
SELECTED HOME PAGES OF UNION GOVERNMENT OF INDIA: AN EVALUATIVE STUDY

A. Selvaraja¹, G.K. Chendru² & Y. Venkatesha³

¹Research Scholar, University of Mysore, Mysore, Karnataka, India.

E-mail : selvarajaars@gmail.com

²Deputy Librarian, A. J. Institute of Dental Science, Mangalore, India.

E-mail: chendrugowda88@gmail.com

³Associate Professor, University of Mysore, Mysore, Karnataka, India.

E-mail: venkateshaphd@rediffmail.com

ABSTRACT

Presents a study of the homepages of Union Government of India. Homepages (Websites) evaluation studies point to ways to improve the efficiency and usability of websites. Present study is a time-bound project; it is difficult for the investigator to study the entire union government of India homepages. As a result, present study is limited to examine the different kinds of elements of the homepages of union government of India websites. The researcher has selected 100 homepages of union government of India for evaluation. Though there are many features on the government homepages, of the time-bound the researcher has made only effort to evaluate certain key elements of the homepages.

KEYWORDS: Hyper Links, Union Government-India, Websites-Key elements

Introduction

The homepage is different from all other Web site pages. As well to ensure that the homepage have all of the features expected of it and looks like a homepage to users. A homepage should clearly communicate the site's purpose, and show all major options available on the Web site. Generally, the majority of the homepage should be visible 'above the fold,' and should contain a limited amount of prose text. Designers should provide easy access to the constructed homepage will project a

good impression to all who visit the site. It is important homepage from every page in the site. In this connection, the researcher has conducted a study to examine the different kinds of elements of the homepages of union government of India. The researcher has selected 100 union governments of India homepages for evaluation. Though there are many features on the government homepages because of time-bound the researcher has made only effort to evaluate certain key elements of the homepages.

Objectives of the Study

The main objective of the study is to examine the different kinds of elements of homepages of union government of India. The specific objectives of the study are as follows:

1. To evaluate different types of elements of Government of India homepages.
2. To find out the facial and communication elements in Government of India homepages.
3. To find out various activities and service elements in Government of India homepages.
4. To find out inception elements and know the range of hyperlinks used in Government of India homepages.
5. To find out the search and retrieval facilities in Government of India homepages.

Methodology of the Study

For the purpose of the study the investigators compiled list of Government of India websites (Appendix-1). The 100 homepages were selected randomly from National portal of India web directory. Each website has been examined for the homepage contents. After initial examination, select homepages were considered for the study based on the previous research. For the purpose of analyzing different kinds of elements like facial elements, communication elements, IPR elements so on. Each websites were visited and their structure was noted down in excel spreadsheet for further analysis after compilation of the data collection. The data analysis and presentation of the different kinds of homepage elements have been discussed.

Data Analysis and Interpretation

The analysis and interpretation of the 100 homepages examined over the internet is presented. These 100 homepages represent the dynamic 100 websites of Union Government of India. The data elements gathered are grouped into different types of elements such as facial, inception, services, retrieval, search and so on.

Facial Elements of the Homepages of Union Government of India

Every homepages (Websites) has some important anatomical elements, which display the facial structure of the homepage, such as name/title, logo, and slogan and so on.

Table1: Facial Elements of the Homepages

Elements	Number of Homepages (N=100)	Percentage (%)
Title	100	100.00
Logo	100	100.00
Slogan	03	03.00
Sitemap	59	59.00

Table 1 represents the breakup of the general facial elements of the homepage of Government of India (websites). It may be observed from the table that, almost all the Indian ministries, apex bodies; Departments have the Name/Title and 'logo' elements in their home pages, representing 100 percent each, where as 59 home pages are having 'Sitemap' elements, representing 59 percent and few home pages i.e. 3 home pages have 'slogan' elements in their websites which accounts 3 percent.

Communication Elements of the Homepages of Union Government of India

Most of the websites have given communication elements like Phone number, Fax number, E-mail address, Web master, Address and Contact Us.

