Evaluation Criteria for Development of Websites

"Knowing a great deal is not the same as being smart; intelligence is not information alone but also judgment, the manner in which information is collected and used"

- Carl Sagan
4.1 Introduction:
Kalra and Verma (2011) pointed out that due to the application of information and communication technologies in libraries, the concept and the role of library and librarian is dramatically changing, especially with the invention of internet. The importance of the internet and the World Wide Web in libraries can no longer be questioned. Critically evaluating websites is essential to conduct quality research. With the advent of the World Wide Web, the availability and accessibility of information in these electronic formats in libraries and other type of organizations has been made easier because of the web’s graphic and interactive capabilities. These capabilities allow users to search e-resources and databases. As a result, organizations of all types are recognizing the importance of the World Wide Web as a tool, not only for gaining access to information, but also as a means of disseminating information about their activities product and services.

Further, Kalra and Verma (2011) indicated that popular libraries of an institution have very low quality of web sites developed for accessing literature. Some organizations and institutions are designing and developing their own library websites. It has been observed that despite the effort made by the in-house experts or outside agency, most of the library websites are not updated regularly. At the same time, the content and information available on the library websites are also not up to the mark. Many libraries have created websites to serve their patrons and the general information community, but how useful are these websites beyond providing information about the library and its collections is yet to be fully explored.

It seems that studies of the content of library and information web sites are not explored much in India. Many guidelines and recommendations on developing constructive websites are discussed by many authors and experience computer and web experts. As per their opinion while developing websites some standard guidelines are to be followed which are recommended by different experts. In this context, researcher made up his mind to undertake and attempt to study evaluation criteria for development of qualitative websites. This effort helps researcher in suggesting template for website of a management library along with result deduced from survey of national and international website of management institutes.
4.2 Evaluation:
The discipline of evaluation is devoted to the systematic determination of merit, worth, or significance. It is divided into the fields according to the type of entity evaluated, for e.g. programme evaluation or personnel evaluation. Some specific aspects of evaluation methodology have been developed to solve the problems of evaluation. The underlying logic of the process of evaluation is the difference between merit and worth or between grading and ranking.

Evaluation is the process of determining significance or worth, usually by careful appraisal and study. Evaluation is the analysis and comparison of actual progress vs. prior plans, oriented toward improving plans for future implementation. It is part of a continuing management process consisting of planning, implementation, and evaluation; ideally with each following the other in a continuous cycle until successful completion of the activity. Evaluation is the process of determining the worth or value of something. This involves assigning values to the thing or person being evaluated. Evaluation is also known as assessment.

4.3 Functions of Evaluation:
Evaluation is a process that critically examines a program. It involves collecting and analyzing information about activities, characteristics, and outcomes. Its purpose is to make judgments about a program, to improve its effectiveness (Patton, 1987).

- To assess the quality of a product or process.
- Evaluation enhances quality
- Evaluation clarify the objectives.
- Evaluation helps in bringing changes.
- Evaluation helps in improving design of a product.
- Evaluation couples with strategic plans
- Build evaluating culture

In addition to above functions few more are as: Evaluation understand the needs and helps in meeting out the needs. Evaluation supports to achievable and measureable targets. Learn more from evaluation and upgrade the product.
Hence, evaluation plays an important role while developing qualitative assignment.

4.4 Types of Evaluation:
Different types of evaluation are commonly used in information society are summarized in figure 4.1

![Figure No. 4.1: Types of Evaluation](image)

Out of these types, commonly used are formative evaluation which ensures feasibility appropriateness before implementing product. It is conducted when a new assignment or activity is to be developed or existing one is to be upgraded. In addition to the types mentioned in the figure 4.1 formative evaluations is also equally important in which evaluation helps to analyze activities properly functioning as intended. Impact evaluation is another type in which evaluator assesses the effectiveness of the program or activity developed and measures its impact.
4.5 Websites Evaluation:
There is a little doubt that the advent of internet and especially of the World Wide Web has transformed the way the world disseminates information. There is little precedents for so rapid an introduction of so critical and pervasive new technology. Virtually anyone from the largest multinational corporations to the individual professor or manager can become an information provider to the world. The technology for creating a website is relatively inexpensive and easily learned. Access to this information is worldwide, instantaneous and increasingly available to more and more individuals. The web has a potential of becoming a great information equalizer, enabling anyone with a relatively small commitment of time and resources to make their message available to the world.

