

Content Analysis of the Official Websites of the Indian Library Association and the Sri Lanka Library Association: a Comparative Study

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Library associations play a vital role in promoting the Library and Information Science (LIS) profession through education, advocacy, and professional development. In today's digital era, their official websites serve as primary platforms for communication, collaboration, and stakeholder engagement. This study presents a comparative content analysis of the official websites of the Indian Library Association (ILA) and the Sri Lanka Library Association (SLLA), aiming to assess and compare how these two national-level associations represent themselves online. Given their shared colonial histories but differing national contexts, the study explores the scope, structure, and effectiveness of both websites. The primary objectives are to analyze the nature and breadth of website content, covering membership, publications, events, and professional resources; evaluate website accessibility and usability, with a focus on search functionality, responsiveness, and language options; and assess the effectiveness of interactive features, such as contact forms, feedback mechanisms, social media links, and member login capabilities. A systematic content analysis was adopted, combining qualitative and quantitative techniques. Data were collected through direct observation and structured examination of both websites in March 2025. A customized checklist, based on earlier studies and web best practices, guided the analysis. Key parameters included navigation structure, visual design, frequency of updates, user engagement tools, and resource availability. The study excluded user feedback, server-side or technical backend evaluations, or any updates made to the websites after the study period. The findings indicated that both ILA and SLLA had made effective use of their websites to disseminate core information. While the ILA website excelled in content volume and social media presence (e.g., Twitter (X) integration), the SLLA site offered better navigability through its search feature. Both platforms were professionally maintained, yet opportunities for enhancement remained. Suggested improvements include adding multilingual support, visitor counters, AI-powered chatbots, and compliance with Web Content Accessibility Guidelines (WCAG). In conclusion, while both associations serve their communities well online, adopting advanced digital practices can further improve user experience, accessibility, and engagement thereby strengthening their role in supporting LIS professionals in the digital age.

Keywords: *Content analysis; Indian Library Association; Library Association websites; Sri Lanka Library Association; Web usability*