Web content analysis of UGC approved Private University websites of West Bengal

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ABSTRACT: *Every institute's websites play a significant role as an information gateway in online mode. The purpose of this paper is to find out the basic information of the web contents and analyze and evaluate of UGC approved eleven private universities websites situated in West Bengal and their involvement in disseminate academic knowledge. Comparative Checklist has been prepared to identify and examine various aspects and services related to the content of selected university websites; such as URL, links, speed, accuracy, user friendliness, existing library facilities, variety types of information etc.*
KEYWORDS: *private universities, West Bengal, web content, social media, URL extension*

I. INTRODUCTION

Website of any institute play an important role to collect, gather and share information or sources for users. Now a day it is a universal platform to access information, communicate with each other and to interact with user's community without knowing their activities. Survey of a website undoubtedly helps us to recognize and analyze accessible content to gain wealthy and appropriate information. Present generation lives in an ICT based world, they always using Smartphone, laptop, and different types of electronic gadgets which are connected with social media as facebook, tuitter, instagram, whatsApp, etc. These devices and applications are appearing as a form of new literacy which makes available a unique source of education or self-education. Different types of social media work both sides in one way they promote websites in another side they work as an information gateway or starting point to a huge amount of user community. A. Shukla (2017) in an article said very nicely that website of any educational institute should be more focused on usability and demonstrates that different point of view obtained from different part of specialization, age and sex, and groups provide separate evaluation. In simplest word it said that website is the mirror or leading window which gives us elementary picture of any institute. For successful user services, each institution desire to handles their own websites in such a way that is easily available and communicable to the end users to provide quality information about institution (Yumnam, 2021). With the increase of the private universities as well as their websites, it is to a large extent required from time to time to assess the web content which depends upon its services, administrative details, webpage design and connectivity with social networking sites etc. Now-a-days in case of private universities, their websites characterize the actual focal point and become one of the best advertising means to make available right information to the right user at the right time in right format. An attempt has been made in present study to analyses and evaluates the web contents of UGC approved private universities websites of West Bengal and it is wished that the result of this study will assist to exhibit the overall content, coverage, authority and different features of private university's websites (Das & Gurey, 2021).

II. BRIEF CONCEPT OF PRIVATE UNIVERSITY

Private University is also a higher education institute like state aided university, state university and central university. Private Universities are established and funded by any individuals or some private organizations. They must need to acquire approval from relevant state government or local legislative assembly and recognition of UGC to operate and offer certificates to their students. Private University don't get any financial assistance from government, they fully depends on tuition fees from students, endowments and alumni for their funds.

III. OBJECTIVES OF THE STUDY

The present study has been carried out to fulfill the following objectives:
1. To identify the URL mostly used by private universities;
2. To explore the links (external and internal) they use to run their websites;
3. To measure the utilization of social media;
4. To analyze the library facility provided by the universities.

IV. METHODOLOGY

In order to obtain the above stated objectives of the present study an internet-based survey and observation method was conducted to locate and accumulate required information. This study is carried out in different phases. Firstly, the data has been collected on private universities available in West Bengal. Next, data has been analyzed on selected parameters about each websites with the help of measuring tools. A checklist has been developed and used as a tool for evaluate data from each websites. Finally, the analyzed data about the websites' content represents in the form of tables, charts and diagrams.

V. DATA ANALYSIS AND INTERPRETATION

The website of any types of learning institute works as a gateway for its information and services. Here for the purpose of our study preparing a List of UGC approved private universities in West Bengal.

Sl. No.	name	Website URL	Year of establish
1.	Adamas University	www.adamasuniversity.ac.in	2014
2.	Amity University	www.amity.edu	2015
3.	Brainware University	www.brainwareuniversity.ac.in	2016
4.	JIS University	www.jisuniversity.ac.in	2015
5.	Seacom Skills University	www.seacomskillsuniversity.org	2014
6.	Sister Nivedita University	www.snuniv.ac.in	2018
7.	St. Xavier's University	www.sxuk.edu.in	2017
8.	Swami Vivekananda University	www.swamivivekanandauniversity.ac.in	2019
9.	Techno India University	www.technoindiauniversity.ac.in	2012
10.	The Neotia University	www.tnu.in	2015
11.	University of Engineering and Management	www.uem.edu.in	2015