Currently there is almost no other area of technology development that is evolving more rapidly than web technology. Today hundreds of new websites are available online and new software and hardware options for providing information and browsing the web becomes available. There are regular breakthroughs in our ability to provide richer forms of information including high quality graphics, two way audio and video transmission, virtual reality, real time database access.

Large and small organizations and many individuals are scrambling to develop a presence on the web, competing for attention across an increasingly wide bandwidth. As quality of presentation improves the intensity competition among information providers increases. Each new wrinkle in technology development provides new challenges and opportunities for those who develop websites and provide information.

It is surprising, given the importance of this technology and the resources that are being committed to implement it, and there has been little efforts to date to evaluate it. There has been remarkable absence of studies that examine how websites are conceptualized, developed and implemented or that look at the effects of their use. In the haste to construct the World Wide Web people have simply not had the time to evaluate and reflect on how this technology is being accomplished and interact with our environment.
4.6 Why to Evaluate Website?:
Websites are evaluated for the following reasons which helps in developing qualitative websites for an organization or library.
☞ The quality of web sites varies.
☞ There is no minimum standard to achieve quality are available.
☞ Any content loaded on the web sites.
☞ To assess the content quality utility to build qualitative website

4.7 Purposes of Building Websites:
Websites are generally informative and provide link to the various resources. The main purpose of building websites is to disseminate in house as well as collect information available globally. Following are few purposes discuss by website developer. The purpose of the website is mainly to indicate importance of organization to the society, projects in hand, product and processes, marketing strategies, staff, branch offices, contact details etc. Generally websites provides information on organization/institute, product and processes, management strategies, staff, contacts etc. However, in case of qualitative website following factors are more considered.

4.7.1 Information Dissemination:
The most common use for a website is to make information available to anyone who would be interested in it. Organisations use websites to display their mission statements, organizational information, contact information, product information, directories, technical assistance, provide access to databases and so on. Individuals use them to display their resumes and information about their personal interest, hobbies.

4.7.2 Education and Training:
Although closely related to the information dissemination function, the web is often used to provide specific training in well-defined topical areas. In libraries, websites are increasingly used for communication.
4.7.3 Commerce and Advertising:
The web is an ideal platform for advertising and purchasing products or services. Probably no area of web use will have a greater economic impact than this one.

4.7.4 Entertainment:
The web is rich, interactive, and graphical environment. It’s not surprising that a variety of websites are constructed for entertainment purposes to play games, post humorous, essays or jokes, shows cartoons and so on.

4.7.5 Communications:
Increasingly, the web has become a generic platform for communicating via the internet. Contemporary web technology allow browsers to send and receive e-mails, participate in bulletin boards and chat room discussions accomplish on-line conferencing using whiteboards and sometimes even two way audio-visual connections. These five purposes are the most frequent motivators for websites, most websites are designed to address more than one of them at a time. For instance – a corporate website is likely to be set up to disseminate information to the public, provide education and training enable commerce and advertising and facilitates communications.

4.8 Website Evaluation: General Models
The general evaluation model suggests that website development is an ongoing endeavor and progresses at several definable stages. The model is not meant to suggest that every website has been or should be developed in this manner. But the model is meant to suggest that even good websites would benefit from more concerned efforts to examine key evaluation questions throughout the development cycle.

Evaluation has traditionally been viewed as an activity that is conducted after the fact. After the programme is implemented, one evaluates how effective it was. After a new treatment is tried one assess whether it worked. But this is a rather narrow reading of evaluation and its purposes. Evaluation is more than simply “looking in the rearview mirror”. There are two reasons for this. First, evaluation has much to offer throughout the entire life cycle of a programme. The methods that evaluators use and the
perspective they bring can greatly enhance the development of a product or programme. Second, even after the fact evaluation will be hampered without intimate knowledge of the history and working of a programme. Understanding the programme in it’s developmental context is essential to it’s effects and how those effects are produced.

**Figure No. 4.2: General Model of Website Evaluation**

The general model for website evaluation is suggested in the Figure No. 4.2 the arrows indicate that these phases are linked and they constitute a recurring cycle. The figure divides the development of a website into four general phases as shown in figure 4.3.
Figure No. 4.3: Four General Phases of Development of a Website

Conceptual Phase:
The website content is laid out and organized. Key evaluation questions for this stage are:

- What are the purposes of the site?
- Who are the desired users?
- What is the desired content of the site?
- How are the content areas related?
- How should the site be structured conceptually?
- What is the relative importance of the different content areas?

