

CONTENT ANALYSIS AND DESIGN TRENDS OF INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR) INSTITUTES' WEBSITES OF INDIA: AN EVALUATION

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The study presents a web content analysis of a total of 29 research institutes that were under ICSSR (Indian Council of Social Science Research). To collect the primary data from the websites of the respective institute under ICSSR, the observation and survey method was used as a research methodology. After analyzing the data, it was found that 17 (89.47%) ICSSR research institutes are using one language (i.e. English) and 4 (13.80%) research institutes' websites provide the date of updating information on website and 3 (10.34%) of them are updated in last three months (Institute for Social and Economic Change, Sardar Patel Institute of Economic and Social Research and OKD Institute of Social Change and Development). All Research Institutes provided Phone Nos. and email IDs and postal addresses of their respective websites.

Keywords: Website, Web Content Analysis, Web pages, Research Institutes, Indian Council of Social Science Research, Library Service

INTRODUCTION

Collections of interlinked webpages that is publicly accessible and share a single domain name is called the website. It can be created and maintained by an organization/ company / government / educational institution / group or an individual to serve different kinds of purposes. A website is also known as a web presence and all publicly accessible websites constitute the WWW (World Wide Web). The content analysis defines a set of procedures for collecting and organizing information in a standard format that permits analysis to make inferences about the characteristics and meaning of written and other recorded materials (US GAO, 1989). It is a phase of information-processing in which communications content is transformed, through the objective and systematic application of categorization rules into data that can be compared and summarized. Content analysis is a highly flexible method used in Library & Information Science studies (Devi & Verma, 2016). It is the most commonly used tool

for evaluating websites. It is considered the best method for extracting the meanings of content between similar web texts.

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH: AN OVERVIEW

The government of India established the Indian Council of Social Science Research (ICSSR) in the year 1969 to promote research in social science in the country. Grants for projects, fellowships, publications, surveys, capacity building, collaboration, etc. are provided by ICSSR to promote research. National Social Science Documentation Centre (NASSDOC), which was established in 1970, provides library & information services to the researchers of social science. The libraries of ICSSR supported research institutes & ICSSR regional centers also

get guidance from NASSDOC. To improve the quality of social science research, and promote an interdisciplinary perspective; the total 29 research institutes which are supported by ICSSR, are provided development and maintenance grants. The research institutes take a vital role to build up research capabilities in the different regions of India. Especially, focus on the areas of the country where social science research is not yet highly developed. Through various activities-training programs, workshops, conferences, seminars, consultancy programs, the research institutes establish a close connection among social science scholars in the country. During the last five years, 1271 working papers and 591 books have been published by the institutes and in terms of projects, 1452 have been completed and 1829 are ongoing (<http://icssr.org/>)