Table 1: Alphabetical List of the private Universities in West Bengal

Above table presents alphabetical list of the UGC approved private Universities in West Bengal. In West Bengal there are eleven private universities which are considered for this article along with the URL of their websites and year of establishment of these universities.

year of establishment	Number of University
2012	1
2014	2
2015	4
2016	1
2017	1
2018	1
2019	1

Table 2: Year wise number of university establish

Establishment year's reveals that Techno India is the first private university establish in West Bengal state in the year 2012 followed by Adamas University and Seacom Skills University in 2014 and in 2015 maximum number of private universities (four) establish at a time. Lastly in 2019 Swami Vivekananda University establish as a private university.

5.1 Use of URL extension

Figure 1 shows the URL extensions of the 11 private Universities in West Bengal, India which is considered for this article. There are five types of URL extension has been used. URL extension .ac.in is the most common which have been used by the six private universities (54.55%). Out of 11 private Universities in

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West Bengal**,** only 2 (18.18%) universities used .edu.in and another URL extensions .edu, .org, .tun.in used by only 1university each.
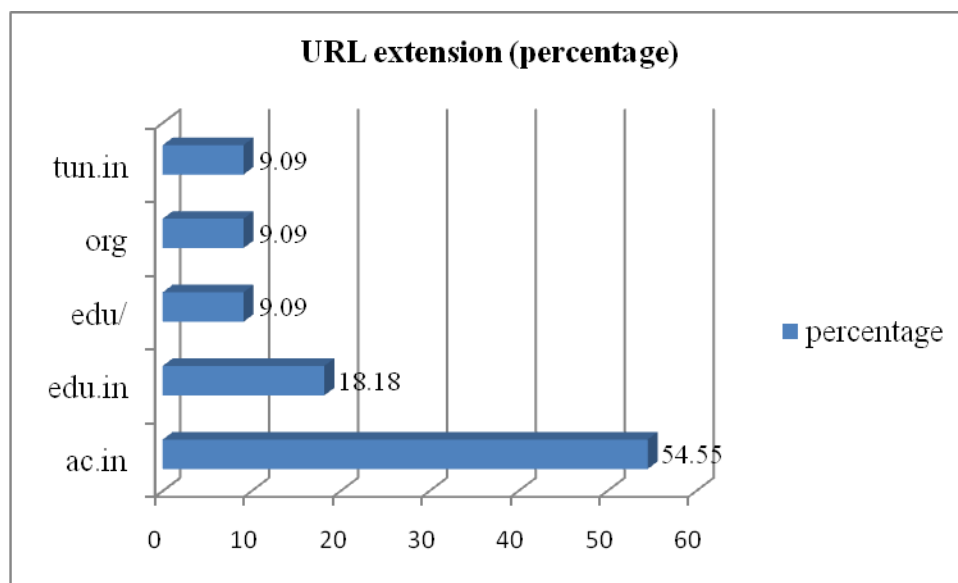

Figure 1: Classification of university websites by URL extension

5.2 Information about internal links, external links, and total links of websites

Table 3 shows internal links, external links, and total links of eleven private universities websites. A free online tool is used to explore data about internal links, external links, and total links. External links are identified as the outgoing links or hyperlink that goes to an entirely distinct domain to deliver information to its viewers, or they could be the links from one website to correlate program. Internal links are known as navigational links or links within links. Internal links are hyperlinks of a webpage that direct to another webpage on the same domain which may be a document or any image form. It primarily works as a navigational support. Internal link also known as self-link.

Name of university	Link used		
	Internal	**External**	**Total**
Adamas University (ADU)	191	65	256
Amity University (AMU)	740	90	830
Brainware University (BU)	240	19	259
JIS University (JU)	136	32	168
Seacom Skills University (SSU)	110	27	137
Sister Nivedita University (SNU)	184	13	197
St. Xavier's University (SXU)	235	12	247
Swami Vivekananda University (SVU)	129	10	139
Techno India University (TIU)	303	78	381
The Neotia University (NU)	579	72	651
University of Engineering and Management (UEM)	132	8	140

Table 3: Internal links, external links and total links

It is observed that Amity University has 90 external links which followed by (78 links) Techno India University, (72 links) The Neotia University, (65 links), Adamas University and so on. University of Engineering and Management, is used (8 links) lowest number of external links among all of them. It is found from the study that the Amity University use maximum numbers (740 links) of internal links, followed by The Neotia University (579 links), where as Seacom Skills University use (110 links) lowest number of links. It is also reveals that Amity University uses maximum number of links (830 links).