These points helps in building qualitative concept for preparing website for any organization.
**Development Phase:**

The content is translated or operationalized as an actual website complete with web server software, a file structure, HTML files, graphics, CGI scripts, etc. Key evaluation questions for this stage are:

- How should the site be structured operationally (e.g. file structure, navigation)?
- Is there consensus between the conceptualizers and the developers on the relative importance of the content?
- How should the site be designed (for e.g. ‘look and feel’)?
- What are the site start-up costs?
- How should available resources be allocated in the design process?
- Do the target users have access to the necessary technology and expertise?
- What design features do the target users find appealing?
- What type of web methods (e.g. forms, tables, graphics, and scripts) can be applied to each content area?
- How is the development effort progressing (i.e. monitoring progress)?

Web developer is very keen in developing stage in which developer concentrated on functioning of website and finalizing contents as per the requirement of clientele. This is an experimental stage in which variety of changes are taken place to suit the needs and purpose behind development of website.

**Implementation Phase:**

In this stage the initial testing and debugging of the site is done. This includes initial user testing to see if the site is navigable and pleasant to use.

- Is the site easy for users to navigate?
- Are there problems in using the site?
- How costly / difficult is it to revise the site?
In implementing stage websites are launched and open for using. It is also demonstrated to the working group and explained the functionality of the website.

☞☞ ☞☞ ☞☞

Evaluation Phase:

In this stage site operating and debugging is done. It’s effects, short and long term, proximal and distal are examined.

☐ How is the site utilized? (e.g. time of the day, week, content, and areas accessed)?
☐ Is the site being used by targeted users?
☐ What are the reactions of the site?
☐ How responsive is the site?
☐ What is the success rate for information seekers?
☐ How long does it take to find desired content?
☐ Do users understand the content response of the site?
☐ How is site affecting user’s attitude and beliefs?
☐ How is the site affecting user’s behavior or performance?
☐ How is the site affecting the organizational culture or performance?
☐ What are the short term net benefits of the site?
How is the site affecting long-term outcomes? (e.g. learning, sales and return on investment)

After launching the site, users are requested to evaluate the structure and content of websites and suggest some additional points needed by user, based on feedback from the users the web sites are constantly updated to make the web site more operational. Continuous upgradation is necessary to keep the website competitive.

Most website development accomplished quickly under considerable time pressure. The desire to establish a presence on the web has become compelling one in many organizations and individuals. Rather than taking their time to “get it right” they prefer to “get it on” and fix it later. Nor is this necessarily a bad strategy. Even if roughly followed, the four phases suggest an interactive process that goes on indefinitely, a process of trial and error, of innovation and evaluative feedback.

4.9 Website Evaluation Methods:
In many ways website evaluation is not different from any other kind of evaluation. But in several important ways, website evaluation is a rather unique endeavor. Perhaps the most notable activity is role of the technology, delivery of the site etc. While the technology poses important barriers and challenges it also offers evaluation opportunities not common in other context. For instance – many evaluation questions can be well addressed by features built into the site itself. Software can be used to monitor unobtrusively and in nearly overwhelming detail utilization of the site. Forms can be constructed to ask users to provide feedback.
The common web site evaluation methods are

**Figure No. 4.4: Common Website Evaluation Methods**

- Concept Mapping
- Computerized Evaluation Methodologies
- Survey Methodology
- Achievement and Testing Measurement
- Experimental and Quasi-Experimental Designs

### 4.9.1 Concept Mapping:

Concept mapping is a general method used to help groups to articulate a conceptual structure for any topic of interest. The method is facilitated and follows a prescribed sequence of the steps. Participant generates (e.g. brainstorming) large set of statements that address the focus for the mapping. Each participant then sorts these statements into piles of similar one, and usually rates them for relative importance and priority. Multivariate statistical analysis (i.e. multidimensional scaling and hierarchical cluster analysis) are used to analyze these data and generate maps or pictures of the groups ideas, how they are interrelated, and their relative importance.

The method can be accomplished in live groups or using technology.

