

## WEB PRESENCE OF SELECTED ICONIC PUBLIC LIBRARIES OF INDIA: A WEBOMETRIC ANALYSIS

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The present study examines the websites of Selected Iconic Public Libraries in India. There are 11 Iconic public libraries in India, out of which 9 libraries are having their websites. The study analyses the total number of webpages, domain authority, equity-links, internal, external links and web impact factor and to rank it. The study explores that the National Library of India tops with highest Page Authority (21%), Total Linking Root domains (68%), highest External Equity- Passing Links (97%), Total Equity- Passing Links (88%), Total External Links (97%), Total Links (87%), Followed Linking Root Domains (68%) and with highest Linking C Blocks (68%). Thus, it can be interpreted that the overall WIF of National Library of India is at the top most position with 92.90 SWIF & EWIF, on the other hand, Nehru Memorial Museum and Library stands at second place with 15.82 SWIF and 15.35 IWIF among 9 selected Iconic Public libraries of India.

**Keywords:** Webometric, Public libraries, websites, link analysis, web impact factor, Iconic Libraries, Page authority, Link analysis etc.

### INTRODUCTION

With the emergence of World Wide Web, many libraries have shifted from traditional library to digital world of library. The adoption of automation in libraries has enabled the library staff, students and teachers to do their work with fewer burdens. The internet more often has become a part of our daily lives. Websites have become the primary source of information as these are available on fingertips easily with the help of web. World Wide Web has created lot of change in information transfer. Web resources are the apple of information professional's eye due to its value added services to meet their current and diversified information needs. Ranking of websites comes under webometric study and one can observe that how users actually react and use specific document.

Webometrics research has been conducted by both the information scientists and computer scientists with different motivations. Within information science, webometrics has expanded from its initial focus on bibliometric-style investigations to more descriptive and

social science-oriented research. It seems likely that webometric techniques will continue to evolve in response to new web developments, seeking to provide valuable descriptive results and perhaps also commercially applicable data mining techniques (Thelwall, (2007). Library website/web pages are the primary source of information of an institution/organization where they disseminate and provide access to information to the users. The web is one of the main sources of information and the major showcase for everyone (institutions, business enterprises, individuals, etc.) who want to be recognized on in the 'real world' (Aguillo, Ortega and Fernandez, 2008).

### **CONCEPT OF WEBOMETRICS**

Webometrics means the quantitative study of web-related phenomena, which covers research related to all the network-based communication by using informetric or other kinds of quantitative measure. Bojorneborne and Ingwersen (2004) define webometrics as "the study of the quantitative aspects of the construction and use of information resources, structures and technologies on the web, drawing on bibliometric and info metric approaches". Ingwersen developed Web Impact Factor to measure the impact of websites by the total number of links it receives. According to Ingwersen, it seems to have three types of Web Impact Factor- Internal, External and Simple WIFs. The WIF is measured through the number of hyperlinks counts and number of webpages (Ingwersen, 1998). Almind and Ingwersen (1997) titled the quantitative studies of the web as webometrics. In the upcoming days, it can be assumed that the Webometric study may lead as interesting research areas.

### **PUBLIC LIBRARIES IN INDIA**

India is one of the oldest civilizations in the world and is known worldwide for its great history and heritage. From ancient times it has a

center of spiritual learning and knowledge center. With changing time, there is a change in method of learning process and it shifted from gurukul to modern colleges and universities and support to these academic institutions there were many academic libraries established specially in the last century. After independence in 1947, the Government of India has initiated to develop a Public Library System for providing a reasonably meaningful library services to the people of the country and many states of country also passed their public library act in their respective states which help a lot to develop public library system. In the last few decades, many public libraries have started automation of their services and also started computerized library services. They also designed their library websites and started to give their library related information through their websites to their users and this experiment was very successful. Now, the websites have become very important tool for library to disseminate their services.

