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## A Proposed Model for Content Management and Web-based Library Services

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### Abstract

*The purpose of this paper is to investigate content management and web-based library services by the university libraries in Bangladesh. In the age of information exploration and digitization, content management and web-based library services, play a very significant role for library systems and services. It is a vital tool for creating a positive impression on library users. In this paper, seven university libraries were selected as a sample consisting of public, private, and international universities of Bangladesh. A qualitative analysis of the web-based information has been done based on the available information on the selected university library website during August 2018. It has been used for non-commercial research purposes. Despite many disparities, some similarities are observed too among the selected libraries. This paper revealed that the university libraries are yet to achieve the full potential of content management and web-based library services as they cover behind in active use of library website.*

**Keywords:** Content management, university libraries, web-based library services, library services, library website, model of content management, library website management.

### 1. Introduction

University libraries mainly focus on research activities and are a great source of incentives to use web-based library services (Zheng, Yang & Liu, 2012). It has been investigated in this study how the university libraries in Bangladesh are providing content management and web-based library services. The aim is to investigate in depth to what extent the university libraries in Bangladesh are providing web-based library services via their websites. "The library website is an integrated representation of the library, providing continuously updated content and tools to engage with the academic mission of the college/university. It is constructed and maintained for the benefit of the user. Value is placed on consumption of content by the user rather than production of content by staff" (McDonald, Haines & Cohen, 2015). "There are 41 Public Universities, 103 Private Universities, and 3 International Universities" (UGC of Bangladesh, 2018). For the investigation, three Government universities, three private universities, and one international university have been considered. The universities are BRAC University, East West University, University of Dhaka, Sher-e-Bangla Agricultural University, Bangladesh Agricultural University, North South University, and last but not the least, Islamic University of Technology.

### 2. Review of Literature

Library web content management is comparatively new idea if we see the following statement: "The library literature reveals that, generally speaking, libraries began the transition from telnet to Gopher catalog interfaces to launching websites in the

1990” (Cohen, Calsada, & Jeziorkowski, 2005). After that library web content has been growing rapidly. The concept that I like to focus, I have found very few relevant literature. Most of the cases back end technical management issues, but front end importance get less priority. Indeed, I have seen technical and user’s perception idea, “Web based library services means, library services provided using internet as medium and library website as a gateway with the help of integrate library management system. On the user perspective, web based library services such as: online textbooks, databases, tutorials, and a virtual library of links to other useful resources” (Madhusudon & Nagabhushanan, 2012). Another important the “big four” of content management as: enterprise content management (e.g., intranets), digital asset management (DAM), records management, and web content management (WCM), with WCM defined as “the management of content is primarily intended for mass delivery via a website. WCM excels at separating content from presentation and publishing to multiple channels”(Barker, 2016). Ultimate goal of a library user’s perception and understanding is important for content management and web-based library services uttered “Accessibility also manifests itself on the web in other ways. It is important to consider what we know about literacy and how people read online” (McDonald & Burkhardt, 2019). It has been explored a very important message for the sake of library content, “Any item of content that your library creates- an FAQ, a policy page, or a Facebook post-should be conveyed in the voice of your library and should communicate the values of your library. A combined expression of content and values defines the voice of your organization” (Young, 2016). Due to Covid-19 situation,

web-based library services diversification increases. Importance of user-focus content is reality nowadays. To keep this thing in mind, a contemporary and relevant opinion is found “The major advantage offered by web-based services that is conducive to sustainability is the privilege of delivery of library services at the user doorstep without even needing to travel to the library for the provision of library services. The significance of providing library services over the web lies in the fact that it reduces the need to travel to the library, reducing environmental pollution, and saving resources and energy (Haridasan & Firdaus, 2021)”.

### 3. Objectives of Study

The main purpose of this study is to investigate content management and web-based library services by the university libraries in Bangladesh. The more specific objectives of the study are as follows:

- a. To identify the current practices of different university library websites.
- b. To explore the similarities, disparities, limitations, loopholes of web based library services.
- c. To build a standard model for modifying university library website for better library services.

### 4. Methodology

A qualitative analysis on the web-based information that appeared on the selected university library website during August 2018. The different sections of each of the library websites are explored, screenshots, and notes taken. Later the collected information is categorized for analysis and comparison purposes. Finally, based on the discussion, a proposed model has been given for constant development in this context.

