Measurement of evaluation and production criteria of audio books from the users point of views

Maryam Chehreghani [1*], Fatimah Fahim Nia [2], Nader Naghshineh [3]

Abstract

Purpose: This study aimed to identify and introduce the most important evaluation and production criteria of audio books based on users' point of view.

Method: In terms of methodology, this study was among the quantitative studies and done with descriptive survey. The research instrument was researcher-made questionnaire. Population was all users of audiolib website using audio books more than once. They were selected by random sampling.

Findings: The findings of this study indicated that 81 standards in following of 12 criteria include advantage, incentive of application, selection criteria, favorite subject, edition, narration, music and voice-producing, tracking and naming, features and sound quality, publication format, access methods, and search and bibliographic information, which made from getting together related criteria, locating on user exposed and among of them getting a downloadable audio book file and transfer it to a player, correct convey the tone by the narrator, correct rhetoric narrator, applicable in varios audio devices, desirable and pleasant voice of the narrator, appropriateness of the narrator's tone and voice with text type, ability to search by subject, book selection based on fitness with personal tastes and needs, use of music in children's literature, and get free audio books from the Internet were most important criteria.

Originality: The results of this study, for the first time, identified the production and evaluation criteria of audio books from the user point of view. Participants offered criteria examples that attention to them can increase the quality of audio books production.

Keywords: audio book, audio book user, evaluation criteria, production criteria.

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Accessibility of Tehran academic libraries based on technical assessment and users experiences

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Abstract

Objective/Background: Regarding the objectives of university libraries and the importance of websites in dissemination of information to all users according to the objectives of mother organization, the websites of libraries should be accessible to provide all users of various capabilities with different services. Having this objective in mind, we evaluate accessibility of the website of the governmental university libraries of Tehran.

Method: This research is applied study which used evaluation and survey methods to gather information. The population of research was the websites of governmental university libraries of Tehran.

Findings: Results showed that the website of libraries was accessible by 39.21% based on manual/ technical assessment and 85.55% based on user's evaluation. Results also showed that there was a significant difference among the users' opinions about website accessibility. In other words, three groups of users did not have an equal opinion. There was a significant difference in the website accessibility of governmental universities as concerns manual assessment.

Keywords: accessibility, assessment, website of governmental university libraries, World Wide Web consortium (w3c).

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Branding capabilities in information and knowledge services, applying grounded theory

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Abstract

Objective: This qualitative study aims to find branding capabilities of Iranian National Library with approach of 4p.

Method: The study is based on a systematic approach and applies the grounded theory. For this purpose, 13 deep interviews with the faculty members and senior staff of Iranian National Library was performed.

Findings: The "unique identity and reality" and "top position" are central research components. Utilizing components of the marketing mix is causal research in order to get the top brand in the country. Also, benefiting from unique legal opportunities have been proposed as interventional factors, and the market dynamics and governmental policies and laws have been proposed as contextual factors in this study.

Originality/value: This research explains the value of information and services in information service centers, especially in Iranian National Library. Also, it reviews the philosophy of existence of this national organization and its distinct role in research context and structure in the country.

Keywords: branding, grounded theory, marketing mix, National Library of the Islamic Republic of Iran.

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The impact of indexing language on image ranking in Google search engine

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Abstract

Objective: The purpose of this study was to determine influence on indexing language in ranking the results of image searching in the Google search engine.

Method: An experimental method was conducted. The population in this study was 30 old stamps of the years 1952 to 1978. For doing this study, two sites were designed on the Web. In the first site 30 images were uploaded based on the controlled language and in second site 30 images were uploaded based on free language. In this study index of the controlled language was prepared by consultation with the editors of the Library of Congress Thesaurus of Graphic Materials in USA. After 40 days period of time, the images were searched in the Google image search engine. In descriptive analysis, the data were summarized using frequency tables. Also, for further analysis, independent t-test was used.

Findings: Results show that the total score of images with controlled language indexing was 254, and ranking 1 had the highest frequency of 30% of total scores of rankings. The total score for images with free language indexing was 264, and ranking 1 has the highest frequency as 40% of total scores of rankings. Finally, the comparison of results show that total score of rankings for the case of using free language indexing was more that total score for images with controlled language indexing. The results of this study indicate that using free language indexing had significantly affected the rankings of these images in retrieving images in Google search engine.

