



A COMPARATIVE STUDY OF WEBSITES OF PROFESSIONAL COLLEGES

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Introduction:-

Education is any act or experience that has a formative effect on the mind, character, or physical ability of an individual. India has one of the largest Higher education systems in the world. Higher education, also called tertiary, third stage, or post secondary education, is the non-compulsory educational level that follows the completion of a school providing a secondary education, such as a high school or secondary school. Tertiary education is normally taken to include undergraduate and postgraduate education, as well as vocational education and training. Colleges and universities are the main institutions that provide tertiary education. Collectively, these are sometimes known as tertiary institutions. Tertiary education generally results in the receipt of certificates, diplomas, or academic degrees. Higher education includes teaching, research and social services activities of universities. It includes both the undergraduate level and the graduate or postgraduate level.

Professional education is the process by which men and women prepare for exacting, responsible service in the professional spirit. The term may be restricted to preparation for fields requiring well- informed and disciplined insight and skill of a high order. Professional colleges provide professional Training. Now days there are many Private & Govt. professional colleges. These colleges have prepared their own websites.

A website is a collection of related Web-pages containing images, videos or other digital assets. A webpage is a document, typically written in plain text interspersed with formatting instructions of hypertext markup language (HTML). Website allows users to interact with all types of information.

These websites provide all the information about the college including History & Establishment of Institution, governing body, staff members, Infrastructure & other facilities, courses available in the institution, Fee structure, Syllabus, Upcoming exam Schedules, Results, upcoming events, conferences, seminars, previous & ongoing researches, etc.

Thus user can obtain any information by surfing through these websites. Many students use these websites for their references & information. Therefore such websites should be accurate, updated and user friendly. A website of particular institution represents the actual image of that institute in front of the user. Hence, now a day websites are the important tool to attract the students.

Thus it was necessary to study, evaluate & compare these websites so that the user can obtain the required information easily.

Need and Importance:-

A website is a depository of information designed for public or private use, usually residing in a remote server. In this era of Information technology, all the professional institutions have their own websites. Most of the visitors of these websites are students. Students use these websites for different purposes. Such as –

- 1 Websites of professional college provides the information related to the **History of college, Year of Establishment and Founder members, Mission, Vision and Objectives of college.**
- 2 It gives information regarding the structure and members of **Governing body** of the college.
- 3 It provides the information of **Faculties**, their qualifications, etc.
- 4 Website displays the information about **Infrastructure** and other available **Facilities** in the college.
- 5 It gives information about the available **Courses**, No. of seats allotted to that course, Fees to be paid for that course, duration of the course, etc.
- 6 Website gives information regarding the **Admission procedure**. It also provides the facility of downloading the application form.
- 7 College can display their **Complete Year plan, Holidays, Exam Schedules and Results** on the website.
- 8 College can provide the information about **Upcoming events** on the website.
- 9 Website gives information about the **Research work** (completed and ongoing) in the college.

Ideal website should provide all this information in detail. Thus in short the website of the college reflects an image of that college in front of the user. Therefore the website of college should be well developed, update and user friendly. Thus it was necessary to evaluate these websites for the sake of students so that they can get the ideal website for surfing & all the necessary information in a single click.

The present study will help in knowing and understanding the importance of college website. The colleges will also get an idea about the position and condition of their websites, what modifications should be done to it. The research will help professional colleges, universities and other institutions by providing the characteristics ideal website.

Statement Of The Research:-

‘To study & compare the websites professional colleges.’

Operational Definition:-

Professional colleges – Colleges giving professional education are considered as professional colleges.

For this research researcher will take three types of professional colleges such as,

- Colleges of Education (B.Ed, M.Ed colleges)
- Engineering Colleges
- Management Colleges

Objectives:-

1. To prepare the evaluation tool for the evaluation of the websites of professional colleges.
2. To evaluate the websites of professional colleges.
3. To compare the websites of professional colleges.

Hypothesis:-

1. Research Hypothesis:

- There will be difference in the quality of websites of professional colleges.

2. Null Hypothesis:

- There will be no significant difference in the quality of websites of professional colleges

Method Of Research: The method of research in the present study is the descriptive -survey method.

Population: professional colleges in Maharashtra.

Sample: Researcher had taken a sample of five colleges of each type (Engineering, educational & Management) from nine universities of Maharashtra.

