53.
- Similarly, four university library websites of India score equal score 51-51 each and secured 21<sup>st</sup> position combindly. These universities are NLUDELHI, SRMUNIV, BANASTHALI and UNIPUNE.
- SVUNIVERSITY and MANGALOREUNIVERSITY obtained equal score 50-50 each and secured 22<sup>nd</sup> position.

- TERISAS is in 23<sup>rd</sup> position by obtaining score 48 in all the categories of evaluation.
- BHU, KUK, JSSUNI, GIPE and NAGPURUNIVERSITY obtained equal score 47-47 each and ranked 24<sup>th</sup>.
- KANNADAUNIVERSITY is in 25<sup>th</sup> position out of 100 universities by obtaining score 46 out of 155 parameters.
- Four university obtained score 45-45 each and secured 26<sup>th</sup> rank. Similarly two university got equal score 44-44 each and secured 27<sup>th</sup> rank.
- AMRITA, MLSU and CRESCENT secured 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup> position by obtaining score 43, 42 and 41 respectively.
- SBVU and HNGU secured 31<sup>st</sup> rank.
- AVNITY and MGAHV obtained 32<sup>nd</sup> position in NAAC accredited 'A' grade university in India. They scored 40-40 each.
- CUTM is in 33<sup>rd</sup> position and four universities like IPU, CNLU, IKSU and MZU is in 34<sup>th</sup> position in India.
- Similarly, SHIATS, GJUST, IIITB and SASTRA obtained equal marks 36-36 each and secured 35<sup>th</sup> rank, RJNUL, ANDHRAUNIVERSITY and UNIRAJ scored 35-35 each and secured 36<sup>th</sup> rank in India.
- 2. B-U, SRIRAMCHANDRA, RBU and KIMSKARAD obtained equal score 33-33 each and ranked 37<sup>th</sup>.
- Four university obtained equal score 32-32 each and ranked 38<sup>th</sup> rank among all NAAC accredited 'A' grade university of India. These universities are JAMMUUNIVERSITY, DEI, DMIMSU and SUI.
- MU obtained score 30 and ranked 39<sup>th</sup>. THAPAR obtained scored 29 and ranked 40<sup>th</sup>.
- ANNAMALAIUNIVERSITY and JVBI obtained equal score 28-28 each and secured 41<sup>st</sup> position in NAAC accredited 'A' grade university in India.

- SNDT, RSVIDYAPEETHA, SLBSRSV, SV and YENEPOYA RANKED 42<sup>nd</sup>, 43<sup>rd</sup>, 44<sup>th</sup>, 45<sup>th</sup> and 46<sup>th</sup> position respectively. These are the low scorer library websites.
- DYPATILUNIKOP secured 47<sup>th</sup> rank by obtaining score 12.
- GITAM score 11 and secured 48<sup>th</sup> rank.
- NIUNIV is in the last position of ranking by securing minimum score 07 out of 155.

**Availability of parameter on all six zones university library websites.**

- In all zones, 98 (98%) library mentioned the content Books on their websites.
- 96 (96%) library websites mentioned the content Journal on their websites in all zones.
- E-Journals are the most important E-Resources, its availability on library websites is (96) 96%.
- Availability of Online Database on library websites is 90 (90%).
- 88 (88%) library websites of all the zones have mentioned the term Library introduction/About it under the category of general library information.
- 86 (86%) library websites mentioned the term Audio/Video/CD and E-Books.
- Contact Address is given by 83 (83%) library websites of NAAC accredited 'A' grade university of India.
- 82 (82%) library mentioned the general library information Library Hour on their websites.
- 82 (82%) library mentioned the Open Access on their websites and Library Rules & Regulation is mentioned by 81 (81%) library websites of India.
- 79 (79%) library websites of India are providing the content Reference Service.
- Web OPAC is mentioned by 78(78%) library websites of India.
- 78 (78%) library have mentioned information about Reprographic Service on their websites.
- 77 (77%) of them are providing Phone No. on their websites.

- Under category of general library information, 76(76%) library websites mentioned their History on their websites.
- In general library information, Current Addition/New Arrivals is given by 76 (76%) library websites of India.
- In E-resources and digital services, 75(75%) of them have mentioned their E-mail and providing IT facilities to their user.
- In library collection, 71 (71%) library websites have mentioned about Theses collection in their library.
- 70 (70%) library websites of India are mentioning about Membership and Bibliographic Databases.
- Internet Access and Subject Gateways are mentioning by 67 (67%) library websites of India.
- In accessibility of library websites, 58 (58%) library websites of India are linked with name of Library/Central Library on Home page of their respective university.
- 56 (56%) of them are providing their location of library on their websites and same number and percentage of library are giving Quick links/Useful links on their library webpage.
- In library collection, 54 (54%) library websites providing information about Dissertations.
- Information about Staff Directory and Reading Room facility has been given by 53 (53%) library websites.
- In e-resources and digital services, 51(51%) of them are providing ILL and Online Catalogue.
- In library section, 49 (49%) library websites has mentioned about Circulation Section.
- Indexing Service and Bibliographic Services are provided by 48 (48%) library websites of India.
- 47 (47%) library websites have mentioned Periodical Section/Back Vol. Section on their websites.

