**Abstract**

As libraries push ahead into the digital era web vicinity turn out to be progressively useful for addressing the needs of library users.

Numerous facets of Content Analysis of Library Services (CALS) are studied and discussed within the field of Library Systems (LS).

This study is to evaluate the status of the library that belongs to all the colleges/institutes that come under the jurisdiction of Mumbai district. A checklist has been used to gather the data for all library webpage to find out the innovative services in the library. This study is to probe into the process of CALS strategy making with an emphasis on investigating the activities included and the social aspects of how and why a specific selection is made amongst all the potential choices. This is in order to scrutinize a substitute examination and conceptualization of the CALS strategy process.

The point of this study is to gauge the site of library substance overhauls of landing page or site that backing the client to encourage learning.

CALS are used to embrace and administer widespread information pertaining to library holdings, external information resources, library users, library rules and regulations, library dealings, innovative services as well as managerial information essential for operation and management of libraries.

The study assesses client interface elements of select library sites of Mumbai and utilizes a blended system approach that joins both subjective and quantitative investigation of site assessment with the assistance of an exceptionally planned agenda. The different elements of sites/landing page are assessed.

The library website may be the library’s own domain, or it may be places within the institution’s website. The library website content depends on the type of the population, whether it is academic, special or public library.
Website means information found online outside of the library databases. Library websites are mirror of the library which services can be provided to users online. Web 2.0 tools will help in enhancing these services through library website.

The study evaluates user interface content of few library sites of IMR and uses a blend technique approach that joins both subjective and quantitative investigation of site evaluation with the help of a specially planned list of elements. The various components of site / homepage are assessed.

A checklist of 104 elements was prepared to evaluate the CALS on Library Homepage or Website. It was observed that usually Libraries do not have independent website. Information about Library is given to organization/ institution’s website. Information about the library was available under the sub-heading of Infrastructure / Academics/ Facilities / Campus area on the main site. However, some of the libraries created their independent website giving link to main website of the institution. Therefore, in this study the term library homepage is used quite often. While studying the library websites it was proved that maximum library website does not contained all CALS features as mentioned in appendix-I. However, a few websites accommodate a large number of features included in the list.

Study identified and selected library websites which are providing innovative services to the institution. Mainly nine criteria is to be undertaken for the CALS study that are i) multimedia features, ii) Currency, accuracy & updates, iii) User interface features, iv) Content features & analysis, v) Link to online resources , vi) Special Collection, vii) Innovative & Interactive web features, viii) Links & maintenance, ix) Miscellaneous features includes online forms, online payment, online feedback etc.

Evaluation of website has conducted during the period July 2014 to September 2015. Only active web pages have been considered under the study. However some websites are having very little information about library just in one or two sentences are not taken for the evaluation.

The whole study is organized in five broad chapters. The chapter one is introductory in nature. This chapter gives brief description about the concept, sources & types of information. Also describes the need for the study and significance of the study. This chapter includes operational definitions and concept to understand the topic better. Limitations of the study reported at the end of this chapter. The Chapter two reveals background of the earlier literature available in the
similar area of research. The review of literature provides a comprehensive view of the works accomplished so far.

Third chapter focuses on the research design & structure of the study. This includes the statement of the problem, objectives & Hypothesis set for the study, Research methodology, sampling, data collection & limitations of the study. Chapter four dealt with data analysis and interpretation of data, shown in figures, tables & charts. Analysis of each type of library done separate and comparison of the entire library website score also conducted in the study. Chapter five is devoted to the findings, suggestions and recommendations for further research and conclusion of the study. Perfect features of dynamic website were also given as an outcome of the research. List of top ten website also described with justification of ranking of the site given in this chapter, which is followed by conclusion.

In the present study only those sample has been taken where at least three to four features is available on the website with a view to segregating further on the basis of types of libraries, the respective websites of 180 institutions were visited. Study shows that 48% of the ASC library homepage are not up to the mark and need for improvement in CALS features. 96% of SPL libraries mentioned their total collection on homepage. Visitor number, web counters, book reviews and arrival list are not mentioned in all SPL libraries websites. Out of 25 hospitals in all Mumbai regions only two have library website/home page i.e. Tata memorial hospital digital library & KEM Hospital library.

Score percentages of each feature are calculated for every stream of libraries websites. These percentages are used to compare libraries of each stream. After calculating total score in all features for each library it has been observed that university and public libraries are almost same in all contexts of features. University libraries total score is highly correlated with link to online resources and content features as they have correlation 0.95 and 0.90 respectively. And their combine score is also same as 40%. Performance of Law libraries websites is very bad as they have managed to score 7%.

Management libraries total score is highly positively correlated with most of the features but, features like Special collection, multimedia features and web 2.0 & library 2.0 services need to give more attention. So that total score will improve from 27%. University libraries total score is
highly correlated with link to online resources and content features as they have correlation 0.95 and 0.90 respectively.

Regression analysis was conducted to each type of library to test the hypothesis.

Special Libraries needs to implement more on innovative features & multimedia contents as total score is very low as 0.14 & 0.30 respectively.

This study provides an insight about the information, services, web resources and facilities available on the library websites/home page. It is found that content and information are varying in every library website. It has been observed that Library information available under Infrastructure of maximum institute websites. Very few are having independent library sites. 90% of the sites are not using interactive web tools in the library however many institutions are having face book, twitter account which is again not updated regularly. Investigator found few library blogs and Google sites of library created by Librarians. Study shows that 89% of the Public Libraries are having Facebook page to connect to the users. Study gives top ten libraries list as per CALS score. As per score Central Library of IIT Bombay place first in ranking and American Library, Mumbai library comes second in ranking list.

There is a need for improvement and development of contents of the library websites especially for those which do not have essential criteria on their respective website. It is essential to make library website effective dynamic and effective user’s survey and feedback techniques may be employed and comparison of contents and information may be done time to time from fully dynamic library websites of other prestigious institution. This study will give snapshot of value added services that are required in the library website. This will help to market library services & resources through the site that reflects the institution as well. Research output will help the librarians & web designers to increase the frequency of visits & fulfill user’s satisfaction with the implementation of new services in a site.