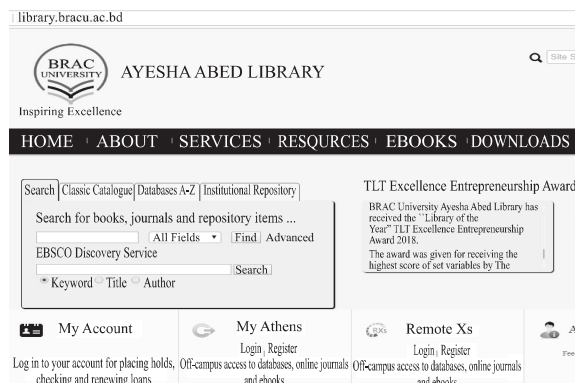
## 5. Analysis of the libraries

### 5.1 BRAC University Library

BRAC University was founded in 2001 under the private university act 1992. Since its inception, the library was also launched. The name of the library is BRAC University Ayesha Abed library and has a dedicated web address <http://library.bracu.ac.bd>.

As per “BRAC University Ayesha Abed library” (BRAC university library, 2018) , we have seen the mission and vision statement, milestone, library user policy, and training are stated at the beginning of the website. Users can search the catalogue for books, institutional repository, subscribed databases, and make a combined search through the discovery service.

The library website informs the users about the different library rules like borrowing privileges, return, renewal, hold etc, library facilities like wi-fi, remote access login through My Athens and UGC remote access, personal login account, mobile library site, etc. Besides, they announce information literacy and its classes. They also introduce different resources like an institutional repository, classified catalogue.



**Figure 1: Screenshot of the BRAC University library website**

Style guides and resources, complete databases, subject wise guidelines, event calendar, Turnitin plagiarism checking instructor manual software, BRAC University plagiarism policy, annual reports of the companies, economic census, new arrival of books and e-books. Besides library timing, the latest news, ask a librarian, and social media bar of Facebook, Twitter, and Google Plus are there too.

### 5.2 East West University library

East West University was established in 1996 under the private university act 1992, and the library is also set in the same year. In the “EWU library website”(EWU library, 2018), there is welcome message, then at a glimpse of library flyer, presentation of Prezi, YouTube , vision and mission statements, objectives, basic or fundamental information, an overview of collections, library committee, different library sections, news, and events happened around, news albums, liberation war corner, sitemap, etc. At the bottom of the home page, there are user guides, membership systems, borrowing rules, entrance guidelines, purchase proposals, e-resources icons both registered and purchased, citation styles, downloadable guides, EBSCO discovery.

The resource tab has been sub categorized as electronic resources, electronic books, electronic journals, electronic magazines, Bangladesh INASP/PERI consortium, UGC digital library, subscription by the institution, registered which has free access, open access, the digital library through Greenstone Software, archives of the institutional repository through D Space, daily local newspapers, print local journals, web-based online catalogue,

accessible encyclopedia through electronically, list of thesis's: categorized through graduate as well as undergraduate, liberation war affairs, arrival list of new resources, details print journal list, MPRSGD lists. The services tab is subcategorized as purchase proposal, borrowing privileges, renew library resources, several social media: started with the Facebook group, Unique Facebook page, then google plus, google group, Pinterest, Twitter page, YouTube channel. Under my Athens tab, there are accessible resources, admin access, patron's login, option for registration, renew, etc. Under the information literacy tab, there are overview, user register, article reprint request, news clippings of several fields, search and browse, photocopy service, Style of citation management, wi-fi service, a to z services, information of training, seminar, and workshop. Besides, under the registration tab, library membership system, information literacy schedule, remote access through My Athens, photograph submission, etc are available. There is also information about feedback/suggestions, library officials, locations, sections, WhatsApp, Zoho chat. The library has stated several frequently asked questions.