- In responsible body/authorization, 46 (46%) library websites have mentioned about their Web Development Team.
- In library service, 45 (45%) of them are providing Service for Researcher.
- 44 (44%) library websites have mentioned about Information about Departmental Library/Photo Gallery, Training & Guidance, Trial Resources and Computer/Cyber Section.
- 43 (43%) library are providing Mission Statement, 41 (41%) are providing Information about Buildings and 38% library have mentioned their Library Name on their websites.
- Link with other way, Offline Search, Acquisition Section, Micrographic/Photographic Section and Facebook page of library are used by 36 (36%) library websites of India.
- Anti-Plagiarism and Offline Database has been mentioned by 35 (35%) library websites of India.
- In E-resources and digital services, 34 (34%) library websites of India are providing the IR services to their users.
- Download Form and Fine accrued has been mentioned by 31 (31%) and 30(30%) library websites of India respectively.
- 29 (29%) NAAC accredited 'A' grade library websites have mentioned about Renewal of Material and Technical Section.
- 28 (28%) of them are providing Reports and Book Recommendation form.
- Library Committee and Remote Access have been mentioned on 27 (27%) library websites of India.
- A total of 25 (25%) library websites mentioned about Site Map, Special Collection and Library Office.
- Content like Floor Plan, Single Window Search, 24\*7/Reading Hall and YouTube has been mentioned by 24 (24%) library websites of India.
- Content like Faculty Publication, Material Reservation and Theses/Text Book are available on 23 (23%) library websites of India.

- Content like Feed Back, Know Your Library, Press Clippings, Library Alert/what's New and ETD are available on 22 (22%) library websites of India.
- 21 (21%) library websites mentioned Manuscripts, Data Portal, Stack Area and Reference Section on their websites.
- Only 20(20%) library websites have mentioned link with Facilities/Central Facilities, FAQ, Microform, Document Delivery Service and webmaster e-mail.
- Only 19 (19%) library websites mentioned Property Counter/Locker and Disclaimer Statement.
- Only 18 (18%) library websites of India have mentioned about Administrative Activity, Property Counter and Other Division.
- Only 16 (16%) library websites of India have mentioned about Fax No., Question Paper and RFID, while only 14 (14%) of library websites link with image of library with the university home page and Information Desk.
- Visitor No. and LinkedIn are available on only 13 (13%) library websites of India.
- Only 12 (12%) library websites of India have mentioned about Web counter, Ask Librarian/Library Chat/Library Forum, Outsider Membership and Book Bank.
- Special Collection and Privacy Statement has been mentioned by only 11 (11%) library websites of India.
- Annual Report and Member Login has been mentioned by only 10 (10%) library websites of India.
- Date of Updation, Citation Management, Documentation section an Manuscripts Section has been mentioned by only 09 (091%) library websites of India.
- Information about Photographs and Library/Faculty Publication are available on only 08 (08%) library websites of India.
- Library Tour, Maps, E-Paper and information about Conference Room has been mentioned by only 07 (07%) library websites of India.
- Only 05(05%) library websites of India has mentioned Legal Reports, Standards, Website Update Date and Instagram.

- Mobile View/QR Code, Laptop Lending Service, Convocation Speech and Knimbus have been mentioned by only 04 (04%) library websites of India.
- Only 03 (03%) library websites of India have mentioned about Funding Agency, Library Quotes, Budget Head, Grey Literature, E-Reader/Kindle, Online Seminars, E-Standards, E-Patents, Patent Database and RSS Feed.
- Only 02 (02%) library websites are linked with Student Corner and also only 02 (02%) of them are providing Statistical Analysis service, Online Exhibition, SC/ST Book Bank and Purposes.
- The content like Vendor List, Digests/Abridgement, Moot Court, Vimeo and Android App is available only 01(01%) library website of India.
- None of the library of India has mentioned about Kids Section, Targeted Audience and Spelling and Grammar Error.

### **Major Findings of the Study**

- Most of the Library Websites are easy to read and navigate.
- One third NAAC accredited 'A' grade university are situated in South Zone of India.
- There are only two 'A' grade university situated in North-East Zone of India.
- Half of the Deemed to be University out of total universities are accredited 'A' grade by NAAC.
- One fourth of the CentralUniversity accredited 'A' grade by NAAC.
- Most of library webpage is link to the University Home page with the name of Library/Central Library and Link with Facilities/Central Facilities.
- Mostly library websites provide the information related to Rules & Regulations, Contact Address, Phone No, About the Library, News and Events under the categories of General Library Information.