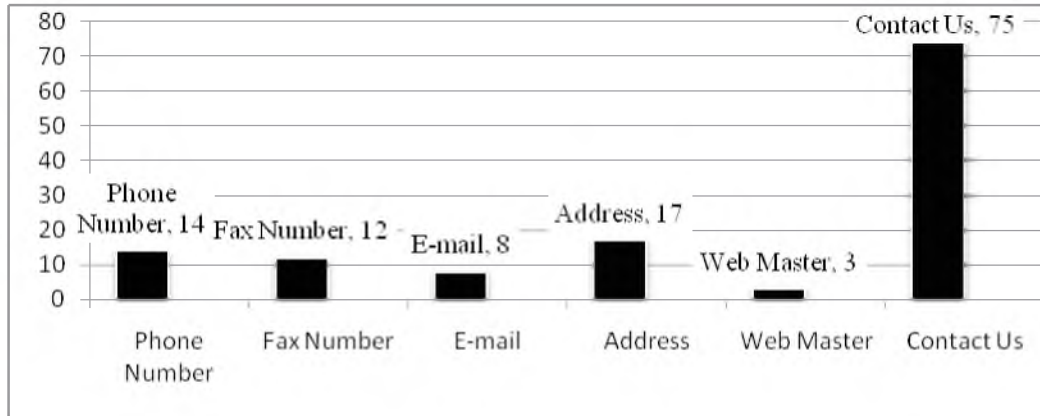


Figure 1: Communication Elements of the Homepages

Figure 1 indicates the communication elements of the homepages of Union Government of India. Out of 100 home pages, 75 home pages have given 'contact us' elements, another 17 homepages have 'Address' element, in case of 'contact us' element 14 websites have this element, where as 12 home pages have present 'fax number', while 9 home pages has given 'e-mail' for communication and only 3 home pages have 'webmaster' element in their home pages, representing 75 percent, 17 percent, 14 percent, 12 percent, 9 percent and 3 percent respectively.

Intellectual Property Rights Elements of the Homepages

Most of the Union government of India homepages has given Intellectual property rights (IPR) elements like Copyright, Disclaimer, Terms and conditions, privacy policy etc., at the end of the homepage.

Table 2: Intellectual Property Rights Elements of the Homepages

Elements	Number of Homepages (N=100)	Percentage
Disclaimer	57	57.00
Copyright	54	54.00
Terms and Conditions	30	30.00
Privacy Policy	26	26.00

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Table 2 indicates that out of 100 home pages, more than half of the homepages having the elements like 'Disclaimer' and 'Copyright', representing 57 and 54 percent respectively. Whereas 30 home pages have given Terms and conditions elements and 26 home pages have privacy policy element, representing 30 percent and 26 percent respectively.

Service Elements of the Homepages

The different service elements of the homepages of Union Government of India as shown in figure 2. Among several services, such as Library, Resources, Employment, News Rooms, RSS and so on.

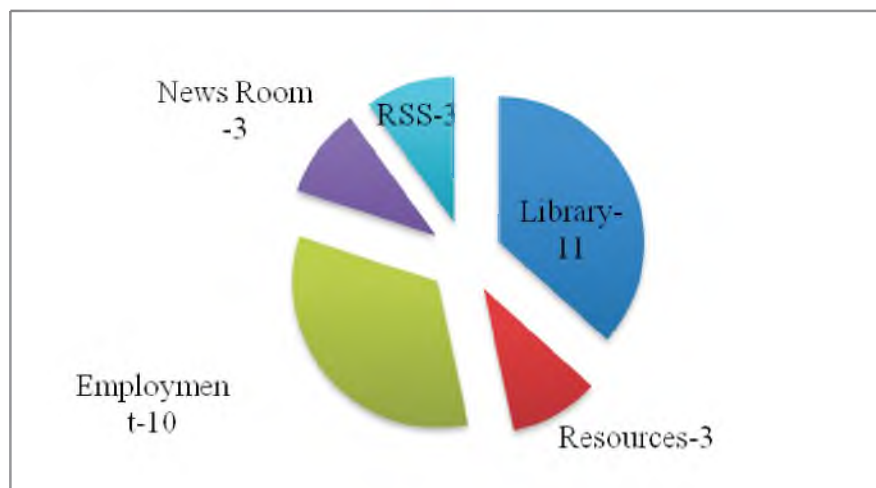


Figure 2: Service Elements of the Homepages

Out of 100 homepages, Library service has appeared in 11 homepages that accounts to 11 percent. As far as the element 'employment' is concerned, 10 home pages have this feature, it represents 10 percent. Whereas 3 homepages each contains RSS, News room and Resources elements represents 3 percent each.

Inception Elements of the Homepages

The breakup of the general inception elements of the homepages of Union Government of India is as shown in the below table.

Table 3 : Inception Elements of the Homepage

Elements	Number of Homepages (N=100)	Percentage
About Us	69	69.00
Tenders	46	46.00
Statistical Data	11	11.00
Budget	10	10.00

Out of 100 homepages, 69 homepages are having details about the 'about us' element and 46 homepages have given 'tenders' elements in their home pages, representing 69 and 46 percent respectively. Whereas the elements like 'Statistical data' and Budget' is concerned 11 (11 percent) and 10 (10 percent) home pages have given these elements.

Retrieval and Search Strategies of Indian Government Websites

The search and retrieval facility on the homepages of Union Government of India is shown in the Table 4.

