USE OF COLLEGE WEBSITE BY THE STUDENTS

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ABSTRACT

College website is important because they give you a sense of what a particular college says about itself. College website is very useful for statistics and for learning about college academic activity teaching staff, facilities and processes for things like application. This study aims to evaluate and analyze the services, facilities and other information available on the college website. This study is useful for developing college mission, culture and statistics.

Keywords: college website, feedback, analysis

1. Introduction

The evolution of the internet during the past two decades. Forced colleges and institutions to rethink how they market to prospective students through their websites. At the same time, learner gaind access to a free and virtually infinite pool of information about the colleges they might link to attend. When prospective students are learning about colleges, their top information source is college website. College students search behaviors and communication preferences across various stages to the college search process.

The college fundamentally changed the way students and college seek out and select each other, but same experts argue that both are not capitalizing on the on the vast information that's available.

Most of instructing students begin their research looking for the same basic information, including how much it will cost to obtain a degree. Most important college website are the digital tool have to reach potential students, so they need to be clear, easy to navigate and user friendly. Experience shows that if a site does not load in a few seconds, most visitors will get frustrated and leaves. Download speed can be a huge reason students and parents move away from a college's website. There is a need for every college to facilitate its information through a user-friendly interface by developing a college website.

However it is observed that there if no uniformity in the content provided by these college website.

2. Literature Review

The literature reviews explain that the subject of college websites evaluation has attracted students attention from different fields including news and events rules, regulation etc. The related study conducted in this field have utilized a wide variety of evaluation methods and tolls based on their objectives and subjects. Several studies have been conducted on the topic of college website. These studies have focused on the areas such as content analysis of college website, usability studies and importance of college website.

Haneefa K.M. and Anjana V.M.K. state that the website of national libraries of Asian countries have an identical of pattern of contents and tables. Bonny Alex Ninan in this paper to examine the benefits of applying the social networking technologies in education institution. Sami Latitha and Basavaraj S. explain web evaluation guidelines suggested by Keevil have been used for evaluation. Results of the study show that websites are keen on providing their basic details. Haneefa M.K., Venugopal and Anjana M.K. explain that the websites of national libraries of Asian countries have a common pattern of content and design. Kaushik Anna, explain in his paper the evaluate and analyze the services, facilities and other information available on the website of 28 National Institute of Technology (NITs). Major website provides information regard to their name, logo about library collection etc.

3. Objective of the Study

The main objective of the study was to investigate visit and usage of college website by students. The specific objectives are to -

1) Find out how often college students visit the college website.
2) Find out the type of information the students search on the website.
3) Ascertain the preferred type of links by the college students.
4) Ascertain the purpose of use of the college website.

4. Scope And Limitation

The scope of the study is in the area of college website of Shri. Dr. R.G. Rathed Arts and Science College. Murtizapur, Dist. Akola (MS). This study is limited to Art, Science and M.Sc. Students.

5. Methodology

This research study is focused on the effectiveness of college website. Questionnaire was the instrument use for data collection. 367 (Three hundred sixty seven) copies of the questionnaire. Which represent 50 percent of the study population were distributed to Arts, Science and M.Sc. students 218 (59.40%) copies of the questionnaire were completed and return.

6. Data Analysis

After collecting the data, the data was analyzed according to the objective. The data was analyzed manually and the data is presented in the form of tables, diagrams with help of Ms-Excel. The present investigation is a survey method using a questionnaire. For collecting, primary data a questionnaire has been distribuer among the faculty wise, UG & PG students. The size of the sample chosen is 218

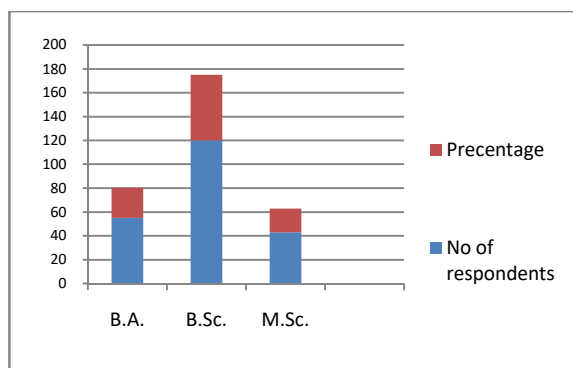### Graph 6.1 – Faculty-wise Distribution of Respondent

Fig 6.1 – Faculty-wise Distribution of Respondent

Total number of 367 questionnaires were distributed among randomly selected users out of 367 distributed questionnaires 218 (59.40%) could be collected.