- Mostly Library websites are providing the information related to print collection Books & Journals.
- Almost all the library websites mentioned the information pertaining to Books and Journals under the categories of Library Collection.
- Most of the libraries are providing Web-OPAC facility over their websites link, some of them Web-OPAC are accessible from out of campus.
- Most of the libraries are providing links to their E-resources with E-Journals, E-Books, Online databases, Open Access, Bibliographic Databases and IT facilities.
- Some of the University websites of South Zone are hosted in regional languages with conversion in to English. e.g. KANNADAUNIVERSITY
- One fourth Library websites are providing Book Recommendation Form for requisition of books to the library.
- One third Library of India have their library name.
- Most of the library primarily focused to provide information related General Library Collection, General Library services and E-services over their website.
- Most of the library websites are providing the link to access e-books and e-journals.
- Some of the library website providing IRs services on their library websites.
- Patent Database, Convocation speech/Videos, RSS Feed, , Statistical analysis software, Online Seminars, Online Exhibition, SC/ST Book Bank Section, Purpose, Link Library/Central Library with Public/Intranet, Vendor List, Digests/Abridgement, Moot Court, Laptop Lending Service, Vimeo, Android App, kids section, Targeted Audience, Spellings and Grammar error are rarely available over library websites.
- Most of the libraries of India are failed to mention their section name on their websites.
- Almost half of library websites of India are providing their Location, Dissertation Information, Staff Directory, Reading Room Facility, ILL, Online Catalogue and Circulation Section information.

- One third library websites of India have their Facebook Page, Anti-Plagiarism facility, Offline Database, Printing Facility, IR and Twitter.

## **Structure of the Thesis**

The present study is divided into the following six chapters:

### **Chapter- 1: Introduction**

In the first chapter, following points have been discussed such as the background of the study, higher education, Content analysis, advantages of content analysis, objectives of the study, scope of the study, hypotheses, research methodology, statistical tools and techniques and significance of the study.

### **Chapter- 2: Review of literature**

The second chapter, review of literature discusses all recent study on content analysis of various websites, library websites with special reference to university library websites, institute library websites of national and international level. It encompasses such as content analysis of medical library websites, deemed university library websites, private university library websites, other library general studies on ICT.

### **Chapter-3: Content analysis: A Theoretical Framework**

This chapter describes the content analysis and its various aspects. This chapter also describes the conceptual aspects of content available on library websites. It is also discusses in this chapter that different categories of content like contents of library services, library collection, e-resources, different sections, etc.

### **Chapter-4: Profile of the Central Libraries of NAAC Accredited 'A' Grade Universities of India**

This chapter presents the brief introduction of the NAAC Accredited 'A' grade university libraries details as covered in scope of the study.

### **Chapter-5: Analysis and Interpretation of Data**

This chapter presents the tabulation, statistical analysis, interpretation and graphical representation of the collected data from libraries.

### **Chapter-6: Findings, Suggestions and Conclusion**

This chapter presented the findings and suggestions of the study and concluded with suggestions in future to improve the information communication technologies applications and uses in the university libraries. It offers a conclusion based on findings.

### **Conclusion**

This study "Content Analysis of Select University Library Websites of India: an Evaluative Study" conducted to know the different features of library websites of NAAC accredited 'A' grade university library websites of India. It is found from the study that majority of the websites provide detailed information about their collection like Books, CDs/DVDs, and Journal. It is also clear from the study that the librarians understand the users need, because e-books and e-journals have more links among the e-resources provided on the websites. Majority of the websites provide links to Web OPAC but Maximum library fails to understand to give the details about the sections of the library over their websites. Even though websites seem to face the challenge of making their libraries visible by promoting their services on the Web 2.0 platform, because most of the library is failed to utilised social networking sites to disseminate their services among the users.

NAAC accredited 'A' grade university is the premium institution of higher education in the country. It offers many research works, post graduate and undergraduate courses in various disciplines. Libraries play a vital role to achieve

the mission and vision of the university by facilitating the dissemination of required information to its user. Although university libraries are constantly trying to meet out the user's requirement through its services in the rapid technology changing era but according to this study, it is not to a satisfactory extent. There are only four universities PONDIVUNIV, JNU, AMU and ALGAPPA UNIVERSITY got the average level as per the UGC seven point scales. To dissemination of relevant information to its users, library should construct their website with the organized and systematic manner in the standard form with the help of parameters designed time to time for the purpose.