A public library from time immemorial has been considered as social institutions based on the democratic principle "of the people, by the people and for the people" and functioning like a "public university" by created a gateway of knowledge for peoples and bringing all around development of people, society and finally the Nation. In country there are 70000+ public libraries under the various schemes and their total budgets is around thousand million. In present knowledge society public libraries are the branded social institutions, based on the principles of democracy i.e. functioning of any democratic society is fully depending of well-informed citizens.

### **SIGNIFICANCE AND SCOPE OF THE STUDY**

Now, web is playing a very significant role in the entire arena such as business, education, industry and entertainment including library sector. The public libraries maintain their websites in such

a way that are offering tremendous information, steady range of activities, comparatively to other types of libraries. Library websites play an important role for rapid growth of information concerning about library aspects. Websites and the Internet have now become an integral part of library service across the world in general and India in particular. In the field of Library and Information Science, Webometrics became an essential segment in which analysis of websites has been conducted by information professionals. This study is an attempt to find the best public library websites based on their Web Impact Factor, the ranking of these websites will be followed. The findings of this

study will be helpful for respective librarians and webmasters to redesigning their library websites to a more interactive and informative way.

The scope of the present study is limited to the 9 Selected Public Libraries' websites in India. There are 11 Iconic public libraries in India (<https://notionpress.com/academy/11-iconic-libraries-in-india-that-will-leave-youpellbound/>) out of which 9 libraries are having websites and taken for study for data collection and interpretation. The 9 Selected Iconic Public Libraries' with their websites are listed in table 1:

Table 1: Selected iconic public libraries along with their websites in India

Sl. No.	Library	Website	Place	Year of Establishment
1	Sarasvathi Mahal Library	<a href="http://www.tmssmlibrary.com/">http://www.tmssmlibrary.com/</a>	Tamil Nadu	1918
2	Connemara Public Library	<a href="http://www.connemarapubliclibrarychennai.com/">http://www.connemarapubliclibrarychennai.com/</a>	Tamil Nadu	1890
3	Trivandrum Public Library	<a href="http://statelibrary.kerala.gov.in/">http://statelibrary.kerala.gov.in/</a>	Kerala	1829
4	David Sassoon Library	<a href="http://www.davidsassoonlibrary.com/index.php">http://www.davidsassoonlibrary.com/index.php</a>	Maharashtra	1870
5	Asiatic Society of Mumbai Library	<a href="http://asiaticsociety.org.in/">http://asiaticsociety.org.in/</a>	Maharashtra	1804
6	Allahabad Public Library	<a href="http://allahabadpublib.org/">http://allahabadpublib.org/</a>	Uttar Pradesh	1864
7	The National Library of India	<a href="http://www.nationallibrary.gov.in/">http://www.nationallibrary.gov.in/</a>	West Bengal	1953
8	Nehru Memorial Museum And Library	<a href="http://nehrumemorial.nic.in/en/">http://nehrumemorial.nic.in/en/</a>	New Delhi	1964
9	Raza Library	<a href="http://razalibrary.gov.in/Razalibnew/index.html">http://razalibrary.gov.in/Razalibnew/index.html</a>	Uttar Pradesh	1774

(Source:<https://notionpress.com/academy/11-iconic-libraries-in-india-that-will-leave-you-spellbound/>)

## REVIEW OF LITERATURE

Hande (2019) conducted a webometric study on IITs, IIMs and NITs. The author studied 59 websites of IITs, IIMs and NITs. The study is based on the methodology used by Cybermetrics lab of Spain to evaluate website of the higher education institution from all over the world. The researcher has collected data related to Size (S), Visibility (V), Rich Files (RF) and Scholar (Sc) for the website of IITs, IIMs and NITs and were ranked on the basis of Web Rank (WR) score. Ramalingam (2019) evaluated the websites of 125 deemed universities in India. The author classified the four domains like state, central, deemed and private universities. The study found that out of 21 states, Tamil Nadu has maximum of 28 universities, followed by Maharashtra with 21 universities. The author studied the internal link, external link, back link and size of the website. It is found that number of backlinks are too low comparing to some of the internal and external link. 56 universities have domain name as .ac.in., size of the websites ranges between 1 kb and 8529 kb, the internal link ranges between 1 and 560 link and external link ranges between 1 and 252 links.