Table 4 : Retrieval and Search Elements of Homepages

Elements	No. of Homepages (N=100)	Percentage
Search	61	61.00
Feedback	34	34.00
FAQ	32	32.00
Help	17	17.00

Table 4 indicates ,that 64 Governments of India homepages are having the search facility, which accounts to 64 percent. 34 homepages have the 'Feedback' element, this account to 33 percent. Another 32 homepages have the FAQ element and element 'Help' appeared in 17 homepages, representing 32 percent and 17 percent each.

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Various Activities Elements of the Homepages

The breakup of various activities such as Events, Publications, Programmes, Issues, High Lights, Meeting and Conferences are shown in Table 5.

Table 5 : Various Activities Elements of the Homepages

Elements	No. of Homepages (N=100)	Percentage
RTI	47	47.00
Events	29	29.00
Publications	25	25.00
Meetings and Conference	11	11.00
Notification	08	8.00
Programmes	06	6.00
Issues	02	2.00
High lights	02	2.00

Out of 100 homepages, 47 homepages have a element i.e., Right to Information (RTI) account to 45 percent. The remaining elements like 'Event, Publications, Meeting and Conference, Programmes, and Notifications are appeared in 29, 25, 11, 8 and 6 home pages representing 29 percent, 25 percent, 8 percent and 6 percent respectively. Whereas, 2 homepage has given the 'issues and highlights' elements representing 2 percent each of the total.

Number of Hyperlinks Used in Homepages for Apex Bodies, Ministries, Autonomous Bodies, Departments of India

Almost all the Homepages (websites) provides hyperlinks. In the same way, Homepages of union government of India also provide hyperlinks. The table shows the Frequency of hyperlinks on the homepages of Government of India.

Table 6: Number of Hyperlinks Used

Range of Hyperlinks	No. of Homepages(N=100)	Cumulative Homepages	Percentage
0-10	06	06	6.00
11-20	06	12	12.00
21-30	07	19	19.00
31-40	21	40	40.00
41-50	15	55	55.00
51-60	18	72	72.00
61-70	08	81	81.00
71-80	09	90	90.00
81-90	05	95	95.00
91-100	05	100	100.00

Above table indicates the large number of homepages i.e. 21 provides the hyperlinks “between” 31 to 40, 18 homepages have 51 to 60 hyperlinks; another 15 homepages have hyperlinks “between” 41 to 50, while 9 homepages have given hyperlinks between 71 to 80 and 8 homepages have links between 61-70. Another 6 home pages each have given link between 0-10 and 11-20 hyperlinks respectively. Few homepages i.e. 5 of each websites give link between 81-90 and 91-100 hyperlinks in their websites.

Number of Language Elements Used in Homepages

The Table 07 shows the frequency of language facilities on the homepages of Union Government of India.

Table 7 : Number of Languages Element Used in Homepages

Range of Languages	No. of Homepages	Cumulative Homepages	Percentage
1-2	55	55	55.00
3-4	02	57	57.00
5-6	01	58	58.00

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Above table indicates the large number of homepage i.e. 55 provide the language facility “between” 1 to 2, 3 to 4 range of languages provided by 2 homepages and 1 homepage has languages “between” 5 to 6.

Summary of Findings, Suggestions and Conclusion

Traditionally, information about homepages was gathered from sources like Europa year book, Manorama yearbook, etc. Most important is that the development of Internet technologies has made it possible to get information through internet.

1. It may be observed from the table 1 that, almost all the Indian ministries, apex bodies; departments home pages have the 'Name/Title' and 'logo' facial elements in their home pages, representing 100 percent each.
2. Communication elements are concerned, 75 (75 percent) home pages have given 'contact us' elements and another 17 (17 percent) homepages have 'Address' element.
3. More than half of the homepages are having the IPR elements like 'Disclaimer' and 'Copyright', representing 57 and 54 percent respectively.
4. Out of 100 homepages, the library service has appeared in 11 homepages that accounts to 11 percent. As far as element 'employment' is concerned, 10 home pages have this feature, it represents 10 percent.
5. Whereas 69 homepages are having details about the inception element i.e. 'about us' and 46 homepages have given 'tenders' elements in their home pages, representing 69 and 46 percent respectively.
6. Totally 64 governments of India homepages are having the search facility, which accounts to 64 percent.
7. Nearly 47 homepages have a element i.e., Right to Information (RTI) account to 45 percent.
8. Another 21 homepages provides the hyperlinks “between” 31 to 40 and 18 homepages have 51 to 60 hyperlinks in their homepages. One homepage has “between” 5 to 6 language facility.

Suggestions and Conclusion

It appears that more systematic efforts are required while designing and developing the websites. Because websites are becoming more authentic sources of information, a more serious effort is called for to present their information

effectively. Homepages are clearly the single most important page in website. It is usually the first or second page visitor's see. Homepage is friendly, non-threatening term for the special document used to serve information systems on the web. The homepage on a server is roughly analogous to a magazine's table of contents.

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