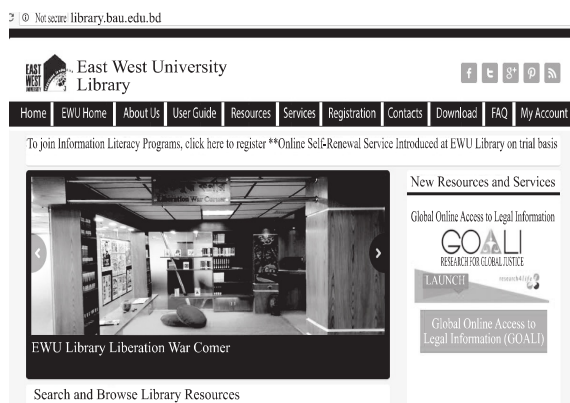


Figure 2: Screenshot of the East West University library website

### 5.3 North South University Library

The North South University is the first private university in Bangladesh and was established in 1992. The library has a state-of-the-art library website with different sophisticated features. In the “North South University Library”(NSU library, 2018) about us section, it informs the users about the library, application form of new membership, book requisition form, publication of NSU , directory of library staff members, NSU library, policy, training, book requisition, user guide, etc. There are facilities for searching books, audiovisuals and the new collection, book reservations, ask a librarian, online journals, online books, books renew, accounts status, membership, etc.

They have listed different repositories individually for the ease of the users like e-journals, e-books, e-news clipping, e-thesis, faculty resources, print archives for journals, magazines, newspapers, NSU publication. The online resources tab is subcategorized as UDL consortium, BIPC (Bangladesh INASP-PERI Consortium) consortium, EconLit, Manupatra, EBSCO Services are listed. Under the online access tab, My Athens, Grammarly, Mendeley. I.E., Turnitin, Scopus is there. Library news and events, quick link, photo gallery, library hours are also available on the site.



Figure 3 Screenshot of the North South University library website



#### 5.4 Bangladesh Agricultural University Library

Bangladesh Agricultural University was established in 1961, and it is the oldest in the country of its kind. In the “BAU library website” (BAU library, 2018), only the resources tab is active, which leads to drop down further to catalogue search, digital repository, e/books, online journal, TEEAL, UGC Digital Library Project links.



**Figure 4: Screenshot of the Bangladesh Agricultural University library website**

#### 5.5 Sher-e-Bangla Agricultural University

Sher-e-Bangla Agricultural University was established in 2001. It is the successor of the Bengal Agricultural Institute (established in 1938) and later renamed a Bangladesh Agricultural Institute. As per their “SAU Library website” (SAU library, 2018) in the about section of the library website, information about the library, library staff, library committee, library project, and library membership are available, but all the links found inactive. In the service tab, search books, newly accessed books, reprographic services, ready reference services, download items, ask a librarian, library mobile application, library mobile site option details are available. Electronic-re-

sources tab includes thesis and dissertations works of SAU archive, PKP Harvester, digital theses of SAU, Bangladesh Agriculture University theses and dissertations, open access theses and dissertations, Indian open access theses and dissertations. Electronic books, Oxford Scholarship resources, Taylor and Francis, Pearson, CRC net base publications, Wiley online resources, IMF e library-Journal, JSTOR, TEEAL, BAS INASP-PERI, Indianjournals.com, E-Journal (PW based) OARE, HINARI, AGORA. The majority of the access is intranet-based. Besides, links to directory of open access journals (DOAJ), Bangladesh Journals Online (BanglaJOL), directory of open access books (DOAB) is provided. Several policy documents like policies of membership, library user guidelines, borrowing procedure, rules of overdue fines, library clearance certificate, the prohibition of library use are available there. Further, guideline for thesis plagiarism detection for SAU, format and thesis writing style, writing for MSc/Ph.D. degree are also there. Different tutorials like open science directory, HINARI, OARE, science direct, TEEAL resources, JSTOR, Oxford Scholarship resources, Pearsons, Taylor and Francis Electronic books, CRC Netbase are there. Contact information, combo box, and three times the library timing are also available. Journal of Sher-e-Bangla Agricultural University and International journal of animal research are linked in the library website. The chronological success story of the library is depicted in a separate tab. The section about frequently asked questions is found inactive.

