



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 8.4
IJAR 2021; 7(1): 415-421
www.allresearchjournal.com
Received: 22-11-2020
Accepted: 25-12-2020

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Content analysis of research institutions in Uttarakhand

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Abstract

Presents study “Content Analysis of Research Institutions in Uttarakhand” was conducted to investigate content analysis of the web-page of the research institutions located in Uttarakhand. In present study total 10 research institutions were selected out of 82 research institutions on the basis of random sampling. Result revealed that most of the research institutions were able to maintain the content of the webpage.

Keywords: Content analysis, research institution, Web 2.0 technologies

Introduction

21st century is the century of technological revolution which came into existence as an outcome of globalization. Due to the technological revelations, we are surrounded by a set of information every time & everywhere which is coming from various sources. We access internet, chit-chat with our friends & relatives or etc for the search of information. Though we are well informed still we are in trouble or in dilemma. Dilemma related to confusions of information dilemma associated with the sources from where we are getting information. In that movement the concept of ‘content analysis’ help us to have right information at the right time. Content analysis can be defined as search technique through which we study the contents of the documents, pictures, audio-video, or any kind of printed or electrical material. The concept of content analysis is used by social scientist to examine patterns used in communication or social interaction. The concept of content analysis can also be defined as a tool of technique to analyze the contents or the features presented in documents or anywhere else. Through content analysis we determine the presence of certain words, concepts, themes, phrases, characters, or any sentences with text or set of texts. Content analysis is a term which used to describe both qualitative & quantitative approach to analyze contents.

Definitions

- 1) Zavyalova, Pfarrer, Reger, & Shapiro (2012) ^[1] “content analysis techniques used to code affective content of articles and blog posts continues to extend recent organizational research on social perceptions management that recognizes the importance of trying to open the “black box” that is often present in strategy research.
- 2) Pfarrer, Pollock, & Rindova (2010) ^[2] “Content analysis techniques can help to bridge the gap between large-sample archival research, which may suffer from internal validity issues, and small sample research, which allows for the collection of primary data and in-depth analyses but may suffer from external validity problems. Analyzing the content of a firm’s press releases, media coverage, or stakeholder blogs can enhance archival research (which has been criticized for failure to provide insight into cognitive processes), while maintaining the advantages of using large samples.”
- 3) Duriau, Reger, & Pfarrer (2007) ^[3] “Content analysis is a class of research methods at the intersection of the qualitative and quantitative traditions. It is promising for rigorous exploration of many important but difficult-to-study issues of interest to organizational researchers in areas as diverse as business policy and strategy, managerial and organizational cognition, organizational behavior, human resources, social-issues management, technology and innovation management, international management, and organizational theory.

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- 4) Kerlinger (1986) ^[4] defined content analysis as a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables.
- 5) Weber (1985) ^[5] it is a research methodology that utilizes a set of procedures to make valid inferences from text. These inferences are about sender(s) of message, the message itself, or the audience of message. According to Stone, content analysis refers to any procedure for assessing the relative extent to which specified references, attitudes, or themes permeate a given message or document.
- 6) Krippendorff (1980) defined content analysis as a research technique for making replicable and valid inferences from data to their context.
- 7) Holsti (1968) ^[6] says that it is any technique for making inferences by systematically and objectively identifying specified characteristics of messages.
- 8) Berelson (1952) ^[7] content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication.

Research Institutions in Uttarakhand

Uttarakhand as an independent state came into existence in 2000, progressed in the field of education & research rapidly. There are 82 research institutions working under the control of state as well as central government. The list of research institutions working in Uttarakhand are shown in Table 1.

Table 1: Research and Development Institutions in Uttarakhand

Sl. No.	Type of R & D Institutions	Number of Institutions
1	Central Sector	27
2	State Sector	35
3	University *	6
4	SIRO	2
5	DSIR Registered	3
6	CMIE Unregistered	2
7	Private Sector #	7
8	Central Public	0
9	State Public	0
10	Public Sector \$	0
	Total	82

Note: * University includes deemed universities and institutes of national importance.

Private Industry includes DSIR recognized in-house R&D units, Scientific and Industrial Research Organizations and Industries not recognized by DSIR performing R&D activities taken from CMIE database.

