

Investigating Knowledge Discovery Strategies Through Library Websites: An Evaluative Study Of The Selected Central University Of North East India

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Abstract

In the emerging ICT Era, the website is playing a very crucial role in dissemination of information especially in academic institutions. In changing context, the libraries have also shifted their role from preservation and conservation of resources to being providers of web-based access to digital information resources through their website. The aim of present study is to find out the features of the libraries websites of three leading central universities (Tezpur University, North-East Hill University and Mizoram University) of North east India and presents a descriptive analysis of knowledge management practices used in these three central libraries. The study also focuses on how libraries websites of these three universities were used for knowledge discovery tools to provide quality information services. The research data were collected from the selected library websites by check list methods during 22nd June 2021 -25th June 2021. A web page analyzer tool (Silktide) was used for evaluating the websites on four parameters –Content, Accessibility, User Experience, and Marketing. The study reveals that all three selected universities are using their library website as knowledge management tool and library website page have the direct link on the parent's home page website. It is also recommended that NEHU and MZU the library websites must use web 2.0 tools (Facebook, RSS feed, blog, etc.) to help users for communicating and disseminating information easily.

Keywords: Website, Knowledge Management, Knowledge Discovery, Silktide, Accessibility, Content

Introduction

The key function of any academic library is dissemination of knowledge to the students, research scholars and teachers for their educational and research activities and because of that, libraries were treated as back

bone of any academic institutions. By using some set practices of knowledge organization and management, the available information resources in libraries were used by stockholders (students, research scholars and teachers). With the changing of time scenario, the dimension of library services has been also changed drastically from traditional to modern web based. The World Wide Web (WWW) and Internet has opened plenty of opportunities for academic libraries to provide the best information services in present diversified information needs of the users. Inevitably, there were a lot of changes in information seeking behaviour of users too and they wanted their information 24X7 mode which can be possible only through library website. In the recent years, the library web services, rendered through websites have been gathering significant momentum in both academia and R &D institutions. As libraries move forward into the digital age, our web presence becomes increasingly important for meeting the needs of our users. It has become very mandatory for managing the knowledge available online so that it can reach to its end users without any hindrance. Presently, websites play a key role in knowledge discovery and delivery in academic institutions. Library websites share the information and knowledge to the information seekers and focus on them by supporting them by providing various facilities and services for them. Generally, the library website of an academic institution provides information about collection and services provided by the institutes' library. The library website should maintain high accessibility and it should be well designed for easy access of information by users. The website should be interactive so that, users do not find any difficulties accessing their information. Library and Information professionals need to be trained as an expert in information searching, selecting, acquiring, organizing, preserving, repackaging, disseminating and serving.

Knowledge Management

Knowledge plays a vital role in the modern world of organization. The process of creating, sharing, using, and managing the knowledge and information of an organization is called knowledge management (KM). Knowledge management in libraries is concerned with the creation of a knowledge base, knowledge organization, exchange, and sharing of knowledge among library users (Rath, 2016). The practice of knowledge management in the library is important to enhance users' satisfaction to interact and retain new information seekers, to attempt the meet and manage the needs of the user community, etc.

Knowledge Discovery through Library & Library Websites

There are two types of knowledge strategies for managing and sharing knowledge in the organization, viz., i) codification strategy and ii) personalization strategy. Among all the tools of codification strategy, intranet and information retrieval systems were found to be the most useful tools to facilitate knowledge sharing culture in libraries. On the other hand, Web 2.0 tools and E-mail were the most effective tools of a personalization strategy, to share tacit knowledge among library staff and users. Both strategies are considered as the key function of a library and offer different kinds of benefits. Knowledge can be achieved through academic libraries by sharing ideas, brainstorming, open discussions, organizing conferences, seminars, workshops, web archiving, digitization. Academic libraries follow the both explicit and tacit knowledge of library staff to run the library efficiently. The staffs use their expertise in selecting, organizing, transferring, and preserving information. Information Technology has transformed the library world dramatically. The digital revolution has had a fruitful impact on the running of libraries smoothly. Library websites act as a digital bridge to library resources and services. Thus, it supports knowledge management by sharing information or knowledge with the users.

Scope of the Study

The scope of the present study is confined to the knowledge discovery strategies by the library website. The study is further limited to the library websites of Tezpur University, North-East Hill University, and Mizoram University. This range is measured by the NIRF ranking (2020) of the top three north eastern university's i.e. TU, NEHU, MZU who are listed in the top hundred universities and got ranked 39th, 49th, and 67th respectively.