Brahma and Verma (2018) evaluated the websites of National libraries' of BRICS countries. The authors have used survey and observation methods for collection of data. The websites were analyzed by using search engines like Open Site Explorer and Google. The study observed that the National Library of China leads with the highest domain and page authority, National library of Russia secured first position with highest Internal, External and Simple Web Impact Factor. The authors recommended that national libraries need to be careful when library resources are provided worldwide in their website in order to maintain the image of the library website. Further, this study suggested to have good interconnection among national libraries for the reason to share resources online and to make productive use by the concerned users.

Verma and Brahma (2017a) evaluated the websites of 10 Central universities in North East India. The authors

found that the number of webpages, link pages and discovers the WIF of websites of Central universities in North East India and revealed that Mizoram University (MZU) ranks at top position among all central universities in North East India. Verma and Brahma (2017b) have undertaken webometric study of 9 selected library consortium websites of India and provides information about the present status of the websites. The study explored that E-Shodhsindhu and DeLCon are the most popular consortiums among the selected consortiums. The authors have suggested to interlink the consortiums websites to enabled good collaborations with various benefits. They have also mentioned about the poor Web Impact Factor of rest of the selected consortiums and recommended to improve to make it more useful by the users.

Verma and Brahma (2017c) conducted a webometric study on websites of National Libraries in Asia in which the author examines the number of link pages, webpages and determines the WIF of National Libraries and ranks as per their WIF. The study visualized that National Library of India secured at top most position with highest WIF, while National Library of Sri Lanka and Bhutan occupied 2<sup>nd</sup> and 3<sup>rd</sup> rank. Jhamb and Ruhela (2017) conducted a webometric analysis of the websites of 7 public libraries and was found that out of 7 libraries, the website of Central Secretariat library recorded with the highest external and simple WIF, RRRLF was found to be the only website having external and internal links, while the website of National library of India leads with the highest number of external and total links and Thanjavur Maharaja Serfoji's Sarasvati Mahal library secured highest number of internal links and Internal WIF.

Devi and Verma (2016) conducted a comparative study on the web contents of the North Eastern Hill University and Mizoram University. The authors prepared 73 criteria under 14 broad headings in which 69 criteria have been quantitatively analyzed. To determine a meaningful numerical rating, a quantitative three-point-rating scale was also designed. The study reveals that NEHU scored the highest point with 85.51

percent to that of MZU (68.11%). The authors suggest for evaluating the websites frequently so that the latest information can reach to the end users. Ratha, Joshi and Naidu (2012) analyzed the websites of 15 IIT libraries and the study visualized that IIT Delhi leads with the highest number of 4070 total links, IIT Bombay websites tops with 75 never active links (those are not able to perform) and found out to be more informative for the reason of having 468 total webpages, highest numbers of pdf files are linked with library website of IIT Gandhinagar, IIT Bombay, IIT Madras and IIT Delhi library websites provides user supporting services like Web OPAC, search bar, site map and inter library loan, IIT Bombay and IIT Delhi library websites are also available in Hindi languages.

Vijayakumar (2012) made a study on the websites of 19 universities in Sri Lanka and reveals that Srilankan universities are having various domains for their home pages i.e., .ac, .net and .lk but majority prefers ‘.ac’, while the University of Sri Jayewardepura, the University of Colombo and the University of Peradeniya obtained maximum number of web pages, selflinks and inlinks. It also observed that the University of the Visual & Performing Arts of Sri Lanka secured 1<sup>st</sup> rank for obtaining highest inlinks WIF, the Open University of Sri Lanka also occupied 1<sup>st</sup> place for highest selflinks WIF and on the basis of WISER ranking, the University of Colombo once again secured 1<sup>st</sup> position. Walia and Gupta (2012) examined the Web Impact Factor of websites of selected National Libraries and discovered that the websites of Australia, America, and Britain presented more contents and was more visible as compared to Namibian, Indian and South African websites.