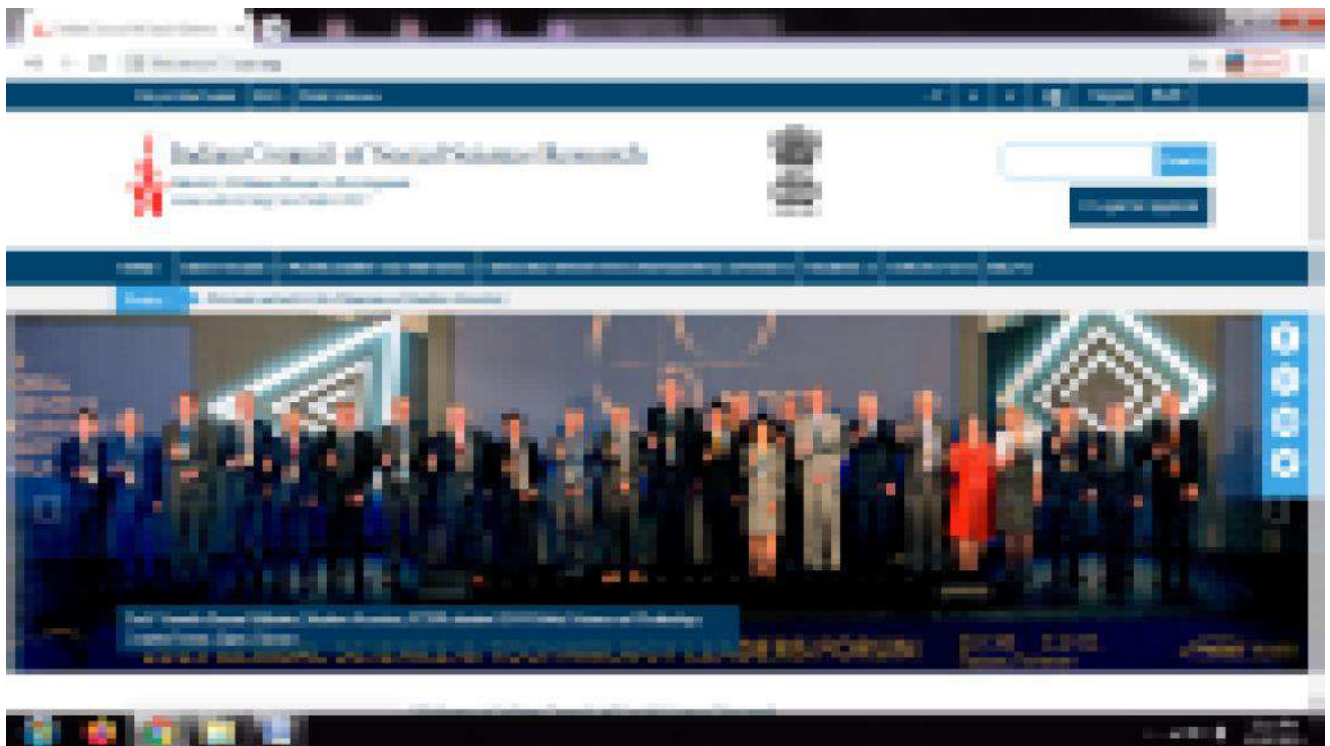


Figure: 1-ICSSR Website (Source: <http://icssr.org/> Accessed on 5th June, 2020)

LITERATURE REVIEW

Pal et al. (2020) conducted an analytical study on Websites of ICSSR sponsored Research Institutes in India. The authors focused on calculating three types of web impact factors (IWIF, EWIF, SWIF), to analyse the text to find the global popularity ranking of the websites. The study reflected the overall scenario of the ICSSR sponsored research institutes' websites. GIDS (Gujrat Institute of Development Studies) website was linked with the highest 5 other research institutes' websites. Stephen (2020) conducted an analytical study on websites for the domain of library of Anna Centenary, Tamil Nadu to analyze the behaviors of the visitors by using the web analytics software and Anna Centenary library domain was measured by the free tool ubersuggest. The research study found that the highest visitors visited (organic monthly traffic) to the site was in April 2019, followed by May 2019, November and December 2018 while the lowest visitors visited on site in August 2019. Kumar (2019) studied the information context on the web portal of the university libraries of India, accredited with "A" grade by NAAC as of 13-04-2016. The study included all NAAC accredited "A", "A+" and "A++" grade central, state, private universities and deemed universities of India and examined the university library websites in the context of structure, design, collection, services of the library and general information and found that one-third NAAC accredited "A" grade universities were situated in the South Zone of India and most of the library webpages were linked to the university home page with the name of library / central library or link with facilities / central facilities.

Rekha and Kumar (2019) analyzed the websites of the national library of SAARC Countries ranked them by using the WISER ranking method. The national library of India was ranked at the top position in terms of Web presence. While the national library of Bangladesh outscored other libraries in webometrics ranking. Overall, the study explored that websites of all national libraries had poor scholarly content and recommended to publish more content in the form of rich files and make available more scholarly content to improve visibility and web presence of National Libraries. Qallaf and Ridha (2019) analyzed the current status of 110 academic library websites of Gulf Cooperative Countries (GCC) based on navigation, service, content and web 2.0 tools. A checklist was designed to collect the research data and content analysis was performed among all selected libraries' websites. The findings of the study helped educators and information professionals responsible for improving and developing the quality of their websites. Sundit and Eastman (2019) conducted a study on the design of website navigation with card sorting. In 2016, team-based card sorting studies were conducted among USU undergraduate students, graduate students and faculty to develop a good understanding of the mental model of users in library-related service and research tasks. Kuppusamy (2019) conducted a case study on the web accessibility and find out the main issues of higher education websites. The main aim of web accessibility is making the website / webpage easier to read and navigate for users and to remove the barriers of web access. For the study, 44 college websites of Kashmir University and