Concept mapping can be used in number of important ways in website evaluation. In conceptualization stage it provides a method for involving a broad range of stakeholders (e.g. initiators, developers, managers, users) in mapping out the content for a website and determining the relative importance of different content areas. Using the related methodology of pattern matching, it is also possible to examine in detail the degree to which the various stakeholders are in consensus about the conceptual framework for the website and subsequently, determining how well those
expectations have been met. Concept mapping can also be used as an organizing methodology for analyzing qualitative data.

4.9.2 Computerized Evaluation Methodologies:
One of the most exciting prospectus for website evaluators is the potential for using the website itself to collect and analyzed evaluative data. One of the most important methodological areas of this type is the use of the software to the monitor, analyze and report on the utilization of the site. A second way to employ the website itself for evaluation is to construct online surveys to collect user information and feedback. Forms are constructed in HTML and details of different types of inputs (e.g. text boxes, check boxes, option buttons, list boxes, drop down list boxes) can be created.

Computer technology can also be used for evaluation by saving, coding and analyzing the various forms of computer based communications and positive reaction to the site.

4.9.3 Survey Methodology:
Traditional survey methodology also plays an important role in website evaluation. Surveys can be used during conceptualization and development phases to conduct market search, identify potential users and ascertain their information needs and computer expertise. It can be conducted during the implementation and evaluation phases to assess users reactions to both the content and usability of the site.

4.9.4 Achievement and Testing Measurement:
It doesn’t much matter how fancy a website is or how cleverly the technology is utilized if the desired goals are not achieved. Since one of the major purposes of many website is instructional or educational, a key question arises often be whether the user learns the material effectively. The most common method of assessing such questions is through some form of content based achievement testing.

4.9.5 Experimental and Quasi-Experimental Designs:
When someone try to evaluate the impacts that website have on users, user faces the daunting task of trying disentangle the effects of the website from the effects of all of the other factors on the outcomes of the interest. Experimental and Quasi-
Experimental are the tools evaluators have for addressing these types of casual attribution questions.

4.10 Role of Library Website in a Business School:
Every library and information center of national and international level wants to make computerized database available to a wide range of users. Internet provides ready platform for the dissemination of such information to people in academic circles or users of libraries for academic purposes. A user needs to know what resources, facilities and services are available in the library, to know whether it is worth to visit the library. A business school library user needs a ready database of documents that can be accessed remotely to search and reduce the retrieval time. The role of business school library’s web page can be defined by answering to the question as to “What does the user of business school library require?” A computer culture is the solution to the problem and believed to be mandatory for the resource sharing. The role of library website is very crucial which links internal as well as external resources to their users. Website assists users in providing different learning material available anywhere in the country.

4.11 Content of Business School Library Home Page:
The growing use of internet in the libraries and advent of websites revolutionized the process of library publicity and dissemination of information pertaining to library sections, staff and services. Business school libraries can disseminate a wide range of information to user’s community through the development and maintenance of it’s library homepage. It can be excellent media for library publicity, announcements or reports of new facilities and services. B-School library’s homepage need to be aesthetic, well designed and include all important information pertaining to the library. It generally includes hyperlinks describing.

☞☞ ☞☞ ☞☞ ☞☞
Opening hours
Membership rules
FAQ (Frequently Asked Questions ) about the library and their answers
Various sections of the library along with their pictures
Collections of the library
Services of the library

Reading Rooms

Who’s Who Library Staff

Library notices and important announcements

Forms of library membership. Branch library, extension libraries and departmental libraries

Database developed and external databases used by the library.

Library OPAC

4.12 Designing of Library Websites:
A good web design need to be very simple in graphics, layout and interactivity. The following points are offered as a guide to good web design, in the order of importance.

- It must be accessible easily.
- Download time must not be too long.
- Good Presentation.
- Easy to navigate from page to page.
- Must be interesting, informative and demonstrative.
- Useful links.
- It must be a marketing tool.
- Full contact address, contact name, phone/ fax numbers, e-mail address must be given.
- Date of last updating must be given.

4.13 Evaluation of Business School Library Website:
It is frequently said that a school is no better than it’s faculty. True enough. But it is also true that the school is no better than it’s library. Libraries are considered as an interface between available information resources and library clientele. The World Wide Web is a navigational tool on the internet that enables browsing of information linked to other related information. Web helps in accessing universe of knowledge irrespective of their location. With the help of WWW and related internet
technologies any organization and institute can make their presence on the internet. The objectives of business school library’s web page are:

1. To provide information about its library.
2. To provide information about library’s activity.
3. To promote library.
4. To provide information services online.
5. To provide links to relevant important sites.
6. To collect feedback from the users.
7. To strengthen and enhance the Business School research, teaching and public service programmes by facilitating easy access to information and resources.