Keywords: controlled language indexing, free language indexing, Google search engine image retrieval, image indexing, image ranking.

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Comparing the result of evaluating Iranian state university websites using WebQEM and WAI

Monireh Gharibeniazi [1*], Masumeh Karbala Aghaei Kamran[2]

Abstract

Goal: The goal of this study was a comparion of evaluating Iranian state university websites with webQEM and WIA.

Method: Method of this research was a combination of descriptive and Delphy servey. The statistical community was hundred websites of Iranian state universities. Data collection tools were checklists. Descriptive statistics (mean, standard deviation) and analysis statistics (paired-sampel T Test) were used for stastistical data analysises.

Results: The results indicated that 60% of web sites according to four main criteria in webQEM (usability, functionality, reliability, efficiency) were in "Good" condition and 37% were in "Middle" condition. 64% of web sites according to five main criteria in WAI (accessibility, speed, navigation, content, reliability) were in "Good" condition and 30% were in "Middle" condition. Also, in WebQEM, Ferdowsi University of Mashhad with score of 0.822 was in the first place. Isfahan University with score of 0.798 was in the second place and Tarbiat Modares University with score of 0.797 was in the third place. In WAI, Ferdowsi University of Mashhad with score of 88 was in the first place, Tarbiat Modares University with score of 85 was in the second place and University of Tehran with score of 83 was in the third place. There is no significant differences between two assessment methods.
Innovation: The innovation of this study was to compare the result of evaluating Iranian state university websites with webQEM and WAI methods.

Keywords: qualitative evaluation methods, Universitiy web sites, Web Quality Evaluation Method (WebQEM), Web Asessment Index (WAI).

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Comparative evaluation of content and support quality of Iranian academic libraries websites' and provide recommendation to improve them

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Abstract

Purpose: The aim of present study was the comparative evaluation of content and support quality of Iranian academic libraries websites and provide recommendations to improve them.

Method: This study is an applied research and method was comparative survey. Data gathering tools were three checklists extracted from relevant studies which compare with five foreign library websites. Their validity were confirmed by experts and conducted research. The study population was library websites of Iranian Medical Science (43) and Non-Medical Science (28) universities.

Findings: Findings showed library websites of Non-medical Science universities include an average 39.74% of the internal content items, 32.98% of external content items and 40.01% of the support items observing in designing web pages. Also, library websites of Medical Science universities include an average 34.04% of the internal content items, 52.52% of external content items and 39.88% of the support items observing in designing web pages. Totally, based on studied criteria, library websites of Universities of Ferdouwsi (61), Shahed (55), and University of Tehran (54) in non-medical universities, and Universities of Shahed (55), Mashhad (47) and Shahid Beheshti (45) in Medical universities received the best ranks, respectively, in terms of library website design.

Originality/value: This article presents the status of Iranian medical and non-medical academic library websites and provides strategies for increasing the quality and efficiency of web content and supporting services of them.

Keywords: Iranian universities, library websites, website content, website support.

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Quality assessment of digital library services at University of Tehran; Using the digiqual model

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Abstract

Objective: The aim of this research was accessment to demand quality of digital library services at University of Tehran from the perspective of users (faculty members, library experts and student) by the Digiqual model.

Method: As for the objective, this research is an applied research and its nature is survey –analytic. The statistical population of this research is the group of users who are member of the Digital Library at University of Tehran in three groups of university professors, library experts and students of faculties and educational units. In order to analyze the findings, the SPSS software (version 19) was used to describe statistics, average and standard deviation and for their analysis, Wilcoxon signed-rank test and paired T-test was employed.

Findings: The results of the research show that the gap among services in the present and ideal situation in the components of searchability (0.75), subject coverage and usability (1.07), accessibility (1.12), insurability (1.17), precision (1.22), organizability (1.35), creditability (1.47), reviewability (1.8), active links (1.91), satisfaction (2.19) and self-sufficiency (2.30) shows an accelerating increase and respectively. There is the least gap in the components of searchability, subject coverage and usability. There is the greatest gap in the components of self-sufficiency and satisfaction and the other components are in a limit between the least and the greatest rate.

Keywords: assessment, digiqual, Digital Library of University of Tehran, service quality.

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