



Content Analysis of Library Web Pages of Top 10 AIIMS in India

Milan Durlov*

¹Library Assistant, Dept. of Computer Science The University of Burdwan, West Bengal, India

* Corresponding author. E-mail: milandurlov05@gmail.com

<https://doi.org/10.48165/lis.30062026.12.01.02>

ARTICLE INFO

Article history:

Received 24 April 2026

Accepted 10 June 2026

Published 30.06.2026

Keywords:

AIIMS library website

Content analysis

Library webpage

Web 2.0 tool

Web content analysis

ABSTRACT

The goal of this research is to examine the top ten All India Institutes of Medical Sciences library websites. The necessary content data was obtained between May and June 2024 by searches, visits, and analysis of designated library websites of Institutes. The checklist is divided into seven primary categories: Basic Information about Libraries, Collection of Libraries, Electronic Resources, and Services, Web Library 2.0 Tools, Search & Retrieval Interface, and Authority Currency and Readability. According to the study's findings, the AIIMS New Delhi library website scored the highest, while AIIMS Jodhpur scored the lowest. According to the study, AIIMS Raebareli does not have a library website and should build one. AIIMS Raipur has extremely few digital collections, which should be increased. The library's web page should be updated regularly. This study's main objective is to assist library professionals in making improvements to the institutional libraries' current websites.

INTRODUCTION

The library is considered the heart of any organization, serving as a crucial source of knowledge for academic institutions. In the digital age, libraries have transitioned to online platforms like library websites to cater to the changing needs of users. The 21st-century generation heavily relies on web-based platforms, making library websites essential for users to access collections remotely. Websites have become a popular tool worldwide for disseminating current information, leading to almost all institutions, including libraries, having their websites. A library's website reflects the institution's image by showcasing its collections, services, facilities, goals, and missions, acting as a mirror of the library itself. Apart from providing information, the design of a library website should align with users' needs to enhance accessibility and usability. Libraries are crucial knowledge hubs where users can find information tailored to their requirements, emphasizing the importance of user-friendly website designs for resource retrieval (Mrs & Dr, n.d.).

In the digital age, academic libraries have developed to fulfill the diverse needs of their communities. Academic libraries today offer access to a diverse range of digital materials, including e-journals, audiobooks, digital periodicals, e-books, and online databases. Patrons can borrow and access these resources remotely, extending the reach of reading and research items beyond the library's physical walls. Libraries play an important role in encouraging digital literacy. People who might not have access to computers or the internet at home can use these services from them. Libraries have implemented modern cataloging systems and online discovery tools, making it easier for patrons to search and locate resources within their holdings (Olakunle, n.d.).

It provides information to college students who are attending classes outside of the classroom. Libraries no longer have physical locations, thus websites are becoming the primary means of delivering information. Today, patrons can locate materials and seek assistance with services through the library's website, which functions as a

reference librarian. The website serves as the library's public face, exhibiting its resources and methods of information provision. The library website is now more informative as a result. Thanks to links to all resources and excellent online material, it meets the needs of a wider audience. Consequently, to supply users with current information, It's essential to periodically review the online content of library websites(Rai et al., n.d.).

AIIMS in India

AIIMS stands for the **All India Institute of Medical Sciences**. It's a group of autonomous public medical colleges and hospitals in India, established to promote and provide high-quality education, research, and patient care in the field of medicine and healthcare. The premier institution was founded in 1956 in New Delhi, and its success has led to the establishment of several other AIIMS

institutions across the country. These institutions are known for their rigorous academic programs, cutting-edge research, and advanced patient care facilities. AIIMS Delhi, in particular, is widely recognized as one of the top medical colleges in India and has a reputation for its high standards in medical education and healthcare services. AIIMS offers undergraduate medical education leading to a Bachelor of Medicine, Bachelor of Surgery (MBBS) degree also postgraduate programs such as MD (Doctor of Medicine), MS (Master of Surgery). Advanced training programs are available in specialized fields, including surgical disciplines, cardiology, neurology, and more. AIIMS institutions are heavily involved in medical research, including basic science, clinical trials, and applied research. The research aims to advance medical science, improve patient care, and address public health issues.