Web page designing has become popular among business school libraries to input their valuable resources. A good well designed and well organized web page serves as an excellent media for publicizing the library functions, activities, programmes, resources and services. The library web page ensures a lot of savings of the library’s staff time as answers to FAQ (frequently asked questions) are also provided on the library’s web page itself. Important library notices, announcements, change in policies, starting up of new services, setting up of new facilities can be quickly brought to the notice of library users. Users can interact with the library through the e-mail address on the web page for their questions and concerns regarding the library. But the internet resources like other traditional information resources, needs to be evaluated in order to judge the quality or appropriateness of information.

Hence one can say that the evaluation of library website is required because:

1. The quality of site varies.
2. There is no minimum standard for quality.
3. Anyone can put qualitative content on the web.
4. Most library web site do not go through an editorial process.
5. Most websites are not reviewed or refereed as scholarly journals.

Few more reasons for evaluation of library web sites can be stated as:
1. To ensure that it reflects the mission and goals of the library.
2. Accountability for money, time, and resources devoted to this work.
3. To ensure that it provides an appropriate image of the library it’s staff and services.
4. To ensure that it meet the needs of the users for whom it was designed.
5. To ensure that information provided is reliable, accurate and up to date.

4.14 Salient Features of Library Website:
The library web page is second front door for the library. It creates signage for students and staff. The effective library web page pulls together, in one unified interface, all of library resources- print and electronic. It offers guidance while it fosters independent learning. It models careful selection. It offers valuable public service and can redefine community. It can even lead users back to print. A good library web page offers implicit instructions and projects an important image of a Librarian as information professional.

Creating a web page for a library is exciting and at the same time challenging. A well formulated strategy is a pre-requisite for a successful site. It is real blend of art and science. A good library web page should have the following features:

☞☞ ☞☞ ☞☞ Getting Acquainted with the Internet Surfing: To search the internet for tracing the library web page needed a considerable practice of searching the web and complete acquaintance with World Wide Web. This included:

☐ Familiarity with browsers and websites.
☐ Methods for following the hyperlinks.

1. The page should highlight the name of the library and it’s parent organization in an appealing manner.
2. A brief listing of the major information resources with hyperlinks to each one of them
3. A brief listing of the major information services with hyperlinks wherever necessary.

4. Highlights on some important events in the library, special collections, etc.

5. Hyperlinks to general information about the library, library guide, library publications and recent additions in the list, library bulletins, etc.

6. Shortcuts to online resources which may include:

☞☞ ☞☞ E- Journals, popular magazines, newspapers, etc.
☞☞ ☞☞ Institutions of interest and other important libraries and information centers
☞☞ ☞☞ Internet guides, conference, symposia, workshops, etc.

7. It should have an interactive catalogue of the books and other major collections.

4.15 Evaluation Criteria:
The reputed organizations and eminent professionals have studied different criteria and define standard or qualitative criteria for developing web pages. The criteria define by prominent organizations are discuss below.

4.15.1 UC Berkeley Library:
An eight points evaluation check list from the UC Berkeley Library.

☞☞ What can the URL tell you? (Structure of URL easy to remember )
☞☞ Who wrote the page? Is he, she, or the authoring institution a qualified authority? ( Authority )
☞☞ Is it dated? Current, timely? (Currency)
☞☞ Is information cited authentic? (Authenticity)
☞☞ Does the page have overall integrity and reliability as a source? (Integrity and Reliability )
☞☞ What’s the bias?
☞☞ Could the page or site be ironic? (effectiveness)
☞☞ If you have questions or reservations how can you satisfy them? (satisfaction)
4.15.2 Johns Hopkins University (Elizabeth E. Kirk):
Elizabeth E. Kirk of Johns Hopkins University made few remarkable contributions in developing the standard criteria for evaluating the websites.

☞☞ Authorship
☞☞ Publishing Body
☞☞ Point of views or Bias
☞☞ Referral to other sources
☞☞ Verifiability
☞☞ Currency
☞☞ How to distinguish propaganda, misinformation, and disinformation
☞☞ The mechanics of determining the authorship, publishing body and currency on the internet.