5.3 Incorporation of Web 2.0 features in University Websites

Use of social media is incredibly useful to disseminate information at present time. Now-a-days most of the students' community use smartphone with an internet connectivity and they connected with different groups and communities via social media.

Serial number	criteria	number	Percentage (%)

1.	Facebook	10	90.9
2.	Instagram	8	72.7
3.	Linked-In	9	81.8
4.	Twitter	9	81.8
5.	WhatsApp	7	63.6
6.	YouTube	9	81.8

Table 4: Use of social media in University website

From the above table it is very clear that all private universities more or less use web 2.0 technology to popular their website.
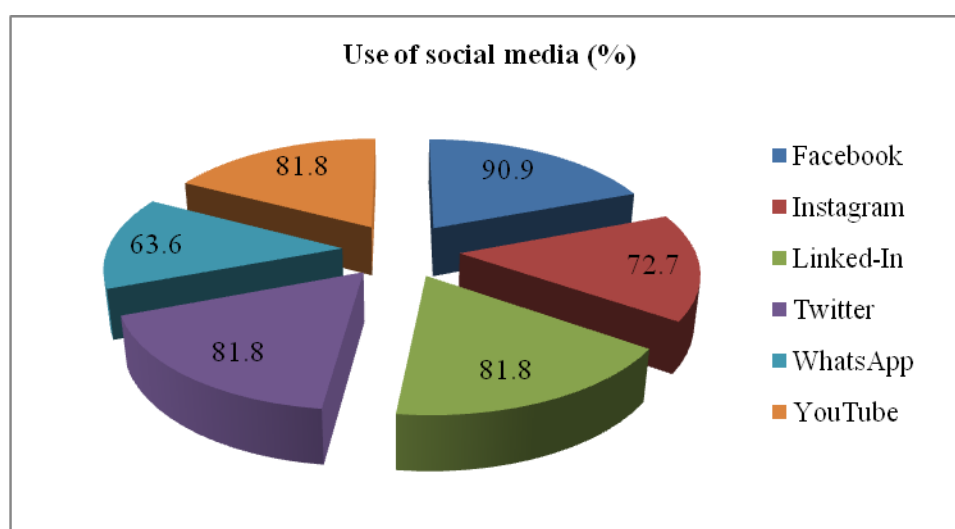

Figure 2: Use of social media in websites

Out of 11 universities 10 private universities (except JIS University, they use only WhatsApp account in their WebPages) websites incorporate Facebook account (90.9%) in their webpage, whereas nine (81.8%) university websites incorporating twitter, Linked-In and YouTube account in their WebPages. Except above stated social platforms many other social media account, such as Google+, flickr, pinterest are also used by different universities.

5.4 Analysis of library website
Library is an important organ of any academic institute to scatter and gather knowledge. It offers various types of resources to its users and helps to flourish the thinking, inspire curiosity and prepare the education more productive for future study and research.

	ADU	AMU	BU	JIS	SSU	SNU	SXU	SVU	TIU	NU	UEM
About Library	Y	N	Y	Y	N	Y	Y	N	N	Y	N
Opening Details	Y	N	Y	Y	N	N	Y	N	N	Y	Y
Library rules and regulations	Y	N	Y	Y	N	N	N	N	N	Y	N
Contact Information	Y	N	Y	N	N	N	Y	N	N	Y	N
Visitor information	N	N	N	N	N	N	Y	N	N	N	N
Useful links	Y	N	Y	Y	N	N	Y	N	N	Y	N

Table 5: Some information about library

The above table is worked as a mirror of library. It is very unfortunate to say that table reveals that most of the universities have no concept of library. This section cover six features such as information about library, opening details, library rules and regulations, contact information, visitor information and useful links. Adamas University, Brainware University, St. Xavier's University and The Neotia University contain most information on their websites which we are looking for. From the table it is seen that St. Xavier's University is the only University who store visitor information. Surprisingly it is also seen that Amity University, Seacom Skills University, Swami Vivekananda University and Techno India University website has no single information about their library.