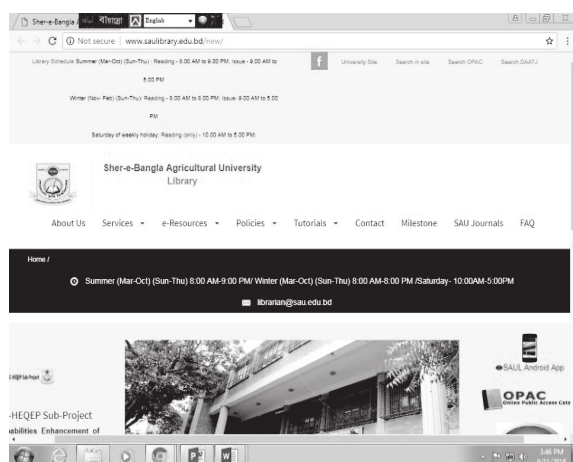


Figure 5: Screenshot of the Sher e Bangla Agricultural University library website

### 5.6 Dhaka University library

The University of Dhaka was established in 1921. In terms of collections, the library of the University of Dhaka is the largest and old one in Bangladesh. According to their dedicated “library website”(DU library, 2018), it has been seen in the about section, library layout, library committee, then policies and rules, library locations are mentioned. Publisher’s catalogue, library facilities, several charges, fine system and limit are mentioned under the services section. New catalogue search, catalogue search, Information of Dhaka university journal, institutional repository, online journals, e-books, remote access to e-resources, Manupatra, HeinOnline resources, Thomson Reuters EIKON, South Asia archive, SciFinder, Oxford Art Online, International Monetary Fund e-Library, EBSCO Discovery Services are available under the resources section. Library account, frequently asked questions, contact us, ask a librarian, download forms, new arrivals, Turnitin, manuscript gallery, library timing are also mentioned.

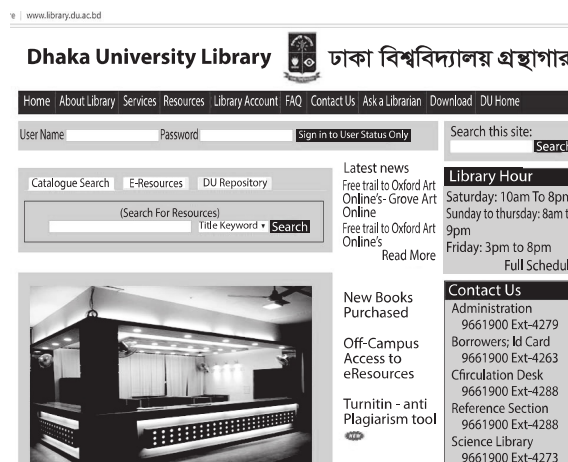


Figure 6: Screenshot of the University of Dhaka library website

### 5.7 Islamic University of Technology library

Islamic University of Technology (established in 2001) and is an international university in Bangladesh. The university is run and funded by the Organization of Islamic Cooperation. Earlier it was IIT and ICVTR, and the Library activities started since then in 1986.

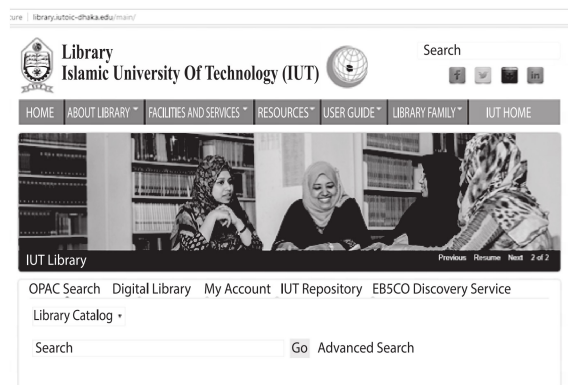


Figure 7: Screenshot of the Islamic University of Technology library website

“In the Library Website” (IUT Library, 2018), about section, Vice-Chancellor’s Message, Librarian’s Message, Mission and Vision, Overview are there. Library Services, Library Facilities, ICT Centre,

Library Membership, are mentioned under Facilities and Services. IUT Institutional Repository, e-books, Remote Access, Online Resources, OPAC, UGC Digital Library, BAS-BIPC are available under the resources section. The user's guide section consists of the general rule, borrowing rule, and courtesy. The Library committee, library modernization committee, library staff are mentioned under the library family section. Besides, social media, including Facebook, Twitter, LinkedIn, international connection, download and library timing, etc., are also available.