4.15.3 According to Jim Kapoun:
Jim Kapoun, Library Director of Waldorf College has defined five criteria for evaluating websites. These are:

☞☞ Accuracy
☞☞ Authority
☞☞ Currency
☞☞ Objectivity
☞☞ Coverage
4.15.4 Generic Criteria by Hope Tillman:
Hope Tillman has stated generic criteria to evaluate the site. These are:

☞☞ ☞☞ Stated criteria for inclusion of information. (Informative)
☞☞ ☞☞ Authority of author or creator. (Authority/Creator)
☞☞ ☞☞ Comparability with related sources. (Contents)
☞☞ ☞☞ Stability of information. (Stability)
☞☞ ☞☞ Appropriateness of format. (Structure/Design)
☞☞ ☞☞ Software/hardware/multimedia requirements. (Design)

4.15.5 Boyd Collins Criteria
Boyd Collin’s criteria for evaluating web site are:

☞ Content.
☞ Authority.
☞ Organization.
☞ Search ability.
☞ Graphic design.
☞ Innovative use.

4.15.6 Criteria by Smith, Alastair G:
The contribution of Smith Alastair G. in the field of evaluation of websites has to be acknowledged by web professionals. He has suggested following criteria for website evaluation. The researcher has deeply studies the contribution of this evaluator in framing out web site and following points are suggested by author to be considered while developing website.

4.15.6.1 Scope:
What items are included in the resource? Is the scope only implied or is it stated through meta information such as an introduction? Does the actual scope of the resource match expectations? Aspects of the scope include breadth, depth, time, and format.
4.15.6.2 Content:
Is the information fact or opinion? Does the site contain original information or simply links? Sites can be useful in both ways as information resources in themselves and as links to other information. Specific factors related to the content include the accuracy, authority, currency, and uniqueness of a resource.

4.15.6.3 Graphic and Multimedia Design:
Is the resource interesting to look at? Do the visual effects enhance the resource or distract from the content or substitute for content? If audio, video, virtual reality modeling, or other effects are used, are they appropriate for the purpose of the source. A related criterion is navigational design in the context of browsability and organization.

4.15.6.4 Purpose and Audience:
What is the purpose of the resource? Is it clearly stated? Does the resource fulfill the stated purpose? Does the user group at which the site is aimed have the connectivity to access the resource?

4.15.6.5 Reviews:
What do reviewing services say about the site? Librarians in the internet environment need to become familiar with the strength and weaknesses of the tools reviewing internet resources.

4.15.6.6 Workability:
Is the resource convenient and effective to use? This is the area where criteria for Internet resources differ most from print sources.

An issue in providing access to electronic documents is whether a library should just provide links to the originating site, or “acquire” the publication for local access. Poor workability may indicate that the library should store the data locally, if intellectual property considerations allow this.
4.16 Evaluation Criteria for Library Web Pages:
Library web pages have evolved dramatically from their beginning as a convenient index to electronic information sources. They have become not virtually but truly the doorways through which library client discover what a library and it’s services are all about. The creation of an effective library web page therefore requires a grasp of total library services as well as new technologies. Including involvement from a wide variety of library units in the development of the library’s website is the one way to meet this challenge.

Based on the criteria discuss by various scholars, the researcher has reviewed them well and deduced most essential criteria to be covered while developing website or webpage of any organization or any type of library. The criteria are discuss in brief as under:

1. Accessibility
2. Accuracy
3. Authority
4. Browsing capability
5. Contact detail
6. Content (Useful, qualitative, FAQ)
7. Coverage
8. Creativity
9. Currency
10. Design
11. Effectiveness
12. Findability
13. First impression on opening the site (based on URL, Download time, looks and feel, Home page on one screen)
14. Information search ability
15. Integrity
16. Navigation (Ease in use, internal links)
17. Objectivity
18. Originality
19. Purpose
20. Quality
21. Reliability
22. Related useful information
23. Structure of URL
24. Technology used
25. User satisfaction

Few more important criteria are discussed below:

4.16.1 Site Access:
Date of last accessing the page.
☞☞ Separate library link on home page.
☞☞ If no, included under which link?
☞☞ Separate home page for library?
☞☞ URL of library page.

4.16.2 Contact:
☞☞ Postal address on library page.
☞☞ Phone no.
☞☞ Fax no.
☞☞ E-mail.
☞☞ How to reach.

4.16.3 Authority:
☞☞ Author/ Designer.
☞☞ Author’s credentials.
☞☞ Contact details.

☐ Postal Address.
☐ Phone.
☐ Fax.
☐ E-mail.
Who maintains?
Copyright.