\$ Public Sector includes in-house R&D units of Central Public Sector and State Public Sector.

Objectives of the Study

The objectives of the present study are as follows:

1. To find out the services and facilities provided on websites of research institutes of Uttarakhand.
2. To find out the library portal services and facilities provided on websites of the research institutes of Uttarakhand.
3. To compare the content/features of the websites of research institutes of Uttarakhand.
4. To analyse the application of Web 2.0 technologies on the websites of research institutes of Uttarakhand.
5. To know the currency, accessibility and user friendliness of websites of research institutes of Uttarakhand.

Hypotheses

Hypotheses of the present study are as follows:

- a) Majority of the research institutions of Uttarakhand have been maintained their library webpage or portals with appropriate information on their websites.
- b) Majority of the research institutions of Uttarakhand have been maintained web-OPAC of their libraries.

- c) Majority of the research institutions of Uttarakhand have been updated regularly.
- d) Domain name of the websites of research institutions of Uttarakhand are heterogeneous.

Research Methodology

Present study is descriptive in nature which is based on primary as well as secondary data. Primary data was collected through a checklist prepared by the researcher while secondary data was collected through secondary data sources such as book, journals, web-sources or etc. There are 82 research institutions working in Uttarakhand out of which total 10 research institutions were selected for data collection on the basis of random sampling.

Results

There were total 84 research institutions in Uttarakhand out of which 10 research institutions (list given below) were selected for the data collections on the basis of random sampling. Data was analyzed in SPSS & presented in diagram where required.

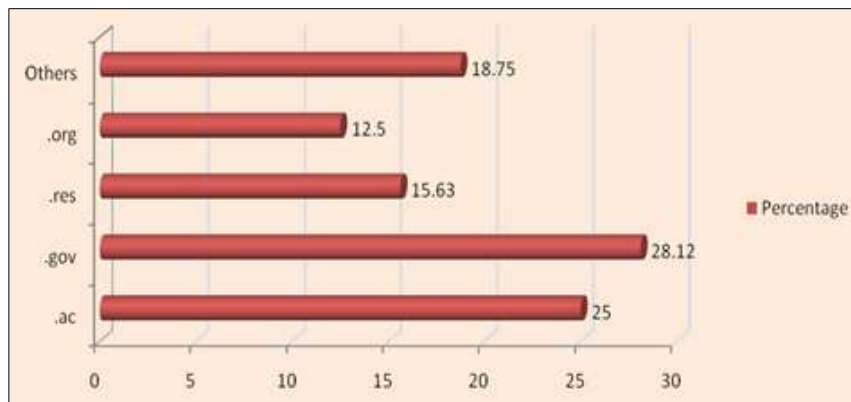


Fig 1: Domain wise research institutions

Fig. 1 presents the details of domain used by the research institutions in Uttarakhand. According to Fig. 1, there are 28.12% research institutions that have used .gov as domain

name, followed by 25% who have .ac, 18.75% others domain name, 15.63% & 12.50% research institutions in Uttarakhand are using .res & .org as a domain name.

Table 2: Contact Details of Research Institutions

Research Institution Name	Contact Details				Site Map	Separate contact link
	Address	Fax	Mobile	E-mail		
UPES, Dehradun	Y	Y	Y	Y	Y	Y
UTU, Dehradun	Y	Y	Y	Y	Y	Y
GKV, Haridwar	Y	N	Y	Y	Y	Y
HNBGU, Srinagar	Y	Y	Y	Y	N	Y
GBPUAT, Pantnagar	Y	Y	Y	Y	Y	Y
KU, Nainital	Y	N	Y	Y	N	Y
DU, Dehradun	Y	Y	Y	Y	Y	Y
GBPIHED, Almora	Y	Y	Y	Y	N	Y
IITR, Roorkee	Y	Y	Y	Y	Y	Y
ARIES, Nainital	Y	Y	Y	N	Y	Y