Tool For Data Collection: Researcher had used researcher made **Rating scale& Check list** for data collection.

Statistical Techniques: Researcher had used **Percentage** as a statistical technique for the analysis and interpretation of data.

Procedure:

Selection of a Problem
Review of Related Literature
Selection of Research Methodology
Selection of Population & Sample
Development of Tool
Collection of Data
Data Analysis & Interpretation
Report Writing

Scope, Limitations & Delimitations:

Scope:

1. The present study is applicable to the websites all the professional colleges.
2. Apart from professional colleges, many institutions such as science, commerce & arts colleges are also be benefited by this work.
3. Similar to Maharashtra state many colleges from other states are also the stakeholders or the beneficiaries of this study.

Limitations:

1. The tools for data collection are prepared by researcher, so their might be certain limitations to it.
2. Secondly, the outcome or the conclusion is solely depend upon the facts collected by researcher with the help of secondary research.

Delimitations:

1. The researcher had delimited the study to the professional colleges affiliated to following universities of Maharashtra state.
 - University of Pune, Pune
 - University of Mumbai, Mumbai
 - University of Nagpur, Nagpur
 - Dr. BabasahebAmbedkarMarathwada University,Aurangabad
 - SantGadgebaba University, Amaravati
 - North Maharashtra University, Jalgaon
 - Swami RamanandMarathwada University, Nanded
 - University of Solapur, Solapur
 - Shivaji University, Kolhapur

Findings

- **Findings based on the University-wise comparison**

- Few Colleges affiliated to Mumbai university have excellent website.
- Most of the engineering and management colleges affiliated to Mumbai and Pune Universities have good websites.
- Most of the colleges affiliated to the Nanded University have not prepared their own websites.

- **Findings based on the type of profession**

- Most of the management colleges affiliated to Mumbai University have prepared good websites.
- Some colleges like Welingkar Institute of Management, Mumbai have excellent website.
- Many engineering colleges have good websites. But many of them have some lacuna.
- Some colleges like Cusrow wadia college of engineering have good website.
- Many educational colleges are not having their website yet.
- Only few educational colleges affiliated to Mumbai and Pune Universities have prepared their websites but that are also poor.

- **Findings based on the criteria for website evaluation**

- Most of the colleges have fulfilled the criteria for technological aspects, colour schemes, style sheets, use of tabular information etc.
- Most of the colleges have not used alternative of audio information.
- Many websites are not constructed by considering the disabled persons

Conclusions:

From the present study we can conclude the following things.

Most of the engineering and management colleges are approaching users by preparing their website.

Though these colleges are using website, there performance is not up to the mark.

Most of the educational colleges do not have their website till date.

Very few educational colleges have their website but those are also very poor.

Thus we can say that many educational institutions in Maharashtra state are lagging behind in the use of this 21st century tool i.e. website.

Discussion:

The present study focuses on the quality of websites of professional colleges. Website serves as an important source of information. By visiting the website, we can get all the required information within a minute. But for that, website should be enriched with all the necessary and updated data. Data should be presented in a systematic format. It should be simple, precise and user friendly. Website can represents a good image of institution in front of the user.

From the present study, it can be understood that in this technological era, our educational system is far away from the technology. From the present study, we can say that our professional colleges are lagging behind in the use of websites.

According to the present study colleges affiliated to the Mumbai and Pune universities have websites but many of them are not up to the mark. Many colleges affiliated to Nanded University are not having websites.

Some management and engineering colleges are having website but they should update and improve those website. Specifically most of the educational colleges have not prepared their website yet.

The present study mainly highlights that many colleges in Maharashtra state have failed to provide proper accessibility. This also implies that most of the educational colleges are technologically underdeveloped, whereas some engineering and management colleges are well acquainted with the use of technology.

Recommendations:

As a researcher, I want to recommend the following things –

- Every college should have proper website.
- Colleges which are already having separate website should update it regularly.
- Website should be made user friendly.
- Website should be enriched with appropriate content.
- Colour scheme of the website should be descent and it should be suitable for colour deficit users also.
- Website should provide the provision to control blinking, flickering, freezing the moving content, auditory description of the important information.
- Website should be useful for multilingual users.
- All the colleges and institutions should prepare / update their website by referring the rules for accessibility published by the World Wide Web consortium.

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