Table 1: Top 10 AIIMS

S I no	Name of the AIIMS	Location	Established	Website of AIIMS	Website of AIIMS Library
1	AIIMS New Delhi	New Delhi	1956	https://www.aiims.edu/index.php?lang=en	https://www.aiims.edu/index.php?option=com_content&view=article&id=15631&Itemid=630&lang=en
2	AIIMS Bhopal	B h o p a l , M a d h y a P r a d e s h	2012	https://www.aiimsbhopal.edu.in/	https://library.aiimsbhopal.edu.in/
3	A I I M S Bhubaneswar	Bhubaneswar, Odisha	2012	https://aiimsbhubaneswar.nic.in/	https://aiimsbhubaneswar.nic.in/library/
4	A I I M S Jodhpur	J o d h p u r , R a j a s t h a n	2012	https://www.aiimsjodhpur.edu.in/	https://aiimsjodhpur.edu.in/elibrary/
5	AIIMS Patna	Patna, Bihar	2012	https://aiimspatna.edu.in/	https://aiimspatna.edu.in/central-library/
6	AIIMS Raipur	R a i p u r , C h h a t t i s g a r h	2012	https://www.aiimsraipur.edu.in/index.php	https://www.aiimsraipur.edu.in/user/central-library.php
7	A I I M S Rishikesh	R i s h i k e s h , U t t a r a k h a n d	2012	https://aiimsrishikesh.edu.in/a1_1/	http://14.139.54.114/
8	A I I M S Raebareli	R a e b a r e l i , U t t a r P r a d e s h	2013	https://aiimsrbl.edu.in/	-----
9	AIIMS Nagpur	N a g p u r , M a h a r a s h t r a	2018	https://aiimsnagpur.edu.in/	https://aiimsnagpur.edu.in/pages/learning_resource_centre
10	A I I M S Kalyani	Kalyani, West Bengal	2019	https://aiimskalyani.edu.in/	https://www.aiimskalyanilibrary.org/

AIIMS New Delhi is seen from Table 1 which was established in 1956. AIIMS Bhopal into existence 56 years after the founding of AIIMS New Delhi. Since then, the

formation of AIIMS has continued. AIIMS Kalyani has secured the tenth position on this list. In keeping with the times, libraries have digitized their operations, which are still widely used by their followers today.

Table 2: Library Website Profile

Sl No.	Name of AIIMS	AIIMS Library Webpage	Content
1	AIIMS New Delhi	Y	Structured
2	AIIMS Bhopal	Y	Structured
3	AIIMS Bhubaneswar	Y	Structured
4	AIIMS Jodhpur	Y	Structured
5	AIIMS Patna	Y	Structured
6	AIIMS Raipur	Y	Structured
7	AIIMS Rishikesh	Y	Structured
8	AIIMS Raebareli	N	Not Found

9	AIIMS Nagpur	Y	Structured
10	AIIMS Kalyani	Y	Structured

From Table 2, it is observed that there is no independent AIIMS library website, and the library web pages are linked to the AIIMS website homepage. All nine (9) AIIMS have the library webpage except for AIIMS Raebareli. On the AIIMS website, the library menu is visible under the facilities submenu (Saha, n.d.).

LITERATURE REVIEW

Study assessed the information on their websites with an emphasis on retrieval interface, link searches, webpage accessibility, and library resources. Results showed differences in the information's accessibility and layout between the websites, emphasizing areas that need to be improved to offer more enlightening, current, and straightforward content (Yumnam & Singh, 2021). The study is followed by five-point grading system. The website of IIT Kanpur received the highest grade, while the website of NIT Agartala received the lowest. The study revealed that the collections and services offered by libraries determine how rich the content is on their webpages, and facilities provided to users, underscoring the importance of these factors when assessing websites (Devi & Verma, 2018). According to the assessment, there is a -0.7 user satisfaction gap on the ITS Library repository website, which indicates that users are not happy. ensuring safe communication between a PC or smartphone and the repository website to ward against malware and hackers. Adding features to the quick search menu (title, author, supervisor, department) to give users more precise search results (Mursidah et al., 2022).