Literature Review

Choudhury, Rahman & Barooah (2018) discussed knowledge management and the development of libraries. The authors stated that the development of knowledge management in recent years has become a key concern for librarians and libraries. The authors also analyzed how the library will play a very crucial role in the extension and modification of knowledge. The authors also gave an overview of knowledge management in terms of its relevance for library and science professionals. The authors highlighted the concept of knowledge management and its application to the development of libraries. **Ali and Khan (2017)** conducted a study to investigate the knowledge management strategies adopted by libraries. The paper revealed that codification and personalization have been considered knowledge management strategies for sharing explicit and tacit knowledge within the library. To determine the most used knowledge management strategies in libraries, fourteen tools were recognized from the literature review and taken for examination. A total of 116 library and library science professionals of 23 central universities spread across India were surveyed through a web-based questionnaire to explore the knowledge management strategies. The findings of the research were that, between codification and codification, personalization was found to be the most effective strategy with a collective mean difference, i.e., 0.312. This study has practical implications for those who are not fully aware of the importance of knowledge management and how knowledge management strategies can be used to obtain a competitive advantage. **Chakraborty (2016)** conducted an analytical study on the e-portal (Sarvam) of IIM Bangalore. The study aimed to analyze the benefit of Sarvam as a knowledge management tool. For this study, a questionnaire method was adopted and out of 100, the majority of the respondents used the portal regularly. They found the portal user-friendly and important for academic purposes. The web portal also supported electronic scholarly communication. According to the study, it was revealed that the user demanded to organize a special user education program to train on the use of the portal. **Devi and Verma (2016)** conducted a study on users' perception and use of the library website of IIT, Guwahati, and found that the majority of the users are accessing the library resources and services from the website of IIT Guwahati library. 45% of respondents need special training to use the library website. But 27.21% of respondents feel uneasy about using the library website. **Patil (2013)** described that knowledge management needs more effective methods of information handling and speedy transfer. This paper was intended to be an overview to assist knowledge management in terms of its relevance for the professionals of library and Information science. It also analyzed the role of librarians/libraries in knowledge management.

Singh (2012) conducted a study on academic library knowledge management practices and described the necessity of practices knowledge management in the library; especially in an academic library, challenges faced by libraries, changing the role of academic library staff. He also described the steps of KM practices- the creation of knowledge, capturing & acquisition of Knowledge, sharing and utilization of knowledge. Young (2010) discussed the five key steps that characterized the APO's Knowledge Management process

as identifying the knowledge, creating the knowledge, storing the knowledge, sharing the knowledge, and applying the knowledge. The identification and creation are undoubtedly synonymous with Knowledge discovery, and these form the basis of any productive knowledge management process in any organization.

Research Gap

A significant number of studies have been conducted in India as well as abroad on different institute websites/ library websites to analyze and evaluate the websites, but no detailed study has been conducted on knowledge discovery strategies through library websites of central universities, North-East India. The study tries to fulfill the research gap.

Objectives

The ultimate purpose of this study is to explore the knowledge discovery strategies followed by TU, NEHU, and MZU libraries in India.

- 1) To find out the features of the library website
- 2) To find out the KM practices used by TU, NEHU, and MZU central library
- 3) Explore the strategies used for managing and sharing knowledge in TU, NEHU, and MZU
- 4) To examine the role of the website for Knowledge Management
- 5) To analyze the website through Silktide

Methodology

Research is a quest for knowledge and it is a systematic search for information on a specific topic. Depending on the purpose of research, it has different types as well as different methods. Research methods are the tools and techniques for doing research. A quantitative method/approach is one such type of research that is based on the measurement of quantity or amount. It applies to phenomena that can be expressed in terms of quantity. The quantitative approach can be further sub-classified into inferential, experimental, and simulation approaches to research. The online survey and observation methods were found suitable for this study. The research data were collected from the library websites of TU, NEHU, and MZU by observation method from 22nd June 2021 -25th June 2021. A web analyzer tool-Silktide was used for evaluating the websites. It helps to get insights into the performance of the websites. There is a total of four parameters of the Silktide report –Content, Accessibility, User Experience, Marketing. These four parameters' scores range from 0 – 100, with higher numbers being better. The collected data were scrutinized and tabulated for interpretation.