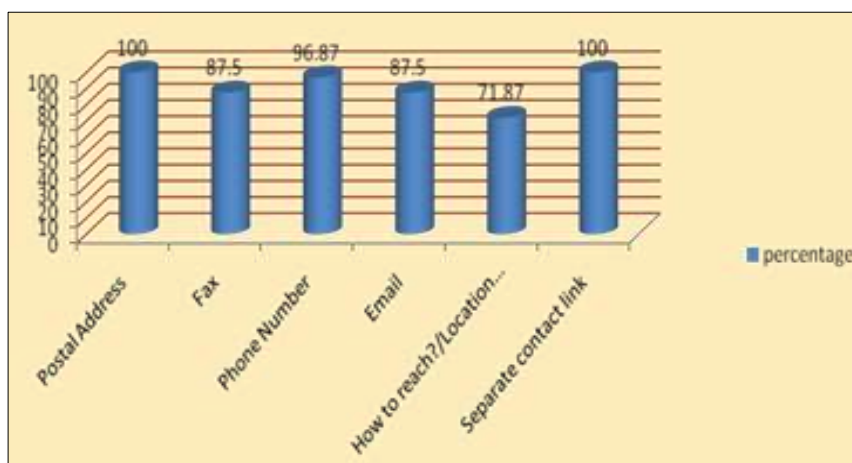


Fig 2. Contact details of research institutions

According to Table 2 & Fig. 2, all the research institution’s webpage have necessary contact details information. There are two research institutions where fax numbers have not

mentioned on the webpage while a few research institutions have not mentioned sitemap on the webpage.

Table 3: Authority details of Research Institutions

Research Institution Name	Author/Designer			Maintenance	Copyright
	Yes/No	A	P		
UPES, Dehradun	N	-	-	N	Y
UTU, Dehradun	Y	N	N	N	Y
GKV, Haridwar	N	-	-	N	N
HNBGU, Srinagar	Y	N	N	N	Y
GBPUAT, Pantnagar	Y	-	N	Y	N
KU, Nainital	Y	-	-	N	Y
DU, Dehradun	Y	-	-	Y	Y

GBPIHED, Almora	N	-	-	-	N	N
IITR, Roorkee	Y	-	Y	-	N	Y
ARIES, Nainital	Y	-	-	Y	Y	Y

Table 3 presents the information of authority details of research institutions according to that there are a few research institutions where maintenance information is

missing. Similarly copyright information & the developer information or etc. are also missing on the webpage of some research institutions.

Table 4: Currency Details of Research Institutions

Research Institution Name	Date Access	Updated frequently	The pages have been updated in the past three months or last update date
UPES, Dehradun	22.09.2018	Yes	Yes (20.09.2018)
UTU, Dehradun	22.09.2018	No	No
GKV, Haridwar	22.09.2018	No	No
HNBGU, Srinagar	22.09.2018	Yes	Yes (21.09.2018)
GBPUAT, Pantnagar	22.09.2018	No	No
KU, Nainital	23.09.2018	No	No
DU, Dehradun	23.09.2018	No	No
GBPIHED, Almora	23.09.2018	No	No
IITR, Roorkee	23.09.2018	No	No
ARIES, Nainital	23.09.2018	No	No

Table 4 presents webpage updated information. According to data only two research institutions have updated their

webpage while most of research institutions have not updated the webpage of their institutions.

Table 5: Navigation Details of Research Institutions

Research institution	Best viewed	No link, use of back button	Use of images	Images support navigation (yes/slows down)	Link clearly labeled	Pages/portions be printed separately
UPES, Dehradun	No	No	Yes	Yes	Yes	Yes
UTU, Dehradun	No	No	Yes	Yes	Yes	Yes
GKV, Haridwar	No	No	No	Yes	Yes	Yes
HNBGU, Srinagar	No	No	Yes	Yes	Yes	Yes
GBPUAT, Pantnagar	Yes	No	Yes	Yes	Yes	Yes
KU, Nainital	No	No	Yes	Yes	Yes	Yes
DU, Dehradun	No	No	Yes	Yes	Yes	Yes
GBPIHED, Almora	No	No	Yes	Yes	Yes	Yes
IITR, Roorkee	No	No	Yes	Yes	Yes	Yes
ARIES, Nainital	No	No	Yes	Yes	Yes	Yes

Table 5 presents navigation details of the research institutions which includes best view, use of images, or etc.

According to table 5 all the research institutions are in almost similar position the matter of navigation.