Cluster University were selected and some evaluating tools (TAW, aXe) were used for data analysis. The study concluded that link visibility, colour contrast, form labels, captions, list elements were the major issues. Devi and Verma (2018) conducted a case study on content analysis of 19 IITs and 29 NITs website and a checklist with 172 parameters was designed with two variables “Yes” and “No”. The results reveal that IIT Kanpur ranked 1st among IITs libraries websites while NIT Agartala placed in last position among NIT library websites. Biswas (2017) conducted an evaluative study of 22 general degree colleges libraries’ websites affiliated to Nadiya, Kalyani and West Bengal. The entire analysis depended on the content provided by the websites of selected colleges to know the different kinds of information about library collections, services, etc. and found that most of the degree colleges’ websites did not giving the information about library collections and services.

Tella and Oladapa (2016) conducted a comparative study of available library 2.0 tools of the selected Nigerian and South African Universities’ library websites. As a sample for data collection, top-ten ranking universities from both Nigeria and South Africa were taken. Library website content analysis was used for the collection of data on e-databases, electronic resources, and Web 2.0. After analyzing the data, it was found that the library website of South African universities availed more Library 2.0 tools in comparison to Nigerian Universities’ library websites in comparison to e-databases and e-resources. Verma and Devi (2015) conducted a

study on the contents of the library websites of 7 Central Universities of North Eastern states of India. For data collection, three central universities were not included because of the unavailability of the web pages / websites in the period of study. The authors developed 66 criteria under the 6 main headings based on previous studies for evaluating the content of the websites. The study analyzed that the North Eastern Hill University library webpage got the highest points of evaluation criteria which were followed by Tezpur University.

Zarei and Abazari (2011) studied web-based services that were offered by 23 accessible websites of national libraries of Asia. The authors analyzed that seven countries’ national library websites offered web-based services in the range of 25-50. The authors also suggested that the national libraries of Asia should make high use of web-based tools like chat, web forms, and video conferences, as well as traditional ones like bibliographies and the feedback from users should be collected towards the quality of services of libraries to improve the quality. Kim and Kuljis (2010) studied on web-based content analysis particularly focused on Web 2.0 tools contents and analyzed the potential challenges posed when it is applied to web-based content. As a case study authors analyzed and compared the blogs to study possible cultural differences between South Korean and British users and found that the Web 2.0 technologies allow users to create their own contents mostly on the social networking sites leading to a huge amount of user generated contents. Parajuli (2007) analyzed the ministerial websites of the Nepal government. The study

focused on four criteria- i) Transparency, which counts legitimacy, trust, and accountability of the web site. ii) Interactivity is two-directional communications between governments. iii) Accessibility, which is free and easy access to all personality, expertise, ethnicity, disability literacy and disability, and so on. iv) Usability, which defines the effectiveness and navigational structure of the search engine and suggested to extend the study to evaluate the initiatives of e-Government from the government's point of view in a future study.

SIGNIFICANCE AND SCOPE OF THE STUDY

Content analysis is a very significant research area in the field of library and information science in which the content of documents was analyzed. This is a part of qualitative study and an established branch of bibliometrics. In the digital era, the web became the main source of information and plays an important role in information dissemination because users became more web savvy to find their information. Users want all the information at their fingertips. It means the information must be available in the web domain so that users can access it in 24x7 modes. Therefore, most of the libraries designed and developed their library website to provide library-related information through the web. It initiates the research in the area of website content analysis, which was originally developed from bibliometrics. There are many studies on content analysis and design trends of the website have been conducted in the field of library and information science in India as well as over the globe to measure and evaluate the library website

content and design trends but no detailed study has been conducted to evaluate the web content analysis of ICSSR institutes located in different parts of the country and played a very significant role in the social science field. A significant number of web content analysis studies have been conducted in India as well as abroad on different institute websites, library websites / webpages to analyze and evaluate the websites, but no detailed content analysis study has been conducted on the ICSSR research institutes websites. The scope of the present study is limited to the websites of a total of 29 research institutes under the ICSSR. A list of 29 research institutes of ICSSR with their locations and library website addresses are given in table-1.