Library Description

Central Library of Tezpur University

The Central Library of Tezpur University has been started functioning since 1994. The library aims to empower the academic community of Tezpur University with improvising collections, innovative services, and state-of-art technologies strengthened by partnerships with international and national library networks. Library users can access book databases, journal databases, these databases, e-journals, and other e-resources from any terminal within the University campus. The central library remains open throughout the year and has been modernized to provide computerized services to the academic

community of the university at large. The central library is automated with the open-source integrated library management software KOHA (<http://www.tezu.ernet.in/Library/>).

Central Library of North-Eastern Hill University

The North-Eastern Hill University (NEHU) Library, which started in 1973 with a collection of 600 books, is now a premier university library of the NE Region of India with a collection of around 2.9 lakh volumes of books and bound periodicals supplemented by the various information resources now available through the e-Shodh Sindhu Consortium for Higher Education Resources. The NEHU Central Library is now equipped with high-quality computers and other audio-visual and electronic equipment to provide smooth online and in-house services. After the selection of North-Eastern Hill University as a "University with Potential for Excellence" by UGC, the NEHU Library has tried to provide the best services through, launching of innovative services, internal reorganization, optimization of available resources, and by taking the initiative to reach out to connect the user community through various programs (<https://www.nehu.ac.in/library/>).

Central Library of Mizoram University

The central library of Mizoram University earned the appreciation of the NAAC Peer Team as 'having good maintenance, good facilities, and a beautiful library' as well as 'one of the best libraries in North-East India. Since 2008, The entire library holdings have been made available in a machine-readable catalog, and using Web-OPAC, the computerized bibliographic information of the library holdings has also been available for users. Since 1st December 2008 automated circulation system using barcode technology has been used which provides easy and prompt service to the users. The library introduced the Best Library User Award (Teacher & students Categories) from the academic session 2014-2015(<https://lib.mzu.edu.in/>)

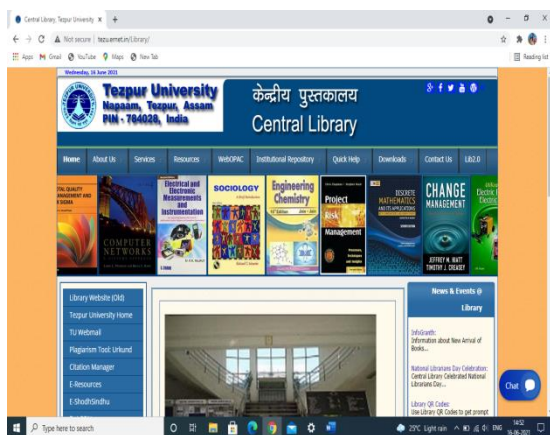


Figure-1: Central Library Website of TU

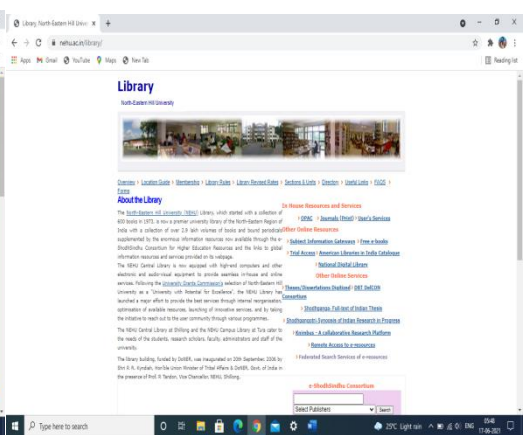


Figure-2: Central Library Website of NEHU

<http://www.tezu.ernet.in/Library/><https://www.nehu.ac.in/library/>

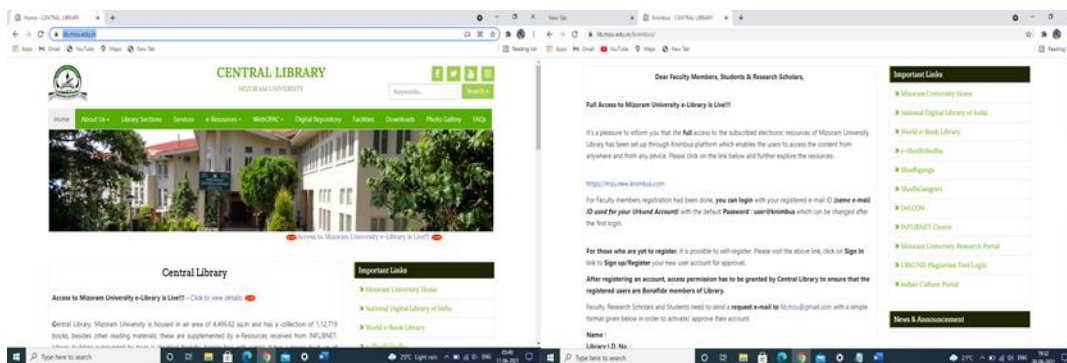


Figure-3: Central Library Website of MZU (<https://lib.mzu.edu.in/>)