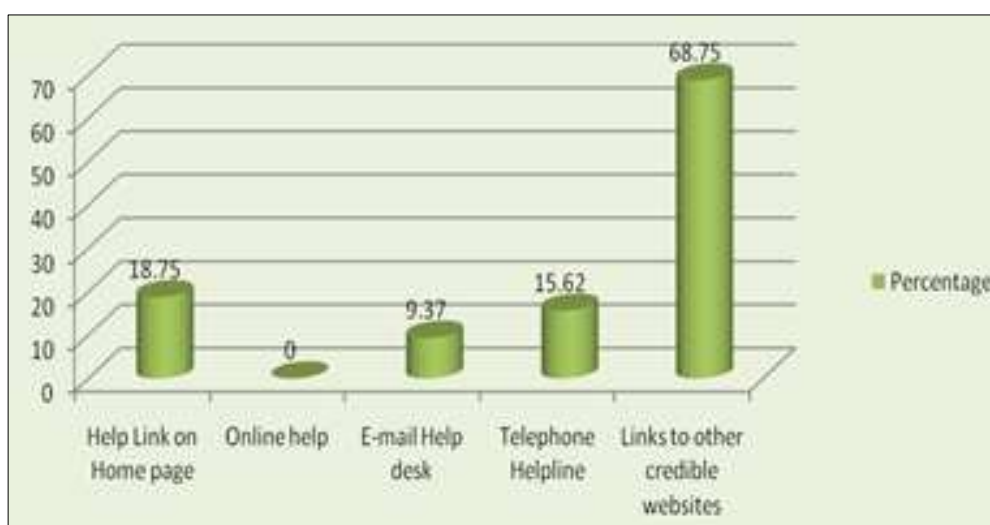


Fig 3. User friendliness of research institutions

Fig. 3 presents the details of user friendliness of webpage of the research institutions. According to there are 68.75% webpage of the research institutions have link to other

credibility, 15.62% had telephone helpline, 18.75% help link on home page while 9.37% email help desk features on the webpage.

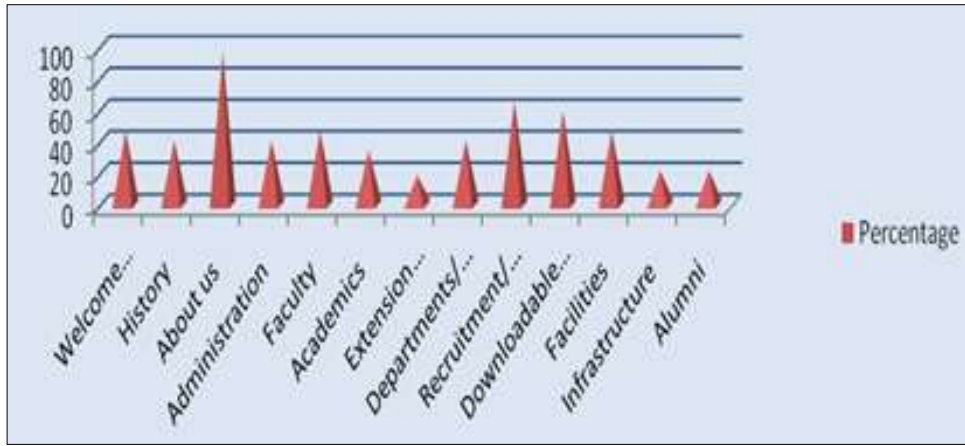


Fig 4. Coverage/context details of research institutions

Fig. 4 presents coverage details of research institutions. According to fig. 4, more than 80% web page of the research institutions maintained all the necessary information which include welcome, history, organization

details, faculty details or etc. there are 60% web-page of the research institutions who similar information. Only a few approx 20% had limited information.

Table 6: Language of library home pages

Name of Research Institution	Hindi	English	Both
UPES, Dehradun	N	Y	N
UTU, Dehradun	N	Y	N
GKV, Haridwar	N	Y	N
HNBGU, Srinagar	N	N	Y
GBPUAT, Pantnagar	N	Y	N
KU, Nainital	N	Y	N
DU, Dehradun	N	N	Y
GBPIHED, Almora	N	N	Y
IITR, Roorkee	N	N	Y
ARIES, Nainital	N	Y	N

Table 6 presents languages used by the webpage of the research institutions. According to table 6, majority of webpage of the research institutions have used English as means of communication while only four web-pages of the

research institutions are bi-lingual in nature which means web-pages have used English & Hindi are means of communication.