OBJECTIVES OF THE STUDY

The objectives of the present study are:

1. To find out the information of research institutes, and design trends of their websites
2. To give the website description and describe the website aid and tools used
3. To describe the currency and authority details of selected websites
4. To evaluate the structure, content and library services in the respective web sites

METHODOLOGY

This study is on the web content analysis of the ICSSR research institutes' websites. The survey and observation methods were used to collect the data from the respective research institute websites. At present, 29 research institutes of ICSSR have been established in different parts of India and all these institutes have

Table 1: List of Research Institutes and their Website

Sl. No.	Name of the Research Institute	State	Website address
1	Institute for Social and Economic Change (ISEC)	Karnataka	www.isec.ac.in
2	Centre for Development Studies (CDS)	Kerala	www.cds.edu
3	Centre for Studies in Social Science (CSSS)	West Bengal	www.cssscal.org
4	A.N. Sinha Institute of Social Science (ANSISS)	Bihar	www.ansiss.org
5	Institute of Public Enterprise (IPE)	Telangana	www.ipeindia.org
6	Institute of Economic Growth (IEG)	Delhi	www.iegindia.org
7	Centre for the Study of Developing Societies (CSDS)	Delhi	www.cds.in
8	Centre for Social Studies (CSS)	Gujrat	www.css.ac.in
9	Madras Institute of Development Studies (MIDS)	Tamilnadu	www.mids.ac.in
10	Indian Institute of Education (IIE)	Maharastra	www.iiepune.org
11	Giri Institute of Development Studies (GIDS)	Uttar Pradesh	www.gids.org.in
12	Centre for Policy Research (CPR)	New Delhi	www.cprindia.org
13	Sardar Patel Institute of Economic and Social Research (SPIESR)	Gujrat	www.spiesr.ac.in
14	Council for Social Development (CSD)	Telangana	www.csdhyd.org
15	Institute of Development Studies (IDS)	Rajasthan	www.idsj.org
16	Centre for Research in Rural and Industrial Development (CRRID)	Punjab	www.crrid.res.in
17	Centre for Women's Development Studies (CWDS)	New Delhi	www.cwds.ac.in
18	Centre for Economic and Social Studies (CESS)	Telangana	www.cess.ac.in
19	NKC Centre for Development Studies (NKCCDS)	Odisha	www.nkccds.nic.in
20	Gujrat Institute of Development Research (GIDR)	Gujrat	www.gidr.ac.in
21	Institute for Studies in Industrial Development (ISID)	New Delhi	www.isid.org.in
22	OKD Institute of Social Change and Development (OKDISCD)	Assam	www.okd.in
23	Centre for Multi-Disciplinary Development Research (CMDR)	Karnataka	www.cmdr.ac.in
24	MP Institute of Social Science Research (MPISSR)	Madhya Pradesh	www.mpissr.org
25	Indian Institute of Dalit Studies (IIDS)	New Delhi	www.dalitstudies.org.in
26	Asian Development Research Institute (ADRI)	Bihar	www.adriindia.org
27	Gulati Institute of Finance and Taxation (GIFT)	Kerala	www.gift.res.in
28	Institute of Development Studies (IDS)	Kolkata	www.isdk.edu.in
29	Institute for Human Development (IHD)	Delhi	www.ihdindia.org

their websites. A checklist was designed based on the previous studies conducted by Madhusudan (2012) and Devi and Verma (2018). Based on the checklist prepared under broad headings, the website was checked and evaluated.