Outline the Features of TU, NEHU, and MZU in the Context of Knowledge Discovery

i) Accessibility of the Website/Web pages

Web accessibility is a practice for removing the barriers which prevent interaction with websites and people. The link to the library website must be provided directly on the parent's home page so that the information seekers can access it without any difficulty. Accessibility of a website or a web page is an important element and the researcher has developed two parameters for the present study under this heading. It is observed from the table-1 that all three (100%) universities have the direct link of library website/web page on the parent's home page.

Table-1: Accessibility of the Website/Web pages

Criteria	TU	NEHU	MZU
Direct link on parents' home page	Yes	Yes	Yes
The link under facilities, etc.	-	-	-

ii) Language Used in Website/Web page

Language is one of the important features which the developer must keep in mind while creating a website. The websites nowadays can be seen mostly as bi-lingual or multi-lingual, where English is used as the parallel language. TU, NEHU, MZU libraries offer their website only in the English language.

Table-2: Language Used in Website/Web page

Criteria	TU	NEHU	MZU
The site offers information in more than one language	-	-	-
English	Yes	Yes	Yes
English & Hindi	-	-	-
Multilingual	-	-	-

iii) Statement of Responsibility of Website/Web page

Under this heading, three parameters are brought, i.e.-the postal address of the library; phone number of the authority or the concerned library staff in the library; email of the concerned personnel in the library. It is observed from the study that out of the three parameters under the heading, the Central library of

TU and NEHU (66.67%) provide postal addresses on their websites. E-mail is an important tool for fast communication of information with the help of the internet. TU and MZU central library provides Phone no. and Email.

Table-3: Statement of Responsibility of Website/Web page

Criteria	TU	NEHU	MZU
Postal address	Yes	Yes	-
Phone No.	Yes	-	Yes
Email	Yes	-	Yes

iv) Website/Web page Aids and Tools

Website aids and tools are one of the major components of a website that help the users in using the website where they can easily find the information, they are looking for simply. The first criterion is the feedback form or email link for the library in the website/webpage of the respective library. Only TU (33.33%) provides library website feedback email links on their library website. All three universities (100%) provide search options on their library websites. A sitemap is not given on any university website. FAQ (Frequently Asked Questions) list of questions and answers of a particular topic/issue/information commonly and frequently asked or if there is even any way of asking questions. All three universities (100%) provide FAQs on their library websites. The last criterion under this heading is the online registration form. Only TU (33.33%) provides an online registration form (google form) for a new user on their library website.

Table-4: Website/Web page Aids and Tools

Criteria	TU	NEHU	MZU
Library website feedback form or email link	Yes	-	-
Search option	Yes	Yes	Yes
Sitemap	-	-	-
FAQs	Yes	Yes	Yes
Online registration form	Yes	-	-

v) General Information about the Library Website/Web pages

Table-5 discusses general information about the TU, NEHU, MZU libraries' websites. All of the three universities (100%) provide information about the library, objectives, library hours, library rules, membership details, and photo gallery. TU and MZU (66.67%) provide information about library staff, library committee, google maps on their website. TU and NEHU (66.67%) library websites provide the information or ask a librarian on their websites. These two library websites of TU and NEHU also provide location guides on their websites. Information about help options and video galleries are provided by the library website of TU (33.33%). Information about the IT infrastructure of the library and the physical facilities of the library are provided on MZU library websites.

Table-5: General Information about the Libraries Website/Web pages

Criteria	TU	NEHU	MZU
About the library	Yes	Yes	Yes
Objectives	Yes	Yes	Yes
Library hours	Yes	Yes	Yes
Library rules	Yes	Yes	Yes
Membership details	Yes	Yes	Yes
Library staff	Yes	-	Yes
Library committee	Yes	-	Yes
Library brochure	-	-	-
Infrastructure facilities	-	-	Yes
IT infrastructure of the library	-	-	Yes
Physical facilities	-	-	Yes
Help	Yes	-	-
Ask a librarian	Yes	Yes	-
Academic calendar	-	-	-
Holidays	-	-	-
Plans	-	-	-
Achievements	-	-	-
Budget allocation for the library	-	-	-
Google map of the library	Yes	-	Yes
Floor plan/Location guide	Yes	Yes	-
Photo gallery	Yes	Yes	Yes
Video gallery	Yes	-	-

vi) Information about Library Resources

The library has different types of resources (Internet resources, OPAC, databases, etc.) available for the benefit of its users. OPAC stands for Online Public Access Catalogue which helps the users to search the resources available in the library. According to the study, all library websites (100%) provide OPAC on their websites. TU and NEHU (66.67%) provide the bibliographic database on their website.