## 6. Discussion

### 6.1 Dissimilarity and unclear information:

The above descriptive analysis shows that in terms of content management and web-based library services, there is disparity among the libraries though all of them are university libraries. There is an absence of common standard content. While some libraries focus on heavily providing external links without giving much information about the link and the benefits, users can have by exploring those links. One way, such external links manipulate the website contents and, on the other way, put the users in a puzzle to decide on what is for me and what is not for me according to their year of studies. Moreover, some resources are not meant for bachelor or master level students while those are for the Ph.D. level student and faculty members. But the clear distinction between the resources is hardly found in the above websites.

**6.2 Self-appraisal and inactive links:** Both BRAC University Library and Sher-e-Bangla Agriculture University Library described

milestone and their self-appraisal that help the users to understand the library. At the same time others have not mentioned it. The North South University Library and East West University Library mentioned about library staffs. It could be more fruitful if the summary of the job description or expertise relevant to the users' services could be mentioned for each staff. Bangladesh Agriculture University Library website is poor compared to other libraries, and most of the icons were inactive, links were not working.

### 6.3 None presence vs. heavily presence of social media:

Bangladesh Agriculture University Library, Dhaka University Library, North South University Library have no social media connection on the website, which is extremely important in the current context. The students are heavily involved with social media for any updated information. East West University Library site has many social media links and severely rely on the external link without any introductory text for the users that are enough to confuse the user with information overload.

### 6.4 Catalogue search and user's guide:

Dhaka University Library has two types of book search catalogue: new and old. How could a user know how catalogue his/her required documents fall in before starting the searching process? A user needs to search both the catalogue for a single need which is not suitable while technology is well advanced. Among them all, Dhaka University Library has given publisher's catalogue on their website, so users can decide which one he/she may likely to choose. IUT Library has no flyers or image updates. Sher-e-Bangla Agriculture Univer-

sity Library has video tutorials for using the resources and mobile -friendly applications.

### **6.5 Common features of all libraries:**

Library vision, mission, objectives, and message, library online catalogue and its search, institutional repository, resources like consortium, institutional purchase, registered, and free; types of materials like e-books, journals, conference papers, etc., library timing, contact, new arrivals (print and electronic), rules, prescribed form flyers, tutorials, image and video gallery, international connectivity, remote access, reference style are more or less common among the selected libraries. Simultaneously, different sorts of service from other staffs, information regarding SMS, e-mail services, library layout, emergency contact are absent from the mentioned libraries.

## **7. Proposed Model of University Library websites**

“An institution must satisfy users by providing maximum content and facilitating access to it wherever possible, while ensuring that the information provided is what the institution wishes the users to know.” (McConnell, Middleton, & Davidson 1999). If we summarize the following model or guidelines, then we could understand its importance, “A decentralized model without the use of guidelines, standards or templates will eventually fail. The website may experience inconsistency in presentation and navigation, outdated and incorrect information, and gaps in content and its webpages maybe noncompliant in usability and accessibility design so much so that users cannot find information”(Wilson, 2004).

After analyzing the all mentioned universities information and discussion, a proposed

model has given, which will be considered while preparing a library website under the following board headings which are discussed in the figure 8, and each of the board headings there are sub-headings most of the cases :

**Library Home:** This icon is the main page of the library site to get access directly.

**Organization Home:** This icon represents main / mother organization page and another way to get access to library page.

**About Library:** Under this icon, there should be a sub icon such as 1.Mission and Vision of the library, 2. Library at a glance, 3. Library layout, 2. Library committee, 3. Policies and rules, 4.Library locations.

**Services and Facilities:** Here needs to be included 1. Publishers Catalogue, 2. Library facilities, 3. Charge and Limit. 4. Available Services 5. Infrastructure description

Book suppliers and publishers provide a lot of information regarding the latest publications. By giving publishers a catalogue, it will be easier to submit a requisition form by analyzing it. What sorts of facilities are providing the library, here it would be available. The library has print and photocopy charges such charges information can be offered under charge and limit. Library physical and infrastructure descriptions may be provided there.

**Resources Icon:** Resources are the key to any sort of library. Under this icon, all resources, including online Catalogue, journals, off-campus access resources, etc., should be mentioned.