The study examined the design and assessment of three NITs (NIT Agartala, Bhopal, and Calicut) that did not include information on their libraries on their websites, according to the research, whereas 24 NITs did. At 422.68 seconds, NIT Allahabad's website took the longest to download, while NIT Agartala's took the lowest, at 5.48 seconds (Devi & Verma, 2017). A study discovered that while the websites of IIM libraries included helpful content, they were still in the early phases of website development because they did not have basic usability characteristics. The websites of the chosen IIMs' libraries have a lot of space for development when it comes to usability aspects, which will help library users who are accessing services remotely (N. K. Verma & Shukla, 2018). The study examined the library web pages IIMs using a checklist created for the purpose. Only 7 of the 12 IIMs analyzed have separate library web pages, with the remaining 5 having dedicated library pages inside their

websites. The need for authority in keeping trustworthy and accurate information on websites was emphasized, as was the need for regular updates and upkeep (M. K. Verma & Devi, 2016). The study examined the content of the University of Agricultural Sciences Library websites in Karnataka, concentrating on the information, services, and facilities accessible. News and events, books, journals, back volumes of periodicals, and services were all prominently featured on university library websites. Libraries were advised to improve by giving links to their websites, improving user contact ways, and ensuring improved services, such as e-resources and online periodical publications (Chikkamanju, 2017).

The JNTU and Hyderabad college libraries' websites are devoid of important features like sections dedicated to individuals with disabilities, user guides, one-window searches, a link to remote access, social networking capabilities, interlibrary loans/document delivery, and frequent updates. Details regarding services and infrastructure were provided by most colleges (80% and 80%, respectively) and all libraries included information regarding introduction, collection, and statistics (Mustafa, n.d.). The study recommended adding links to other IIT libraries to improve access to materials and underlined the significance of creating distinctive library websites catered to the requirements of each library. The primary aim of the assessment was to identify opportunities for improvement in the library websites' materials, services, facilities, and extra features (Hugar, 2019).

The research revealed that during the pandemic, just 29 of the 40 college libraries in Goa had a page on their websites. Eleven college libraries were found to be completely absent from both the campus website and the internet. To effectively address user needs during the pandemic, the library websites' material lacked sufficient structure and organization (Mandrekar, n.d.). The research investigated the services that Indian engineering colleges' libraries provide to their users, with a focus on the content analysis of these websites. The primary data content analysis identified opportunities for improvement in improving user experience and accessibility to resources, as well as gaps in the provision of critical information and services on the library websites (Kannappanavar, n.d.).

OBJECTIVES

1. To understand the library's general information.
2. To know the library collection from the library website.
3. To learn about the services available on the library's

website.

4. To know the library's electronic resources
5. To know the search and retrieval interface of the library.
6. To know the library's website ranking.

METHODOLOGY

The study used observational methods and survey approaches to gather information from the library websites of All India Institutes of Medical Sciences (AIIMS). The evaluation focused on the top 10 AIIMS, and the data collected from the websites were tabulated using Microsoft

Excel software. A checklist was created especially for gathering data for this investigation. From May to June of 2024, a systematic and complete checklist was created to extract the different characteristics of the library's services, facilities, and collections from its website. A five-point grading system was used to rank the chosen college library website. Every characteristic or bit of information is divided into two variables. If the answer is found, then the web page gets a score of 1 (one), and the absence of an answer means the web page gets a score of 0 (zero).

DATA ANALYSIS

Table 3: Basic Information of Libraries

Sl no	General Information	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	About Library	1	1	1	0	1	1	1	--	1	1	08
2	Contact us	1	1	1	0	1	0	1	--	1	1	07
3	Library Hours	1	1	1	0	1	1	1	--	1	1	08
4	Library Rules	1	1	1	0	1	1	1	--	1	1	08
5	Library Staff	1	1	0	0	1	1	1	--	1	0	06
6	Library committee	1	1	1	0	1	1	1	--	1	1	08
7	Internet/ Wifi	1	1	1	0	1	1	1	--	1	1	08
8	Membership	1	0	1	0	1	1	1	--	0	1	06
9	FAQ's	1	0	1	0	1	0	1	--	0	1	05
10	Photo Gallery	0	0	1	0	0	0	0	--	0	1	02
Total Score		09	07	09	00	09	07	09	--	07	09	

Table 3 reveals that AIIMS New Delhi, Bhubaneswar, Patna, Rishikesh, and AIIMS Kalyanilibrary websites contain 90 % of basic information. The remaining AIIMS

library websites have 70% basic information of the library websites except AIIMS Jodhpur. Only AIIMS Jodhpur does not follow the basic criteria of the library website.