Table-6: Information about Library Resources

Criteria	TU	NEHU	MZU
OPAC	Yes	Yes	Yes
Bibliographic database	Yes	-	-
Link to the online catalog of other libraries	-	-	-

vii) Information about Library Collections

Library collections are the most important components of any library. According to the users' needs and the courses offered by the institute, the library must obtain books, journals, reference sources, etc. The information of books, journals, reference sources, theses/dissertation newspaper/ magazine, conference proceedings, CD/ DVDs/ CD ROM newsletters are provided by the websites of TU, NEHU, and MZU

(100%) library. On the websites of the TU and NEHU (66.67%) library, information on audio-visual materials is provided. Only NEHU (33.33%) library website provides information about microforms/microfilms and information about manuscripts is provided by only TU (33.33%) on their library website.

Table-7: Information about Libraries Collection

Criteria	TU	NEHU	MZU
Library Collection	Yes	yes	Yes
Books	Yes	Yes	Yes
Journals	Yes	Yes	Yes
References Sources	Yes	Yes	Yes
Reports	-	-	-
Theses/ Dissertations	Yes	Yes	Yes
Newspapers/ Magazines	Yes	Yes	Yes
Conference proceedings	Yes	Yes	Yes
Monographs	-	-	-
Archives	-	-	-
Audio-visual materials	Yes	Yes	-
CD/DVDs/CD ROM	Yes	Yes	Yes
Microforms/Microfilms	-	Yes	-
Newsletters	Yes	Yes	Yes
Patents	-	-	-
Manuscripts	Yes	-	-
Standards	-	-	-
Pamphlets	-	-	-
Ongoing projects	-	-	-

viii) Information about Library Services Offered by Library Websites

The library services are an integral part of the library which are the facilities offered by the library to their users. All of the three (100%) libraries' websites provide the services of circulation and reference services. Based on the study, it is observed that information of circulation and reference service is provided by all three (100%) universities' library websites. On the websites of TU and NEHU (66.67%) library, the information of inter-library loan, document delivery service, reprographics service is provided. Information of bindery service, user education, current-awareness service, and telephone directory are provided by TU and NEHU (66.67%) library website.

Table-8: Information about Library Services Offered by Library Websites

Criteria	TU	NEHU	MZU
Library Service	Yes	Yes	Yes
Circulation Service	Yes	Yes	Yes
Reference Service	Yes	Yes	Yes
Referral Service	-	-	-
Bindery Service	-	-	Yes
User education/orientation/awareness	Yes	-	-

Inter-library loan	Yes	-	-
Document Delivery Service	Yes	Yes	-
Reprographic Service	Yes	-	-
CAS	Yes	-	-
SDI	-	-	-
Newspaper Clippings	-	-	-
Book Bank	-	-	-
Bulletin Board Service	-	-	-
Extension Service	-	-	-
SMS and Email Alert	Yes	-	Yes
List of course reading materials	-	-	-
Book purchase recommendation	-	-	-
External membership	-	-	-
Telephone directory	Yes	Yes	

ix) Information about e-resources Offered by Library Websites

An electronic resource is an information source that the library provides in an electronic format. The library purchases subscriptions to many electronic information resources to provide access to their user community free of cost. TU, NEHU, and MZU (100%) provide information on e-books, e-journals, e-databases, institutional repositories, library consortia through their library websites. The information of online newspapers is given on TU and NEHU (100%) library websites. Only MZU (33.33%) provides MOOC links on their library website. Information about the e-newsletter is provided through the TU library website.

Table-9: Information about e-resources Offered by Library Websites

Criteria	TU	NEHU	MZU
E-resource	Yes	Yes	Yes
E-journal	Yes	Yes	Yes
E-books	Yes	Yes	Yes
E-databases	Yes	Yes	Yes
Institutional repository	Yes	Yes	Yes
E-question paper	-	-	-
Online newspaper	Yes	Yes	-
MOOC	-	-	Yes
Links to Library Networks	Yes	Yes	Yes
Library Consortium	Yes	Yes	Yes
E-Newsletter	Yes	-	-

x) Information about the Value-Added Services Offered by Library Website

The value-added services help in reviewing the quality of services offered. It has a very wide scope in today's era. It is observed from the study that, information about open access resources and links to other online repositories are provided through TU, NEHU, and MZU (100%) library websites. Library

websites of TU and NEHU (66.67%) provide the new arrival list of libraries. Information about plagiarism tools (URKUND) is provided by TU and MZU (66.67%).