**My Library Account:** This one is each of the user’s personal account information. This one is helpful for individual transaction information.

**FAQ:** This will help users to reach their individual goal and expectation from the library.

**Contact / Directory and key job responsibility:** This will help users to whom they will contact for their desired purpose.

**Download:** Several sorts of forms, flyers, etc. User can download from here.

**Library News:** Latest information on the library, notices, etc., will be there.

**Reference Management Guidelines:** Within the university community, it helps different levels of users for proper guidance.

**Supporting Tool:** Plagiarism Checker, Grammar Checking software, Reference Management software, Off -Campus Access solutions, etc., would be included.

**New Arrivals Information:** New arrival of books, journals, DVD’s, etc. information will be highlighted under this icon.

**Live Chat:** Helpful for instant reference service.

**Social Media Connectivity:** Facebook, Twitter, etc., are treated as very powerful tools for giving a message and taking feedback from all. Mentioned items would be there in the top right corner.

**Subject Guidelines:** From the library end, guidelines will varies subject to subject in

terms of resources. Each of the subject’s strength correspondence with the library should be included there.

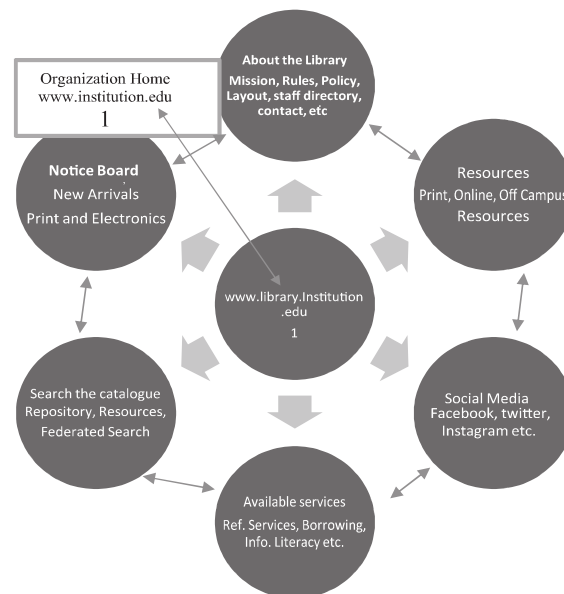
**Institutional Repository:** Own publications of the institution, including thesis and dissertation, will be included there.

**Contact:** Phone, Email should be included here.

**Liberation War Corner:** This is very common nowadays in the university library, corner details and publications will be included under this icon if it has.

**OPAC:** This should be the key of any library. A separate bar will be allocated under OPAC.

Database a to z, Research Guidance, Information Literacy session, Image and Video Gallery, Library Tutorials, Library Timing, Copyright, etc, will be included in the university library website.



**Figure 8: Content Management Model Diagram**

**Analysis of the Model Diagram:** Patrons can get access as a gateway through the university main site or directly through library which is marked as 1. After clicking the library site users can see the all options at a glance through broader top headings as yellow marking, then as per requirement patrons avail services starting from any point. Based on the availability, library can add or deduct their icon for effective and fruitful output.

### 8. Limitations of the study

Only seven universities are chosen for the purpose of the study. This is a very tiny number comparison to a total of 147 universities in Bangladesh. Therefore, it would not get generalize the findings. Indeed website information has been changed very quickly. It has not been seen universally accepted standards that have been recommended for. How other universities of the out world are managing content and web based library services, here also absent of this information. So, a further study including a significant number of university libraries can be done in correspondence with the overseas ranked universities for greater and concrete findings.

### 9. Conclusion

Technology is providing in such a way that library users want to get everything in fingertips. Present university library content management and web-based library services are not up to the mark as per analysis of the library content for giving services to all sorts of users For this issue if we fail to understand the users' expectations, then it is not easy to attract the users to the library. Here it has been identified so many dissimilarities, loopholes, careless to timely

update information. To cope up with the trends, a sound and model library website can satisfy the user. Described and proposed model will meet the users expectations and better services. Of course, the content should be appropriately worked, and the links should always be active. Recent new library uses want everything at home due to Covid-19 situation. For more satisfaction to all levels especially university librarians, we can start our journey based on similar items and organizing a seminar for joint decisions based on the proposed model described here.

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