DATA ANALYSIS

Classification of Research Institutes' Websites of ICSSR by Domain Extension

The top-level part of a domain name is called a domain extension. The table 2 shows the 6 types of domain extensions which are used by 29 research institutes of ICSSR under study. Out of 29 institutes, highest 10 (34.49%) institute websites have '.org' extension, 8 (27.59%) institute websites have 'ac.in' extension, 6 (20.68%) institute website have '.in' extension, 3(10.34%) institute websites, 1 (3.45%) institute website have '.ed' extension and another 1(3.45%) has '.in' extension.

Table 2: Domain Extension of Research Institutes of ICSSR

Sl. No.	Domain	No. of Institutes
1	ac.in	8 (27.59%)
2	.ed	1 (3.45%)
3	.org	10(34.49%)
4	org.in	3 (10.34%)
5	.in	6 (20.68%)
6	nic.in	1 (3.45%)
	Total	29 (100%)

Design factor of Research Institutes' Website, ICSSR

The simple design of a website is helpful for information seekers to focus on the contents they

are looking for. For the design of the website, there are various factors such as browser compatibility information, view resolution of the website, content structure etc. The table 3 describes the design factors of research institutes' websites based on content structure, view resolution suggestion and browser information for the users of their respective institute websites. The analysis resolved that 28 (96.55%) site pages format is followed the same in all the web pages and only 8 (27.59%) research institute websites provide information on visitors, which helps in knowing the exact number of visitors who have visited the website. Further, out of 29 research institute websites of ICSSR, 28 (96.55%) institutes are using institutes' logo on their website except for Centre for Policy Research (CPR) institute.

Table 3: Design factor of Research Institutes' Website

Criteria	No. of Institutes
The website describes the content structure	29 (100%)
View resolution suggested	0 (0%)
Browser compatibility information	0 (0%)
Site's page format is followed the same in all	28 (96.55%)
Information of visitors	8 (27.59%)
Institute logo	28 (96.55%)

Site Description of Research Institutes' Websites

The table 4 presents the site description of the research institutes' websites of ICSSR. Under the heading of site description, three broad criteria were developed: use of graphics; use of animation; and use only the text version. The use

of graphics on the website helps the website designers to provide artistic creativity to attract the attention of viewers, web animation can also be used. Out of 29 research institutes' websites, 28 (96.55%) are using graphics for communicating with their users while no institute website has used animation to attract their users. The Centre for Policy Research (CPR) (1, 3.44%) is using text-only versions.

Table 4: Site description of Research Institutes' Websites

Criteria	No. of institutes
Use graphics	28 (96.55%)
Use animation	0 (0%)
Use only text	1 (3.44%)

Languages used in Research Institutes' Websites

Nowadays, websites are seen mostly bilingual or multilingual. Hindi and English are the most commonly used languages in India. The table 5 shows the use of languages in the websites of ICSSR research institutes. Out of 29 research institutes' websites, 17 (89.47%) are using only one language i.e. English and 11 (37.93%) institutes' websites are using two languages (i.e. Hindi and English) and 1 (3.44%) institute website (Asian Development Research Institute – ADRI) is using more than two languages in their website.

Statement of responsibility of Research Institutes' Websites

A statement of responsibility has grouped the authorities to whom to contact if the users' have

Table 5: Languages used in Research Institute Websites

Criteria	No. of Institutes
One language	17 (58.62%)
Two language	11 (37.94%)
More than two	1 (3.44%)

some issue or problem or it is related to the identification of any corporate body, organization, families, person address and contact details if someone wanted. It is very important to have a contact number, phone no., e-mail address, postal address on the website of the respective website. The table 6 presents the information on the statement of the responsibility of the Research Institute of ICSSR and analysis showed that all 29 (100%) Research Institute provides Phone Nos. and email IDs and postal addresses on their websites, while 23 (79.31%) research institutes' websites provide fax numbers also on their website.