Table-10: Information about the Value-Added Services Offered by Library Websites

Criteria	TU	NEHU	MZU
Value-added resources	Yes	Yes	Yes
Open access resources	Yes	Yes	Yes
New arrival list	Yes	Yes	
Link to other online repositories	Yes	Yes	Yes
Link to online news channels	-	-	-
Virtual reference collection (citation style, e-print archive, etc.)	-	-	-
Mobile app	Yes	-	-
Plagiarism tool	Yes	-	Yes

xi) Availability of Web 2.0 Tools in Library Website/Web page

Web 2.0 tools help in providing information and services to a larger community. It is observed from the study that, only TU (33.33%) library provides the link of Facebook, YouTube, Twitter, blog, google+ on their website. Not a single university library website provides the link of LinkedIn, wiki, Instagram, ResearchGate, podcast, and vodcast.

Table-11: Availability of Web 2.0 Tools on library Website/Web page

Criteria	TU	NEHU	MZU
Web 2.0 tools	Yes		
Facebook	Yes	-	-
YouTube	Yes	-	-
Twitter	Yes	-	-
Blog	Yes	-	-
LinkedIn	-	-	-
Google+	Yes		
Wiki	-	-	-
Instagram	-	-	-
ResearchGate	-	-	-
Podcast	-	-	-
Vodcast	-	-	-

xii) Information about the Library Events

Events that take place in the library or for the library are very important because help in promoting the library in terms of collections and services and help in building up good and healthy communities. Only MZU (33.33%) provides the information about events- Conferences, seminars, workshops, book fairs, and training programs.

Table-12: Information about the Library Events

Events	TU	NEHU	MZU
Events	-	-	Yes
Conferences	-	-	Yes
Seminars	-	-	Yes
Workshops	-	-	Yes
Book Fair	-	-	Yes
Training programs	-	-	Yes

Silktide

Silktide makes software to understand and improve websites, covering accessibility, data privacy, SEO, and more. The platform of Silktide is used by organizations around the world to review millions of websites every year. They are a fully distributed global team with staff in many countries. Silktide connects and educates web teams and gives them one platform to manage all their accessibility, content, and marketing tasks. It was founded in 2001 and helps thousands of customers to analyze 10 million websites every year and users are found in over 900 cities around the globe. Silktide covers almost every aspect of an organization's web presence, including accessibility, content, marketing, mobile, social, speed, etc. (<https://silktide.com/>)

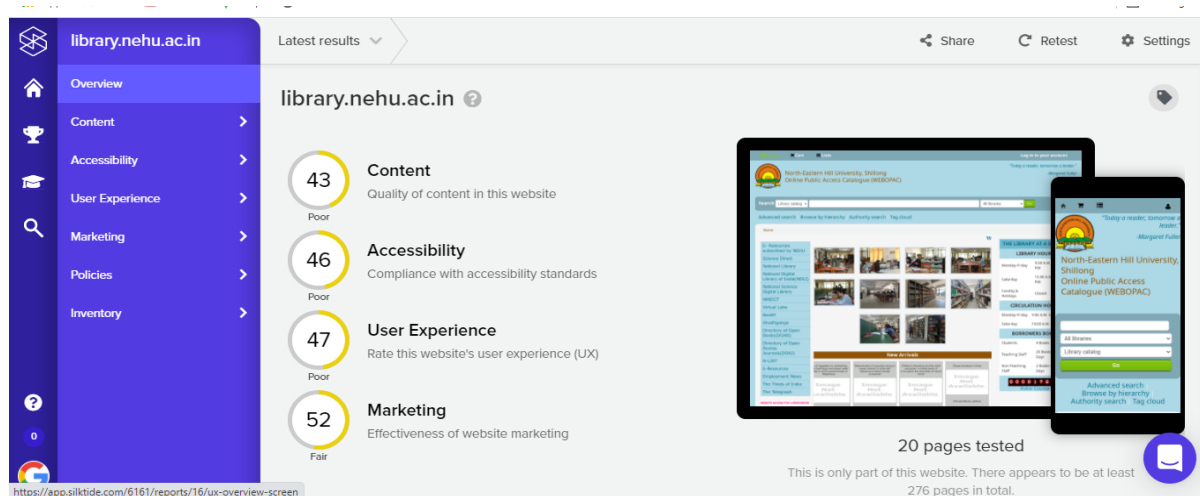


Figure-4: Website Overview Screen (<https://silktide.com/>)

Websites Overview Through Silktide

There is a total of four parameters of the Silktide report –Content, Accessibility, User Experience, Marketing. These four parameters’ scores range from 0 – 100, with higher numbers being better.