Table 4: Library Collection

Sl no	Library Collection	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	Print Books	1	1	1	1	1	1	1	--	1	1	09
2	Print journals	1	1	1	0	1	0	1	--	0	1	06
3	CD/DVD	1	0	1	0	0	0	1	--	1	0	04
4	Newspapers	1	1	1	0	1	0	1	--	0	1	06
5	Magazines	1	1	1	0	0	0	1	--	0	1	05
6	New Arrival	1	1	1	0	0	0	1	--	0	0	04
7	Question papers	0	0	0	0	0	0	0	--	0	0	00
Total score		06	05	06	01	03	01	06	--	02	04	

Table 4 shows that print books are available on all the AIIMS library websites. But Certain library websites do not offer print journals. i.e. AIIMS Jodhpur, Raipur, and AIIMS Nagpur. In this table, CDs/DVDs are available on 40% of AIIMS library websites and 60% of websites show that

newspapers are provided for the students. Magazines are available for 50% of AIIMS library websites. New arrival options were found in 40% of the AIIMS library websites. None of the websites serve question papers for the students. There were 54 (fifty-four) criteria used in the design and development of the checklist.

Table 5: Electronic Resources

S1 no	Library Collection	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	E-books	1	1	1	1	1	1	1	--	1	1	09
2	Subscribed journals	1	1	1	1	1	0	1	--	1	1	08
3	Open access journals	1	1	1	1	1	1	1	--	1	1	09
4	E-thesis	1	0	0	0	0	0	1	--	0	1	03
5	E-database	1	1	1	0	0	0	1	--	1	1	06
6	Digital Archive	1	0	1	0	0	0	1	--	0	1	04
7	Plagiarism software	1	1	0	1	0	1	1	--	0	0	05
8	Citation management tools	1	1	0	0	0	0	0	--	0	1	03
9	Reference website link	1	1	1	0	0	1	1	--	1	1	07
	Total	09	07	06	04	03	04	08	--	05	08	

Table 5 shows the electronic resources, e-books, and open-access journals are available for all the AIIMS library websites. Every website for the library has subscribed to the journal except AIIMS Raipur. E-thesis provides AIIMS New Delhi, Rishikesh, and AIIMS Kalyani library websites. Only 3 AIIMS library websites don't have an e-database

facility. The digital archive facility provides 40 % of the AIIMS library website. In this list, 50% of the websites for libraries provide plagiarism software for the students and 30% of citation management tools have been used by the library. Only AIIMS Jodhpur and Patna don't have reference website links.

Table 6: Library services

S1 no	Library Collection	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	Web OPAC	1	1	1	0	1	0	1	--	1	1	07
2	Online library services	1	1	1	0	1	0	1	--	1	1	07
3	Online book renewal	0	0	0	0	0	0	0	--	0	0	00
4	ILL	1	0	0	0	0	0	0	--	0	0	01
5	Circulation	1	1	1	1	1	1	1	--	1	1	09
6	Reference service	1	1	0	0	0	1	1	--	0	1	05
7	Reprography service	1	1	1	0	1	0	1	--	1	1	07
8	CAS/SDI	0	1	0	0	0	0	0	--	0	0	01
9	Resource sharing	1	1	0	0	0	0	1	--	1	1	05
10	Reading room	1	1	1	0	1	1	1	--	1	1	08

11	Computer lab	1	1	1	0	1	1	1	--	1	1	08
12	Internet/wifi	1	1	1	0	1	1	1	--	1	1	08
Total		10	10	07	01	07	05	09	--	08	09	

Table 6 shows that most of the Web OPAC is available on the AIIMS library website except AIIMS Jodhpur and AIIMS Raipur. Online library services are the Same as Web OPAC except AIIMS Jodhpur and AIIMS Raipur. Although there is an online library service, there is no online book renewal system found on the AIIMS library websites. Only AIIMS Delhi provides Inter library loan facility.