As the university website, library websites are the threshold to an institute from where users can access knowledge and information. Library website act as a part in extending and increasing the traditional print media library and offers a numeral of library facilities, similar to way in to online study materials, online public access catalogue (OPAC) and different types of online accessible electronic resources. If library information offered online it can gather its target users without any hindrance.

General Information	No. of Library	Percentage (%)
About Library	6	54.55
Opening Details	6	54.55
Library rules and regulations	4	36.36
Contact Information	4	36.36
Visitor information	1	09.00
Useful links	5	45.45

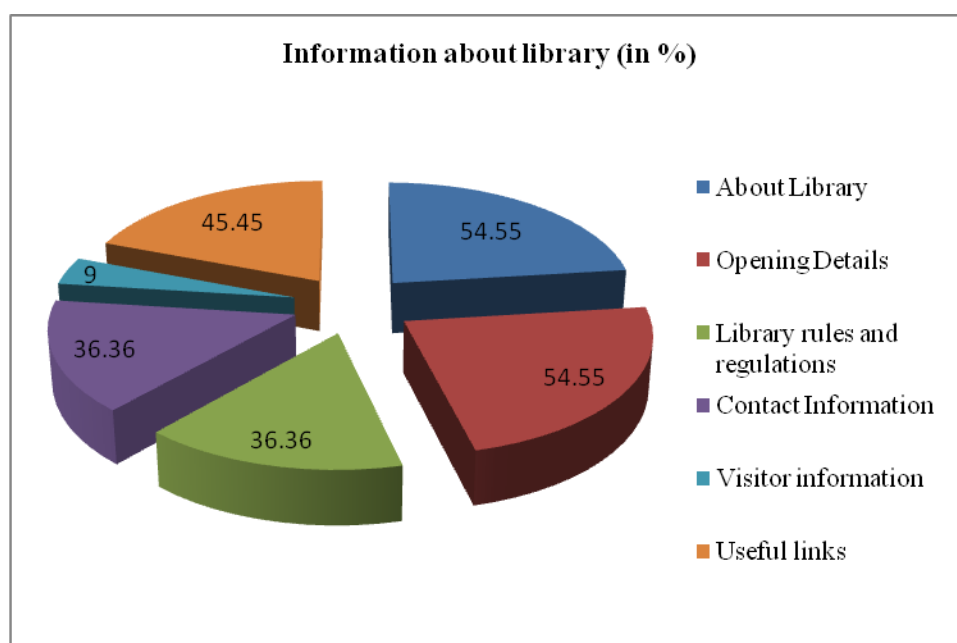**Table 6: General Information about the library**

Figure 3: General information about library

The data obtained from Table 6 and fig. 3 is reveals that the out of 11 universities six websites have given information on about library and library opening details. Contact information and information about library rules and regulations, were provided by the four (4) universities (36.36%). Visitor or web count information was found in only one University website, i.e. St. Xavier's University. Link to the other useful websites are given in five (5) University website.

VI. FINDINGS
Finally, the present study provides some useful information of the contents available on each websites of private universities of West Bengal, India. It also gives some clues on the contents available on the websites. Such as,
1.   100% of the private universality websites and URLs have information about the courses offer by them.
2.   Almost all universities use web 2.0 technology, i.e. E-mail, fax and contact number.
3.   All universities have separate logo, clear vision, subjects taught, admission process.
4.   Every university has tried to make their site resource-full and build relationship with other sites by providing links to other websites (external links).
5.   Adamas University, Brainware University, The Neotia University made an attempt to provide information about their library.
6.   Amity University, Techno India University and The Neotia University use maximum number of internal link to navigate their sites and spread link equity.

VII. CONCLUSION

All types of universities are engaged in research and development in different fields. So as a knowledge resource centre of higher education they occupy a significant role, private universities are not exception. The study reveals that websites of private universities are presently in a good situation. They utilize web 2.0 technology, provides various links (internal and external) to scatter knowledge to its user community. Employment of Web 2.0 has been observed a little for progress of library which is needed. Therefore, the present study may assist us as a roadmap in developing websites of private universities.

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