Table 6: Statement of responsibility of Research Institutes' Websites

Criteria	No. of Institutes
Postal address	29 (100%)
Phone no.	29 (100%)
Fax no.	23 (79.31%)
Email Address	29 (100%)

Web site aid and tools of Research Institutes' Websites, ICSSR

One of the most important components of a website is website aids and tools. Website developers should focus on the maintenance of website aids and tools as it helps viewers in using

the website quickly and simply. The table 7 gives information regarding the availability of these aids and tools on ICSSR institutes' websites and analysis resolved that 7 (24.14%) research institutes provide webmail links on their respective websites. Feedback form is provided by 2 (6.90%) institute websites, 15 (51.42%) institutes' websites provide search options and 6 (66.67%) research institutes of ICSSR offers a sitemap on their respective websites. FAQ (Frequently asked questions) page of a website helps information seekers to find quick answers to their questions, which are provided by 4 (13.79%) institute' websites. 25 (86.21%) research institutes websites provide home page links in all subpages. Only the Institute for Social and Economic Change (ISEC) website is offering a link for complaints.

Table 7: Website aid and tools of Research Institutes' Website

Criteria	No. of Institutes
Webmail link	7 (24.14%)
Feedback form	2 (6.90%)
Link for complaint	1 (3.44%)
Search option	15 (51.42%)
Sitemap	6(66.67%)
FAQ	4(13.79%)
Homepage link in All subpages	25(86.21%)

Authority details of Research Institutes' Websites

The authority details represent the authenticity of the website as well as web information. Under the heading, authority details of Research Institute Websites of ICSSR were

checked based on four criteria- Copyright of the website, Maintenance of the site, RTI Act, Privacy policy/ terms of condition were developed. To increase the authenticity of a website, the copyright of the website must be declared on the website. The table 8 shows the authenticity details of selected ICSSR institutes website and it is clear from the analysis that 25 (86.21%) websites of research institutes provide information on the copyright of the website to the users, whereas, information about maintenance of the site and privacy policy / terms of condition are provided by only 3 (10.34%) and 4 (13.80%) institute websites respectively.

Table 8: Authority details of Research Institutes' Websites

Criteria	No. of Institutes
Copyright of the website	25 (86.21%)
Maintenance of the site	3 (10.34%)
RTI Act	13 (44.83%)
Privacy policy/ terms of condition	4 (13.80%)

Currency of Research Institutes' Websites

Currency is very important and essential feature especially in the digital world where information gets obsolete very fast. So, it has become a very challenging job for webmasters to display the latest information on their website/ web page and update it regularly. The table 9 gives information about the currency of ICSSR institutes websites based on three criteria, date of updation, Update within three months and website gives the present date and analysis resolved that only 4 (13.80%) research institute website provides the date of updation and 3 (10.34%) of them are updated within 3 months

(Institute for Social and Economic Change, Sardar Patel Institute of Economic and Social Research and OKD Institute of Social Change and Development) while only one website of the Gujrat Institute of Development Research (GIDR) gives the present date on their website. Thus, the majority of ICSSR institutes' website doesn't have the currency feature on their websites.

Table 9: Currency of Research Institutes' Websites, ICSSR

Criteria	No. of Institutes
Date of updation	4 (13.80%)
Updated within three months	3 (10.34%)
The website gives the present date	1 (3.44%)

General information of Research Institute

It is a basic obligation of an institute to put general information on their respective websites for public use and information. The availability of general information of ICSSR institutes on their websites was checked based on 28 criteria and tabulated in the table 10. The analysis resolved that 19 (65.52%) institutes' websites are providing information about the aims / mission and photo gallery and Web2.0 tools are used by 17 (58.62%) research institutes' websites, while no institutes websites give the information about their plans. Further, 21 (72.41%) research institute' websites of ICSSR provided the Google map to help the users to reach the institute and 23 (79.31%) institutes websites provide information about their staffs, 26 (89.66%) institutes given information about qualifications of faculties, 22 (75.86%) institutes given the location information and 17 (58.62%) institutes website giving the information about institute infrastructure.