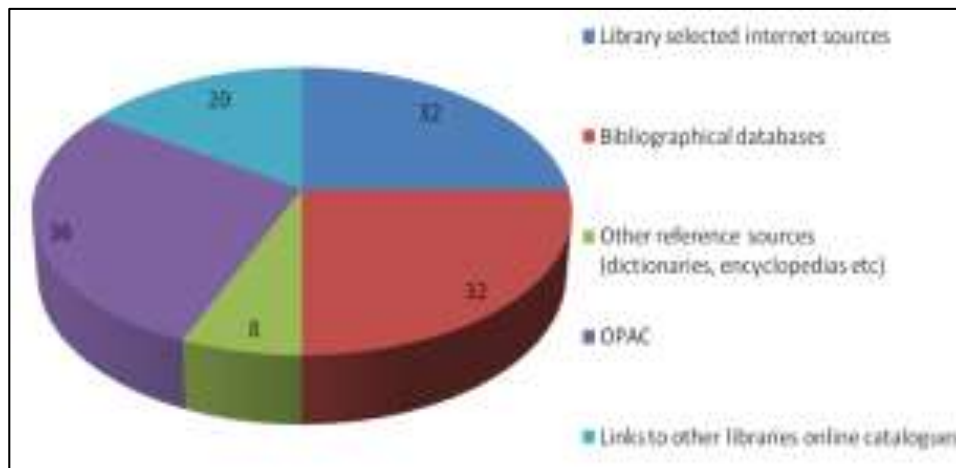


Fig 5: Library resource

Fig. 5 presents library resources used by the research institutions. According to figure 5, 36% library of the research institutions have used OPAC, 32% library of the research institutions have bibliographical database &

selected internet sources, 20% library of the research institutions have the facilities 'link to other libraries online catalogues' while 8% library of the research institutions have the facilities of other reference sources .

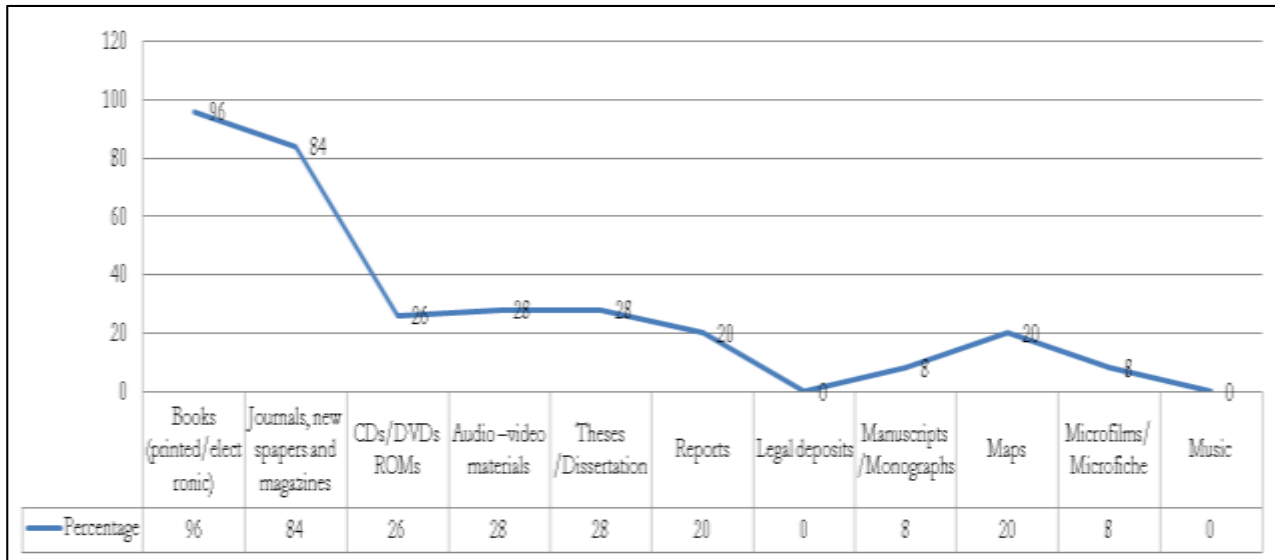


Fig 6: Library collection

Fig. 6 presents library collections by the research institutions. According to figure 96% library of the research institutions have the collections of books both printed & electronic; 84% library of the research institutions have the collections of journals, newspaper & magazines; 28% library contains audio-video materials &

theses/dissertations; 26% library contains CDs/DVDs; 20% contains reports & maps; 8% contains microfilms, manuscripts/monogram while there 0% or no research institutions which have music & legal deposits in library collections.