The Content module is most frequently used by non-technical content editors, as the most common issues concern content that they are usually responsible for. However, some other issues can involve developers (e.g. if a website is completely unavailable). The library website of TU scores the highest 45 and NEHU and MZU library websites score 43 in the content section.

Accessibility helps to make websites accessible to all types of users, including people with disabilities, people with slow internet access. The Accessibility module can impact everyone working on a website,

including content editors, designers, developers, and managers. The library website of MZU scores the highest 51, NEHU and TU library websites score 46 and 30 respectively in the accessibility section. User Experience finds design, speed, and technical issues of a website. MZU library website scores the highest 71 and the library websites of NEHU and TU score 47 and 25 in the user experience section. More generally, marketing helps websites to gain more business online, by (a) gaining more relevant visitors and (b) converting those visitors more effectively. In the case of marketing, both TU and MZU library websites score the same 61, and the library website of NEHU scores 52.

Table-13: Website Score of TU, NEHU, and MZU Through SilkTide

Library	Content	Accessibility	User Experience	Marketing
TU	45	30	25	61
NEHU	43	46	47	52
MZU	43	51	71	61

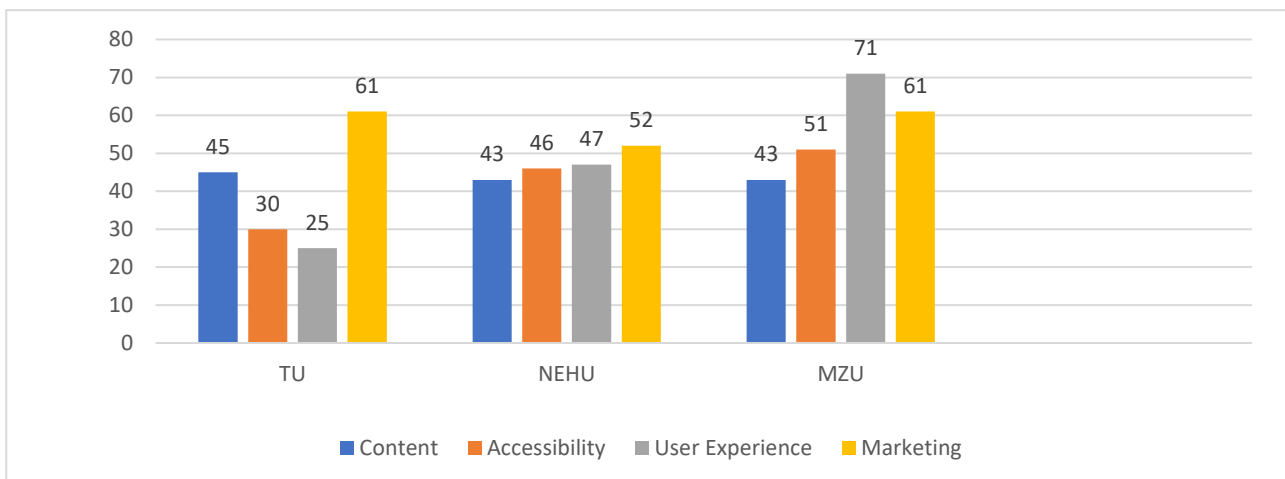


Fig-5: Summary of Test

Designing the Evaluation Criteria of TU, NEHU, and MZU and Score Points

To evaluate the features of selected TU, NEHU, and MZU, a checklist of 40 criteria was designed before data collection as mentioned in the methodology section. The criteria have developed with two variables "Yes" and "No" while conditional and additional scenarios were added as per the requirement. Parameter point was formulated based on the scoring points 120. The content analysis evaluation criteria of the TU, NEHU, and MZU websites are provided with the paper.