Joicy and Varghese (2011) investigated the Research and Development institutions’ websites in India and found that majority of the R & D institutions in India have provided helpful links to copyright, contacts, events and news, history and RTI, while only few websites have provided an opportunity for user interaction in the form of feedback and majority of the websites of R & D institutions are good in navigation and

finding information. Islam and Alam (2011) conducted a webometrics study of 71 universities in Bangladesh. The data was retrieved by using search engine, i.e., Alta Vista which was used to rank the websites based on the webometric indicators. The study revealed that some of the universities in Bangladesh have obtained higher number of webpages but has fewer link pages.

### OBJECTIVES OF THE STUDY

The objectives of present study are to:

1. Analyze the URL of selected public libraries’ websites of India;
2. Calculate the number of webpages and domain authority of selected public libraries;
3. Examine the link-equity of selected public libraries’ websites;
4. Find out the internal and external link pages of selected public libraries’ websites; and
5. Calculate the web impact factor of selected public libraries’ websites and rank them as per WIF.

### RESEARCH METHODOLOGY

The present study is about the webometric analysis of selected iconic Libraries’ Websites of India by evaluating the URLs, calculating the webpages, domain authority, external and internal pages and calculating web impact factor of respective selected Libraries’ websites by using webometric methods and tools. The primary research data were collected from the respective libraries’ websites by using an online tool-open site explorer ([www.opensiteexplorer.org](http://www.opensiteexplorer.org)) which is a search engine optimization tool for links analysis. The collected data was tabulated for exploration and findings of the study.

#### Method of calculating web impact factor

Distribution of Data by SWIF has been calculated by the following formula:

$$SWIF = \frac{\text{Total No. of Links}}{\text{Total No. of Webpages}} \times \frac{\text{Total No. of Links}}{\text{Total No. of Webpages}}$$

Distribution of Data by IWIF has been calculated by the following formula:

$$IWIF = \frac{\text{Total No. of Internal Links}}{\text{Total No. of Webpages}}$$

Distribution of Data by EWIF has been calculated by the following formula:

$$EWIF = \frac{\text{Total No. of External Links}}{\text{Total No. of Webpages}}$$

and Total Linking Root domains of Selected Iconic Public Libraries and visualized that the highest Domain Authority was occupied by Trivandrum Public Library (24%) followed by National Library of India (20%) and Raza Library (13%). Whereas, National Library of India (21%) leads with the highest Page Authority, followed by Connemara Public Library (14%) and Trivandrum Public Library & Nehru Memorial Museum and Library with 13%. On the basis of Total Linking Root domains, the National Library of India (68%) was at the top position, followed by Connemara Public Library (12%) and Raza Library (7%).

### ANALYSIS OF DATA AND INTERPRETATION

The table 2 shows the Domain Authority, Page Authority

**Table 2: Domain Authority, page authority and total linking root domains of selected iconic public libraries**

Sl. No.	Name of Library	Domain Authority (%)	Page Authority (%)	Total Linking Root domains (%)
1	Sarasvathi Mahal Library	20 (7%)	26 (9%)	2 (1%)
2	Connemara Public Library	30 (11%)	42 (14%)	22 (12%)
3	Trivandrum Public Library	67 (24%)	40 (13%)	4 (2%)
4	David Sassoon Library	21 (8%)	18 (6%)	1 (0.53)
5	Asiatic Society of Mumbai Library	14 (5%)	29 (10%)	4 (2%)
6	Allahabad Public Library	1 (0.35)	1 (21%)	0
7	The National Library of India	55 (20%)	63 (21%)	128 (68%)
8	Nehru Memorial Museum and Library	34 (12%)	40 (13%)	13 (7%)
9	Raza Library	37 (13%)	39 (13%)	14 (7%)
<b>Total</b>		<b>279</b>	<b>298</b>	<b>188</b>

