IMPORTANCE AND BENEFIT OF WEB CREDIBILITY FOR LIBRARY WEBSITES

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ABSTRACT:

In the early days of the Net revolution most of libraries create their own Websites. They used their websites to show their services with significant information content. As websites grew in number it became difficult for User's to locate or search the net for sites of their choice, directing millions of surfers to various sites to get online search of their choice. "right information to right time of right user" this phrase fulfill of searching the website, "save the time of users from separating irrelevant information", "educate the users for self search by arranging contents in specific manner", the focus of this paper are searching for how Importance and benefit web credibility for Library Websites

Keywords: Web Credibility, Library website, Importance of Web Credibility, Benefit of web credibility.

INTRODUCTION :

In the early days of the revolution most of libraries traces their net presence through corporate websites to show their services with significant information contents. This phase is marked by the transformation of search engines/ directories in to websites.

In this dot com era, to fulfill the over increasing requirement of users in a most efficient manner, there is a need for every library to provide its services and collection through an easy interface by developing a library website.

In the age of information technology information seekers do not wish to spend their most of time in searching information. Information generators (authors, associations, publishers, government, institutes, researchers etc) want to do marketing of their products/intellectual properties. Libraries, information centers, data warehouses are keen to

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provide access and marketing (awareness) of their resources for their users/clients/stakeholder. For all above aspects, the website is like a boon for an individual or community of group. Educational website has capacities to aware their users about their resources. Government websites deal with communities/ public. Enterprise websites concern with consumers and business personnel. There are thousands of websites in the world. It is not easy task to describe each and every website and also do not require it. The way by which these websites helps the users while searching information does matter.

 A library website can be made up of several types of content: Information about the library - staff directories, departmental descriptions, maps of the building, hours, etc. It contains electronic versions of traditional library services - online tutorials, book renewals, interlibrary, loan requests and status reports, requests for purchase, online chat/reference, virtual tours of the building etc. Access to library content - catalogues, indexes, full-text magazines and journals, digitized special collections, free and commercial e-books, government documents, freely accessible Internet resources, electronic encyclopedias and dictionaries, licensed content from vendors, is also a part of hosting a library website.

WEB CREDIBILITY

Today we are living in digital world. The World Wide Web has become an important channel for providing information and services as the Web has a part of people's everyday lives. If people are unable to judge the credibility of the sites which they visit, people will end up embracing bad information and unreliable services. This could have devastating effects. We could not imagine a world in which people do not reliably assess the credibility of what they find online. What would be the ultimate outcome? In our view, people would eventually stop using the Web for anything that really matters. In an extreme situation, the Web would become a

channel for trivialities for content and services that have little impact on people's lives.

This would be a significant loss for institutions that benefit from being online. But we believe the loss would prove to be even greater for individuals. So far in its short lifetime, the Web has provided people with increased options for living rewarding and productive lives. One of our goals is to help see that the viability of the Web continues. An even more ambitious goal in fact, the essential mission of Consumer Web Watch is to help make the Web a safe and reliable channel for people who seek information and services.

Website:

A website is a set of related web pages served from a single web domain. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a uniform resource locater.

Virtual location on WWW, containing several subject or library related web pages and data files accessible through a browser. Each website has its own unique web address (see uniform resource locator) which can be reached through an internet connection. The opening page of a website is usually called homepage which contains hyperlinks to other pages on the same or other site(s). A single web server may support multiple websites and a single website may reside on multiple web servers, sometimes thousands of miles apart.

Importance of web credibility for library website:

Today library websites is very common for the libraries to represents their resources. Where they are providing the information relating to their services, what they provide, different events what they organize from time to time. Exhibition likes books, different library products...etc. Now many libraries have organize their own websites.

A well defined library web sites includes information on the inception and history of the library, working hours, holidays, layout of the library building, rules and regulation of the library for different members, rules of book bank, circulation, A good library websites will also include the information of their different staffs, their contact details, their responsibility details, even they also give their WEB OPAC address in their web sites, So that user of this institution could know the collection and other information about the library.

Benefits of web credibility for library websites:

Website credibility uses the descriptive information as a tool to present the library collection in a comprehensive way. Besides providing users with informative, objective data such as the coverage of the specific resource and its language, websites categorize resources and assign keywords to them to present them in the right context for the specific user.

The websites can push resources to a user on the basis of the user's group affiliation. a large number of resources to end users is not an easy task, and institutions are clearly struggling to provide friendly interfaces that expose their collection in a way that helps user's find what they need. Any solution based on static HTML pages is difficult to present and maintain because of the frequent changes in the set of resources and in each resource itself. Furthermore, many resources can be associated with more than one discipline or context, so any update needs to be implemented accordingly stored in the Knowledge Base for each target resource, the descriptive information permits the dynamic display of the resource in any context. When a new resource is added to the system, the resource is presented to the user whenever relevant, from that moment on.

 The descriptive information component in the Knowledge Base includes such general data as the full name of the specific resource, alternative

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names, the vendor's access policy (whether the resource is free or by subscription only), the type (such as a library catalogue, abstracting and indexing database, or Web search engine), the creator, and the publisher. Obviously, a description of the resource and its coverage, time span, and languages – all of which are typically centrally defined – are also included. Additional information can be determined according to local needs.

CONCLUSION :

Every day people encounter more information than they can possibly use. Friends, colleagues, books, newspapers, television, and Web sites are just a few of the resources and media contributing to the flow of information. But all information is not necessarily of equal value. In many cases, certain information appears to be better, or more trustworthy, than other information. The challenge that most people then face is to judge which information is more credible.

The concept of credibility has received considerable attention since the late 1990s when the Internet began providing a new information interaction environment that allowed users to seek for information and communicate with others in ways never before possible knowing exactly who your user are and their needs, and providing the best recommendations based on their history with your library, as well as what you have learned through their social presence. You need to connect and personalize their experiences as they travel across touch points and engage with your services.

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