Graph 6.2 - Frequency of Visit to the College Website

In order to access the frequency of students visit to college website. The time graphic been classified into four categories as shown table 6.2. A good majority of was i.e. 85
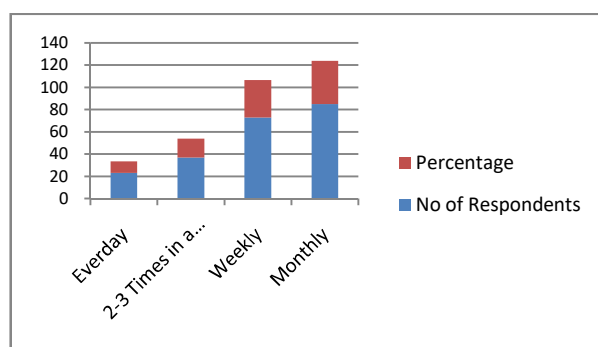

Fig. 6.2 - Frequency of Visit to the College Website

(33.78%), 37 (16.97%) students visit website 2-3 times in a week and 23 (10.55%) students visit every day.

6.3 Preferred Type of Information on College Website

Graph 6.3 show. The preferred type of on college website by students. It was checked whether the college website. Provides general information about the college or not . For this, a total of 17 features were identified and their response was checked. The result 86 shows that 211(96.78%) of respondents preferred. Admission related into the 309 (95.87%) of respondents preferred. Links, 201(92.20%) of respondents for important information and academic ; 198 (98.82%) of respondents for about us; 193(88.86%) of respondents for courses; 185 (84.80%) for notices board; 177 (81.19%) for campus; 173 (79.35%) respondents for library; 166 (76.14%) respondents for News and Events.165 (75.68%)respondents preferred admin related information 149(68.34%) respondents prefered.NSS respondents preferred for gallery.
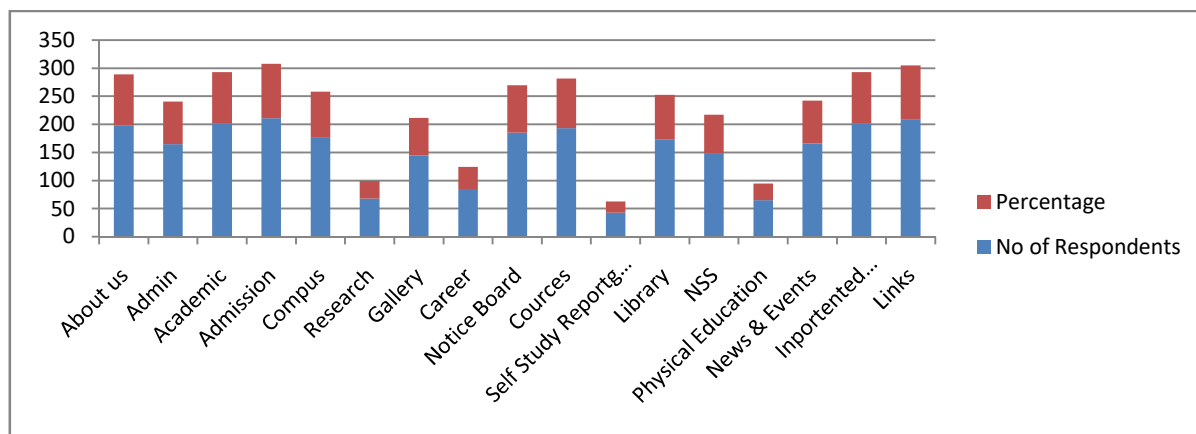
Fig 6.3- Preferred Type of Information on College Website

In this category, it was formed that major respondents preferred the units important information, Academic, Admission and about us of college website.