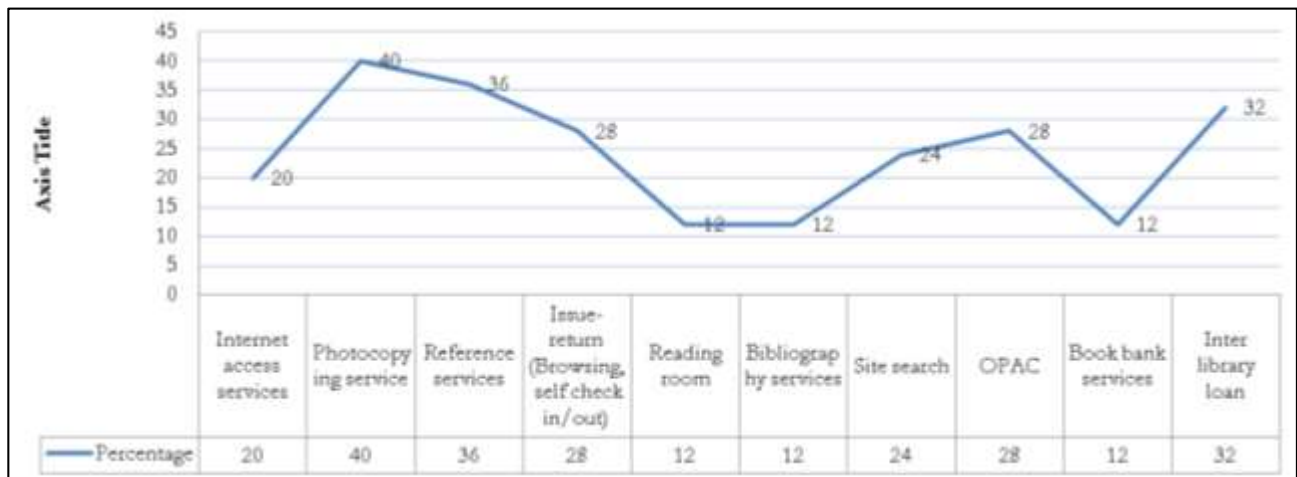


Fig 7: Library services and technical services

Fig. 7 presents library services & technical services used by the research institutions. According to figure 7, there are 40% library having photocopying services, followed by reference services in 36% library, internet library loan in 32% library, issue-return book facility & OPAC in 28% library or etc.

Conclusion

In this study, content of home pages and library web pages has been examined. The present study showed that the home pages of the research institutions in Uttarakhand are in better condition. Majority of the Research Institutions fulfill the criteria about home pages regarding accessibility and speed, navigation, authority & accuracy, and currency. Some of the contexts (General Features) like FAQs, facilities, infrastructure, directory, website policies etc are missing on the home pages of many Research Institutions of Uttarakhand which need to improve. During the study it was found that the ‘contents’ of the library web pages of the

research institutions of Uttarakhand are not in good condition. Majority of research institutions are having high score on the parameters of speed and accessibility but still few research institutions have to work on accessibility and speed of their web pages. Very few of research institutions are performing high score on the parameters of navigation. Hence, information pertaining to navigation has been provided by the very few research institutions and still many Research Institutions have to provide keyword search/search facility and they have to use graphics or charts also. The appropriate and accurate information pertaining to contact details has been provided by the few Research Institutions and still many Research Institutions have to update the information about the contact details and links to other credible websites. Majority of Research Institutions were having null score regarding library resources. Therefore, Majority of Research Institutions needs to work very hard in the parameter of library resources. As well as majority of research institutions were having less score in regarding

library collection, e-resources and library services and library sections. Therefore, they have to enhance the information about these parameters.

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