4.16.4 Currency:
Determining when the source was published is a necessary step in discerning the accuracy of the web page. It can usually be found on the bottom of the web page.

Date of last update.
Update frequency.

4.16.5 Ease of Navigation:
No. of links required to reach library web page.
Any instance where there is no hyperlink and the use of back button is must.
Images used?
Do images support navigation?
Yes/ slows downloading.
Whether the links are clearly labeled?
Pages / portions be printed separately.
Home link on each page.
Can a particular page be located from any other page.
Back and forward links between pages.
Web pages concise and scroll down.
Effective search facility.
Keyword searching possible.
Index/ site map available.

4.16.6 Appearance and Aesthetic Aspects:
A medium that is capable of presenting the information in a variety of formats creates the necessity of making the judgment that go beyond the limit of the text. Aesthetic aspects deal with how well the web page is designed in terms of graphics, readability
and use of creative elements. This category specifically deals with the “feel” of the web page. It includes:

☞ Consistency of Page layout, colour, font.
☞ Whether frames used?
☞ Design is simple, attractive, or over colourful.
☞ Text clearly legible.
☞ Use of multimedia i.e. graphics, animations and sound.
☞ Pop up links?
☞ Scrolling text?
☞ Marquees?
☞ Constantly running animations.

4.16.7 Contents:
A great site shares meaningful and useful contents that educates, informs or entertainments. The library web page of the business school should contain enough information to make visitors site worthwhile. Library web page contents can be judged by using following parameters.

☞ Scrolling page or properly hyperlinked.
☞ Library photographs.
☞ Library timings.
☞ Library rules.
☞ Library staff.
☞ Library sections.
☞ Library services.
☞ Library collection.
☞ Library automation.

4.16.7.1 Details of Library Services:
☞ Scroll down page or properly hyperlinked page.
☞ Only list of services.
Each service is explained briefly.
Each service is explained in detail with further hyperlink.

4.16.7.2 Library Staff Details:
- Scroll down page or properly hyperlinked page.
- Designation and number of posts.
- Name of the person and designation.
- Name designation and contact details.
  - Postal address.
  - Phone no.
  - Fax no.
  - E-mail.

4.16.7.3 Library Sections Details:
- Scroll down page or properly hyperlinked page.
- Only list of sections.
- Each section is explained in brief.
- Each section is explained in detail with further hyperlink.

4.16.7.4 Library Collection Details:
- Scroll down page or properly hyperlinked page.
- Total collection number.
- Only list of various kinds of documents.
- Kind of document and number.
- Detailed information.
- Access to some of the documents like-journals, etc.

4.16.7.5 Library OPAC:
- Link to OPAC.
- OPAC search possible.
 Availability of search parameter like keyword, title, author, subject, etc.

4.16.7.6 Links to Other Websites and Databases:
- Links to other websites and databases provided?
- Are they functional?

4.17 Researcher Concept for rating business school libraries websites:
In the study researcher has decided to rate the business school library website based on 25 point scale and based on fulfilling the points researcher rate the site as ranks to allot them as indicated in figure 4.5 The Researcher listed out standard criteria fixed for evaluation of national and international business school are noted in table 4.5

Figure No. 4.5: Grading Based on the Points / Scores Achieved

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<th>Scoring</th>
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<tr>
<td>90-100 - Excellent</td>
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<tr>
<td>70-89 - Very Good</td>
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<tr>
<td>50-69 - Good</td>
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<tr>
<td>40-49 - Average</td>
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<td>Below – 40 - Poor</td>
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Summary:
This chapter narrates evaluation criteria discussed by scholars and organizations as well as web developers. This chapter discuss in depth reasons for evaluating website, evaluation criteria, evaluation methods, analysis of criteria and finally fixing the 25 criteria for assessment of business school selected in the survey at national and international level. The following chapter discusses status of business schools followed by analysis of WebPages.
References:
Boyd, Collins (n.d.) Evaluating web sites: Criteria and Tools
http://www.library.cornell.edu/okuref/research/webeval.html


http://www.library.cornell.edu/okuref/webcrit.html>

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http://info.lib.uh.edu/pr/v8/n3 smith8n3.html

http://hopetillman.com/findqual.html

(USBerkeley lib)
http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Evaluate.html