The table 3 shows the Internal Equity-Passing Links, External Equity- Passing Links and Total Equity-Passing Links of Selected Iconic Public Libraries and reveals that the Internal Equity-Passing Links of Nehru Memorial Museum and Library (90%) occupies at first place, followed by Raza Library (7%) at the second place and Connemara Public Library (1%). With regard to External Equity-

Passing Links, the National Library of India tops with 97%, followed by Connemara Public Library & Sarasvathi Mahal Library with 1% respectively. Thus, on the basis of Total Equity- Passing Links, the National Library of India (88%) once again occupies at the top position, followed by Nehru Memorial Museum and Library (9%).

Table 3: Internal equity-passing links, external equity- passing links and total equity- passing links of selected iconic libraries

Sl. No.	Name of Library	Internal Equity-Passing Links (%)	External Equity-Passing Links (%)	Total Equity-Passing Links (%)
1	SarasvathiMahal Library	0	62 (1%)	62 (1%)
2	Connemara Public Library	9 (1%)	57 (1%)	66 (1%)
3	Trivandrum Public Library	7 (1%)	19 (0.3%)	26 (0.3%)
4	David Sassoon Library	1 (0.15%)	0	1 (0.01%)
5	Asiatic Society of Mumbai Library	0	3 (0.04%)	3 (0.04%)
6	Allahabad Public Library	0	0	0
7	The National Library of India	0	5832 (97%)	5832 (88%)
8	Nehru Memorial Museum And Library	573 (90%)	18 (0.2%)	591 (9%)
9	Raza Library	44 (7%)	23 (0.3%)	67 (1%)
<b>Total</b>		<b>634</b>	<b>6014</b>	<b>6648</b>

The table 4 illustrates the Total Internal Links, Total External Links and Total Links of Selected Iconic Public Libraries and visualizes that the Total Internal Links of Nehru Memorial Museum and Library (90%) was the highest, followed by Raza Library (7%) and Trivandrum Public Library & Connemara Public Library with 1%. The Total External Links of National Library of India (97%) was the highest, while with regard to Total Links, it is clear that the National Library of India (87%) occupies at the top position, while Nehru Memorial Museum and Library (9%) occupies the second place.

Table 4: Total internal links, total external links and total links of selected iconic libraries

Sl. No.	Name of Library	Total Internal Links (%)	Total External Links (%)	Total Links (%)
1	Sarasvathi Mahal Library	0	62 (1%)	62 (1%)
2	Connemara Public Library	9 (1%)	62 (1%)	71 (1%)
3	Trivandrum Public Library	9 (1%)	19 (0.3%)	28 (0.4%)
4	David Sassoon Library	1 (0.14%)	0	1 (0.01%)
5	Asiatic Society of Mumbai Library	0	4 (0.06%)	4 (0.05%)
6	Allahabad Public Library	0	0	0
7	The National Library of India	0	5853 (97%)	5853 (87%)
8	Nehru Memorial Museum And Library	614 (90%)	19 (0.3%)	633 (9%)
9	Raza Library	46 (7%)	23 (0.3%)	69 (1%)
<b>Total</b>		<b>679</b>	<b>6042</b>	<b>6721</b>

The table 5 depicts the Followed Linking Root Domains and Linking C Blocks of Selected Iconic Public Libraries and reveals that the Followed Linking Root Domains of National Library of India (68%) was the highest, followed by Connemara Public Library (11%) and Raza Library (8%). On the basis of Linking C Blocks, the National Library of India again leads with 68% whereas, Connemara Public Library with 11% occupies second place and Nehru Memorial Museum & Library with 7% is at the third position.