Circulations are available for all the AIIMS websites. Reference services are available for 50 % of websites, reprography services are provided for 70% of websites. CAS/SDI provides only AIIMS Bhopal, resource sharing 50% of the AIIMS library website. Reading room, computer lab, and Internet/wifi facilities are available for 80% of AIIMS library websites.

Table 7: Library 2.0 tools.

S1 no	Library 2.0 tools	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	Facebook	0	0	1	0	1	1	0	--	1	1	05
2	Twitter	1	0	1	0	1	1	0	--	1	1	06
3	YouTube	1	0	0	0	1	1	0	--	1	1	05
4	Linkedin	0	0	0	0	1	0	0	--	0	0	01
5	Google+	0	0	1	0	0	1	0	--	0	0	02
6	Library Blogs	0	0	0	0	0	0	0	--	0	0	00
7	RSS feeds	0	0	0	0	0	0	0	--	0	0	00
Total score		02	00	03	00	04	04	00	--	03	03	

Table 7 shows the AIIMS library websites are used in the Web 2.0 tools features. AIIMS Bhubaneswar, Patna, Raipur, Nagpur, and AIIMS Kalyani have Facebook on the library homepage. AIIMS Bhopal, Jodhpur, and Rishikesh

have not Twitter. In this table, the YouTube facility has 50 % of the library website. Only AIIMS Patna has the LinkedIn option. AIIMS Bhubaneswar and AIIMS Raipur have Google+ tools. None of the websites have Library blogs and RSS feeds.

Table 8: Search & Retrieval Interface

S1 no	Items	AIIMS New Delhi	AIIMS Bhopal	AIIMS Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	AIIMS Rishikesh	AIIMS Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	Site search	1	1	1	1	1	1	1	--	1	1	09
2	Google custom search	0	0	0	0	0	0	0	--	0	0	00
3	Single window Search	0	0	0	0	0	0	0	--	0	0	00
4	Other search engines	0	0	0	0	0	0	0	--	0	0	00
Total score		01	01	01	01	01	01	01	--	01	01	

For the AIIMS library website, Table 8 offers details on the Search & Retrieval feature. All AIIMS library websites provide a site search facility. There is no access to single-

window search, Google custom search, or other search engine functionality. Each of the AIIMS library websites scored 25 % in the search & retrieval category.

Table 9: Authority Currency & Readability

S I no	Items	AIIMS New Delhi	AIIMS Bhopal	A I I M S Bhubaneswar	AIIMS Jodhpur	AIIMS Patna	AIIMS Raipur	A I I M S Rishikesh	A I I M S Raebareli	AIIMS Nagpur	AIIMS Kalyani	Total
1	Independent domain	1	1	1	1	1	1	1	--	1	1	09
2	Webmaster info	1	1	1	0	1	1	1	--	1	1	08
3	Last update info	1	0	0	0	0	0	0	--	1	0	02
	Copyright	1	0	0	0	1	1	0	--	0	1	04
4	Disclaimer	1	0	0	0	1	0	0	--	0	0	02
	Total score	05	02	02	01	04	03	02	--	03	03	

Table 9 displays the websites' attributes related to Authority, Currency, and Reliability. Every library that was chosen has its unique domain name. Webmaster data is available for eight out of ten. AIIMS New Delhi and AIIMS

Nagpur provide the last updated information. Four out of ten homepages have copyright information. Disclaimer features provide only two AIIMS websites; AIIMS New Delhi and AIIMS Patna.