6.4 Preferred the Type of Links.

College website provides a variety of information according to the objectives and policies of the college links become an important component of the collection of all type of colleges. To be effective the college website most provide information and links Graph 6.4 shows the preferred the type of links by college students.
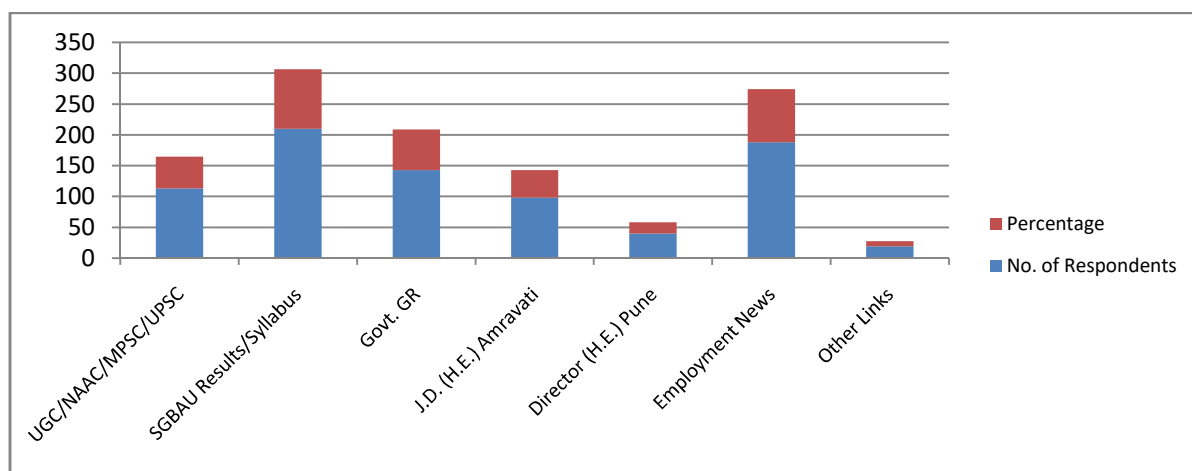

Fig. 6.4 Preferred the Type of Links.

It if revealed that college website provided links. 210 (96.33%) respondents prepared the SGBAU Results/Syllabus link; 188(86.23%) respondents prepared Employment News link; 143 (65.59%) respondents prepared. Govt. G.R. link ; 113 (51.85%) respondents prepared. UGC/ NAAC/ MPSE/ UPSE link; 98 (44.95%) respondents prepared. J.D.(H.E.) Amravati link; 40 (18.34%) respondents and 19 (9.71%) respondents prepared other link.

6.5 Purpose of use College Website.

Graph 6.5 indicates that purpose of use college website most of i.e. 193 (88.53%) respondents using the college website for already aware before 218 entering the college, 164 (75.22%) respondents use for through the college staff.
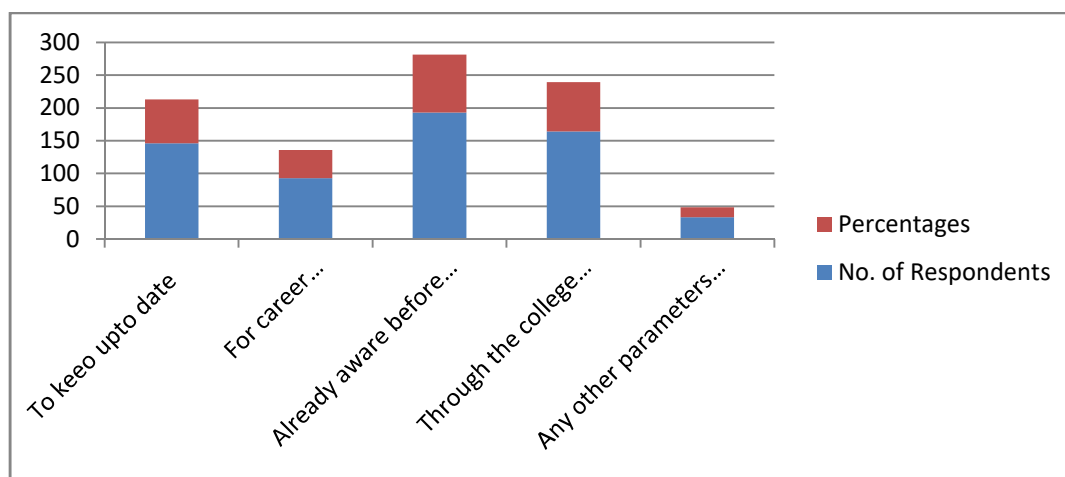
Fig. 6.5 Purpose of use College Website.

146 (66.97%) respondents use for to keep up to date; 93 (42.66%)respondents. Use for career development and very few i.e. 33(15.13%) respondents use for other parameters.

7. Conclusion

In present era academic colleges are required to provide their information via easily accessible platforms such as websites. College website has the primary responsibility to reach a maximum level of requirement so as to be capable of handing the reelected information needs and demands of the students. Solving the identified problems can thus have a significant impact on usability of college website. The study will helpful the website development committee to select the important category of content describing selected facility services and information available on college website. This study evaluates and analyses of college website it is found that college website. Lack of necessary information regarding students and some adequate information to the students.

8. References

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