Table 10: General information of Research Institutes, ICSSR

Criteria	No. of Institutes
Introduction	29 (100%)
Aim/Mission	19 (65.52%)
Motto	0 (0%)
News/Events	27 (93.10%)
Working Hours	2 (6.90%)
Web2.0 tool	17 (58.62%)
Staff	23 (79.31%)
Staff photo	13 (44.83%)
Director photo	16 (55.17%)
Institute brochure/prospectus	9 (3.10%)
Infrastructure	17 (58.62%)
IT infrastructure	13 (44.83%)
Physical	14 (48.28%)
Hostel	6 (20.69%)
Quarter	5 (17.24%)
Guest House	10 (34.48%)
Others x n	12 (41.38%)
Online support	1 (3.44%)
Calendar	5 (19.24%)
Holiday	3 (10.34%)
Future Plans	0 (0%)
Achievements	2(6.90%)
Location	22(75.86%)
Photo Gallery	19(65.52%)
Video Gallery	6 (20.69%)
Fellowship	11 (37.93%)
Qualifications of Faculty	26 (89.66%)

Information about the Library of Research Institutes

It is important to make a separate page for the library in an institute website for any academic and research institutes where, information seekers find the information about library collections, library services, subscribed journals, etc. The table 11 shows the library status information of selected institutes on their respective websites and analysis showed that 24

(82.76%) research institutes' websites provide a separate page link for the library while information about library collection and library services are also provided by 24 (82.76%) research institutes' on their websites while 10 (34.48%) institutes' websites providing the WebOPAC link on website and 19 (65.52%) institutes website giving information about subscribed journal of their research institute library

Table 11: Information about the library of Research Institutes' Websites of ICSSR

Criteria	No. of Institutes
Separate page	24 (82.76%)
Library collection	24 (82.76%)
Library service	24 (82.76%)
WebOPAC	10 (34.48%)
Subscribed journal	19 (65.52%)

Availability of Research Related Information and Output of Research Institutes' Websites

The research institutes established with the motto to conduct research and invent new ideas, new knowledge and new research output in their specialized areas and these outputs should be reflected on their websites for information to all in the public domain. These also create a positive public perception among the common public as well as respective concerned authorities. In the line with this, the selected ICSSR institutes' websites were examined and evaluated. The table 12 shows the websites of ICSSR institutions who are putting their research areas, activities, output etc. on their website on public domain and analysis

resolved that 27 (93.10%) websites of research institutes provide the information about their research activities on websites, all 29 institutes' websites give the information about their published research and 22 (75.86%) institutes' provide the information about research theme/ research in their respective websites. When the institutes searched on Google, 26 (89.66%) institutes' websites appear on the first page of Google search engine results.

Table 12: Availability of Research Related Information and Output of Research Institutes' Websites

Criteria	No. of Institutes
Research activities	27 (93.10)
Research theme/Research area	22 (75.86%)
Published research	29 (100%)
Website, appeared on the first page of google search engine result	26 (89.66%)

DISCUSSION AND CONCLUSION

The main goal of web content analysis is to present the qualitative contents in the form of objective and quantitative information. The Institutes' websites play an important role in an institution. The websites make available all the basic information about the institutes' like-established objectives, mission, functions location, officers and staff, working hours, etc. From the above findings, it is clear that 28 research institutes' websites are using graphics. But the website developers should keep in mind that, graphics and animation will affect the download speed of the site. The study shows that 4 (13.80%) research institutes' websites provide

the date of updation and 3 websites of them are updated within 3 months. It is required to keep the website updating for making the latest and current information easily available to the viewers. It is also found that no research institute websites suggested the best view resolution and browser information for the users of their respective institute website and only a few (8) research institute websites provides the information of website visitors but 28 (96.55%) research institutes are using institutes logo on their website. The majority of research institutes (17) are using only one language (i.e. English) whereas, 11 (37.93%) institutes are using two languages (i.e. Hindi and English) on the website. Evolving technology is playing a vital role over the Internet and it also reflected in ICSSR institute website and more than half- 17 (58.62%) institutes of ICSSR are using Web 2.0 tools presently in their websites while 21 (72.41%) research institutes' websites of ICSSR provide the Google map to locate the institute location and in Google search, 26 (89.66%) institutes websites appeared on the first page of Google search engine result.

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