Table 5: Followed linking root domains and linking c blocks of selected iconic libraries

Sl. No.	Name of Library	Followed Linking Root Domains (%)	Linking C Blocks (%)
1	Sarasvathi Mahal Library	2 (1%)	1 (0.59%)
2	Connemara Public Library	19 (11%)	19 (11%)
3	Trivandrum Public Library	4 (2%)	6 (4%)
4	David Sassoon Library	1 (0.58%)	1 (0.59%)
5	Asiatic Society of Mumbai Library	3 (2%)	4 (2%)
6	Allahabad Public Library	0	0
7	The National Library of India	116 (68%)	115 (68%)
8	Nehru Memorial Museum And Library	12 (7%)	12 (7%)
9	Raza Library	14 (8%)	11 (7%)
<b>Total</b>		<b>171</b>	<b>169</b>

The table 6 depicts the Web Impact Factor of Selected Iconic Public Libraries of India and reveals that Simple Web Impact factor of National Library of India with 92.90 SWIF was the highest, followed by Nehru Memorial Museum and Library with 15.82 SWIF. The Internal Web Impact Factor of Nehru Memorial Museum and Library with 15.35 IWIF was the highest among 9 Iconic libraries while, the External Web Impact Factor of the National Library of India with 92.90 EWIF was found to be highest. Thus, it is clear that the overall WIF of National Library of India is at top most position, on the other hand, Nehru Memorial Museum and Library stands at second place among 9 selected Iconic libraries of India.

8	Nehru Memorial Museum and Library	15.35	0.47	15.82	2
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## DISCUSSION AND CONCLUSION

The present study focuses on the websites of selected Iconic Public libraries of India and it is found that websites of National Library of India and Nehru Memorial Museum and Library are famous among the 9 selected public libraries. It is observed that the Internal Web Impact Factor of most of the public libraries is too low, hence need to be improved. It is also observed that Allahabad Public Library has got zero Web Impact Factor which means poor WIF. A website provides a quick and easy way of communicating information between information providers and information seekers. It offers the user convenience as they can access the information they need in the comfort of their own home. Nowadays institutes/organizations are having their own website and users need information within fingertips. The result shows that Trivandrum Public Library (24%) leads with the highest Domain Authority whereas, National Library of India leads with highest Page Authority (21%) and Total Linking Root domains (68%). Nehru Memorial Museum and Library (90%) occupies at first place with highest Internal Equity-Passing Links while, National Library of India tops with highest External Equity- Passing Links (97%) and Total Equity-Passing Links (88%). The highest Total Internal Links was occupied by Nehru Memorial Museum and Library (90%), on the other hand, once again the highest Total External Links (97%) and Total Links (87%) was occupied by National Library of India. The highest Followed Linking Root Domains (68%) and Linking C Blocks (68%) were occupied by National Library of India. The National Library of India occupies at the top most position with the highest SWIF & EWIF i.e., 92.90 while, Nehru Memorial Museum and Library stands at the second place with 15.82 SWIF and 15.35 IWIF among 9 selected Iconic libraries of India. Thus, the present study is all about knowing the present condition of

Table 6: Web Impact Factor

S1. No.	Name of Library	Internal Web Impact Factor (IWIF)	External Web Impact Factor (EWIF)	Simple Web Impact factor (SWIF)	Ranking
1	Sarasvathi Mahal Library	0	2.38	2.38	3
2	Connemara Public Library	0.21	1.47	1.69	5
3	Trivandrum Public Library	0.23	0.47	0.7	7
4	David Sassoon Library	0.05	0	0.05	8
5	Asiatic Society of Mumbai Library	0	0.13	0.13	6
6	Allahabad Public Library	0	0	0	0
7	The National Library of India	0	92.90	92.90	1

selected public libraries' websites in India. After analyzing the result it is concluded that the WIF of National Library of India is at the top most.

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