Table-14: Score Point according to the variables

Variables	Scores
Yes (Normal)	+2
Yes (Conditional)	+1
No (Normal)	0
No (Conditional)	0
Yes (Additional)	+1/2

(Source: Devi, 2017)

The five-point rating scale was devised based on the maximum score of 120 evaluation points and the scale of ratings to rank institutions is based on the point as below:

- 101-125: Excellent
- 76 –100: Very Good
- 51 –75: Good
- 26 –50: Average
- 1 –25: Needs Improvement

Score Points and Grading

The grading of the TU, NEHU, and MZU is listed under Table-15. The grading of the institutes has been done according to the score point obtained by the websites on the availability of the features on their websites. Thus, it was observed from the study that the TU website is placed in the first position scored 74.5 points; followed by MZU with 57.5 score points. NEHU is placed in the 3rd position with 47 score points.

Table-15: Score Points and Ranking

Institute	T-1	T-2	T-3	T-4	T-5	T-6	T-7	T-8	T-9	T-10	T-11	T-12	Score	Grading
TU	2	1	6	8	25	4	7	6.5	6	4.5	4.5	0	74.5	Good
NEHU	2	1	2	4	16	2	7	4	5.5	3.5	0	0	47	Average
MZU	2	1	4	4	21	2	6	4	5.5	3.5	0	4.5	57.5	Good

Knowledge Management Strategies through TU, NEHU, and MZU Library Websites

One of the important strategies of knowledge discovery is technical management and it manages the networks systems constructed by the institution that link to the full course of technical innovation. According to the study, TU, NEHU, and MZU Library have made technical breakthroughs and built up and progress technical facilities by providing the library information through their websites. These three library websites help users by providing the latest information and communication technologies increasing access to learning resources. By providing the information of collections, services, value-added services, e-resources (e-books, e-journals, IR, library consortium, etc., OPAC, web page aid and tools (Search option, FAQs, etc.), through the library website TU, NEHU, and MZU help to improve the knowledge access and transfer to the library clientele or information seekers.

Findings

After analysing the three selected universities websites, the following major findings are revealed-

1. Out of scores 100, the MZU library website scores the highest 45 in content, 51 in accessibility, 71 in user experience, and 61 in the marketing section.
2. TU website is placed in the first position scored 74.5 points; followed by MZU with 57.5 score points. NEHU is placed in the 3rd position with 47 score points.
3. All three selected universities (TU, NEHU, and MZU) libraries offered information on their website only in the English language at present.
4. The sitemap of the website helps in improving the navigability of the site and making it more user-friendly. But, none of these three universities provides site maps on their websites.

5. Adding a visible e-mail ID and phone number on the library websites makes it easier for information seekers to get in contact with the library. TU and MZU central library provides phone no. and e-mail on their websites.
6. OPAC stands for online public access catalog which displays an online library database of resources like journals, books, newspapers, e-books etc. OPAC aims to make the digital resources search easier and faster for the students by providing a digital library catalog. Not a single library provides the online catalog of other libraries to find their resources.
7. ILO (Inter Library Loan) is a service by which a client of one library can borrow study materials that are owned by another library. The information on inter-library loans, document delivery service, reprographics service are provided on the MZU library websites.
8. A mobile app or application is a type of software application or computer program designed to run on a mobile device such as a smartphone or tablet. Only the TU library website develops different mobile apps so that users can access the services from anywhere at any time.

Conclusion

The main aim of the knowledge discovery process is to extract information from data in the context of a large database. Academic libraries create knowledge that is based on users' needs and the institution's academic curriculum. As the university library is an important part of a university the users' expectations are more from it. With the advent of ICT, academic libraries make the library website to help users and other information seekers in the context of the knowledge access process. The ICT impacts every segment of knowledge i.e. generation, processing, and dissemination and it helps a lot on academic institutions which are directly involved in the learning research process and teaching. Librarians are responsible for acquiring, disseminating, locating, and tracking information resources of several types of sources to satisfy the information needs of users. The libraries should be fully equipped with ICT knowledge and well concerned with recent trends and developments to serve the information seekers which will help in the overall development of the parental university as well as the development of society.

Suggestion

Based on the analysis, the following suggestions are given to improve the library website for better knowledge discovery strategies:

1. NEHU and MZU the library websites must use web 2.0 tools (Facebook, RSS feed, blog help users for communicating and disseminating information easily.
2. NEHU and MZU libraries must develop different mobile apps so that users can access the services from anywhere at any time.
3. The libraries of NEHU and MZU library can create a google form and give the link on the website for new user registration.
4. TU, NEHU, MZU libraries should offer their websites not minimum in two languages- English and Hindi on their websites.

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