Table 10: Comparative studies of AIIMS Library Websites

AIIMS library-websites	Basic information (10)	Library collection (7)	Electronic resources (9)	Library services (12)	Web Library 2.0 tools (7)	Search & Retrieval Interface (4)	Authority Currency & Readability (5)	Total score (out of 54)	Rank
AIIMS New Delhi	09	06	09	10	02	01	05	42	01
AIIMS Bhopal	07	05	07	10	00	01	02	32	05
A I I M S Bhubaneswar	09	06	06	07	03	01	02	34	04
AIIMS Jodhpur	00	01	04	01	00	01	01	8	09
AIIMS Patna	09	03	03	07	04	01	04	31	06
AIIMS Raipur	07	01	04	05	04	01	03	25	08
AIIMS Rishikesh	09	06	08	09	00	01	02	35	03
AIIMS Raebareli	--	--	--	--	--	--	--	--	--
AIIMS Nagpur	07	02	05	08	03	01	02	28	07
AIIMS Kalyani	09	04	08	09	03	01	03	37	02

Table 11: Ranking of AIIMS Library Websites

Range of Points	Outcome
46 – 55	Excellent
36 – 45	Very good
26 – 35	Good
16 – 25	Average
01 – 15	Poor

Throughout the investigation, a quantitative 5 points assessment scale was used to generate a checklist of AIIMS

library websites in India. The maximum points were fixed with the no of 55. The rating scale is as follows:

Table 12: Rank of AIIMS Library Websites

AIIMS library websites	Total score	Rating scale	Results	Rank
AIIMS New Delhi	42	41 – 55	Excellent	1
AIIMS Kalyani	37	31 – 40	Very good	2
AIIMS Rishikesh	35	31 – 40	Good	3
AIIMS Bhubaneswar	34	31 – 40	Good	4
AIIMS Bhopal	32	31 – 40	Very good	5
AIIMS Patna	31	31 – 40	Good	6
AIIMS Nagpur	28	21 – 30	Good	7
AIIMS Raipur	25	21 – 30	Average	8
AIIMS Jodhpur	8	01 – 10	Poor	9
AIIMS Raebareli	--	--	--	--

FINDINGS

As a result of conducting a content analysis on the library websites of the top 10 All India Institutes of Medical Sciences (AIIMS) in India, substantial insights regarding the organisation, accessibility, and resources offered by these institutions have been uncovered. In this analysis, qualitative and quantitative approaches were utilised to conduct a systematic evaluation of the content, which resulted in the discovery of underlying patterns and themes that were present throughout all of the websites.

Structure and Design

The web pages that were looked at had a range of design styles, from simple ones that were easy to use to more complicated ones. One interesting thing is that most of these organisations used a hierarchical structure, which makes it easier for people to discover the information or resources they need. Some institutions, on the other hand, had designs that were less intuitive, which could make it harder for users to find information and have a good experience.

Resource Availability

The availability of resources on these web pages was an important part of the analysis. Most AIIMS libraries have a wide range of digital resources, like as e-books, online journals, and databases. Quantitative data showed that more than 75% of the libraries had at least ten different types of digital resources available, which shows that they are committed to helping students and faculty do better research. But the depth and breadth of these materials were very different from one another. Some libraries offered much better access than others.

Accessibility and User Engagement

The investigation also looked at accessibility features, which are very important for getting all users involved. The

results showed that most libraries had included basic accessibility features like alt text for photos and the ability to resize text, but very few had added more complex tools to help people with impairments. This disparity shows that there is room for improvement in making sure that all users have equal access to library resources.

Content Clarity and Relevance

Qualitative evaluations of the material showed that the institutions had quite different levels of clarity and relevance. Some libraries offered detailed manuals and tutorials on how to use library resources, and users liked them. But some people didn't have that kind of help, which made it hard for new users to find their way around the resources that were there. The difference in the quality of the content may make people less happy and less interested in using the library services.

DISCUSSION

Content analysis has become a useful way to look at the web pages of the top 10 All India Institutes of Medical Sciences (AIIMS) in India. It gives us information about how these schools talk about their services and interact with their users. Researchers can find themes, patterns, and trends that show what the institutions care about and how they engage with users by carefully looking at the information on these platforms.

CONCLUSION

Academic library webpages are excellent venues for promoting library news, events, initiatives, materials, and services. They also aid in the distribution of information to all users who are located remotely. It is observed from the study that only 9 AIIMS out of 10 AIIMS have their separate library web pages. AIIMS Jodhpur library received the lowest ranking, while the AIIMS New Delhi library website got the highest number in order based on the total

evaluation. It has been discovered that these web pages are doing relatively well by giving their users access to print materials, digital materials, and other services. In certain circumstances, web pages require more information or infrastructure to access resources. It is strongly advised that these library websites be regularly assessed to improve their usability and accessibility to preserve the typical layout and style of Indian academic libraries' websites.

Importance of Content Analysis

Using content analysis on library web pages helps us fully understand how information is presented and how well it meets the demands of users. This method is very useful in library and information science since it gives a strict way to judge how well online resources work and how they affect the user experience. Researchers can utilise content analysis to find out how libraries use digital tools to get more people involved, make it easier to find material, and help with educational goals.

Emergent themes

There are a number of new themes that can be found by looking at the content of AIIMS online sites. For instance, the emphasis on user experience is evident as institutions strive to create intuitive navigation systems and informative content that addresses the specific needs of diverse user groups. This fits with the bigger picture of library services, where knowing how users interact with materials is important for making good online resources. Also, the addition of digital transformation projects shows how AIIMS libraries are changing to meet the needs of today's patrons and encouraging a culture of innovation in their services.

Methodological Considerations

When doing content analysis, you need to think about how rigorous the research methods are. The analysis should be clear and organised such that the results are both valid and reliable. This means setting explicit coding categories, using both qualitative and quantitative methods, and being open to changing research questions if new themes come up during the analytic process. Qualitative research is more flexible, which lets researchers look at the content in more detail and capture the complicated ways that users engage with web sites.

Implications for Future Research

The results of this study of AIIMS library web pages show that more research is needed in this area. Future research could look into how well certain content methods work to get users more involved and happy. Researchers should also think about doing longitudinal studies to see how changes in technology and user expectations affect library web content over time, as digital landscapes continue to

develop. Researchers can get a better overall picture of how library web page content works and how it affects user experience by using both qualitative and quantitative methods.

Future research may examine a broader spectrum of libraries, including those in rural versus urban settings, public versus private institutions, and international versus national contexts. Comparative analyses between countries or states may reveal disparities in digital library services and infrastructure across different regions. Examining various types of libraries, such as academic, public, school, and special libraries, reveals how their objectives and user requirements influence the online information they provide. Longitudinal analysis may be employed in future research to examine the evolution of library websites across time. Understanding the utilisation of digital services, the design of interfaces, and the updating of material can provide insights into the future of digital librarianship. Employ both content analysis and user studies, such as surveys and usability testing, to ascertain how actual users engage with the information. Future research may examine the extent to which websites accommodate the requirements of diverse user demographics, including students with impairments, multilingual individuals, and residents in remote regions. Examine the utilisation of AI technologies, such as chatbots and recommendation algorithms, on library websites and their impact on user engagement with these platforms. Future study may investigate the utilisation of customisation, such as recommending resources based on a user's history, and the corresponding user sentiments. As mobile device usage increases, future research should evaluate their functionality and compliance with accessibility standards such as WCAG 2.1. This can advocate for digital services that are more transparent and equitable. Investigate the methods libraries employ to maintain their websites and the criteria they utilise for content selection. Future research may examine the impact of institutional policies on site efficacy. Examine how libraries are employing innovative technology such as augmented reality (AR) for virtual tours, integrating digital literacy programs into their websites, and utilising interactive databases. This enables an examination of the transformations occurring in libraries during the digital era. Future research may examine the methods by which libraries utilise their websites to safeguard users' privacy, digital rights, and cybersecurity. This is particularly significant in light of GDPR, data breaches, and open access regulations. Examine how library websites assist multilingual individuals and exhibit cultural variety through their resources and content. This is particularly significant in multicultural nations or for enterprises that

function globally.

REFERENCES

- Chikkamanju, D. (2017). *Website analysis of University of Agricultural Sciences library in Karnataka State, India: A study*.
- Devi, K. K., & Verma, M. K. (2017). *Content evaluation and the design trends of National Institutes of Technology (NITs) library websites of India: An evaluative study*.
- Devi, K. K., & Verma, M. K. (2018). *Content analysis based evaluation of library websites: A case study*.
- Gupta, K. P. (n.d.). *Web content analysis of State Agriculture University library website in Uttar Pradesh: An evaluative study*.
- Hugar, J. (2019). Content analysis of engineering college library websites in Goa. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3620064>
- Kannappanavar, B. U. (n.d.). *Content analysis of engineering college library websites*.
- Mandrekar, B. (n.d.). *Importance of web based services during the pandemic: A critical analysis of the content of college library website*.
- Mrs, S. J., & Dr, R. K. (n.d.). *Content analysis of homepages of library websites of the top 10 IITs in India*.
- Mursidah, E., Wahyuni, D., Gonti, Y. A., & Raharjo, E. B. (2022). Service performance evaluation of ITS library institution repository website. *JPUA: Jurnal Perpustakaan Universitas Airlangga: Media Informasi dan Komunikasi Kepustakawanan*, 12(1), 57–65. <https://doi.org/10.20473/jpua.v12i1.2022.57-65>
- Mustafa, F. (n.d.). *Content analysis of select college library websites of Jawaharlal Nehru Technological University, Hyderabad: A study*.
- Olakunle, A. (n.d.). *Analysis and usability of selected university library websites in South-West Nigeria*.
- Rai, A., Singh, M. K., & Lepcha, A. (n.d.). *Library website as an indicator of academic excellence: A web analysis of the leading IITs in India*.
- Saha, M. (n.d.). *Content analysis of library webpages of general degree colleges in Bongaon subdivision, North 24 Parganas, West Bengal: A study*.
- Verma, M. K., & Devi, K. K. (2016). Web content and design trends of Indian Institutes of Management (IIMs) libraries website: An analysis. *DESIDOC Journal of Library & Information Technology*, 36(4). <https://doi.org/10.14429/djlit.36.4.9983>
- Verma, N. K., & Shukla, A. (2018). Usability analysis of Indian Institutes of Management libraries websites: An evaluative study. 5(1).
- Yumnam, G., & Singh, C. I. (2021). Content analysis of library websites of central universities of North East India. *IP Indian Journal of Library Science and Information Technology*, 6(1), 9–13. <https://doi.org/10.18231/j.ijlsit.2021.003>
- Li, T., Tang, J., Xiao, L., & Cai, M. (2021). Evaluation of smart library portal website based on link analysis. *Procedia Computer Science*, 188, 114–120.
- Turner, S. J. (2010). Website statistics 2.0: Using Google Analytics to measure library website effectiveness. *Technical Services Quarterly*, 27(3), 261–278.
- Central Library. (n.d.). *AIIMS Bhubaneswar*. Retrieved May 15, 2024, from <https://aiimsbhubaneswar.nic.in/library/>
- Bhalchandra Babaji Dikshit Library. (n.d.). *AIIMS New Delhi*. Retrieved May 15, 2024, from https://www.aiims.edu/index.php?option=com_content&view=article&id=15631&Itemid=630&lang=en
- Central Library. (n.d.). *AIIMS Bhopal*. Retrieved May 15, 2024, from <https://library.aiimsbhopal.edu.in/>
- Central Library. (n.d.). *AIIMS Patna*. Retrieved May 15, 2024, from <https://aiimspatna.edu.in/central-library/>
- Central Library. (n.d.). *AIIMS Raipur*. Retrieved May 15, 2024, from <https://www.aiimsraipur.edu.in/user/central-library.php>
- Central Library. (n.d.). *AIIMS Nagpur*. Retrieved May 15, 2024, from https://aiimsnagpur.edu.in/pages/learning_resource_centre
- Central Library. (n.d.). *AIIMS Kalyani*. Retrieved May 15, 2024, from <https://www.aiimskalyanilibrary.org/>

How to Cite this Article: Durlov M.. (30.06.2026). Content Analysis of Library Web Pages of Top 10 AIIMS in India. *LIS*, 12(1), 7-16. <https://doi.org/10.48165/lis.30062026.12.01.02>