POPULARITY ANALYSIS OF INFLIBNET CENTRE INITIATIVES: AN EXPLORATION USING GOOGLE TRENDS

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ABSTRACT

This study attempts to understand the search trends and popularity of the INFLIBNET initiatives by analysing Google search term queries; these are analysed using Google Trends. This study identifies and analyses the major activities/initiatives of INFLIBNET namely E-Consortium, Open Access Initiatives, and Projects; A comparative study has been done in certain categories like State-wise popularity by search terms of INFLIBNET initiatives. The study's findings show similarities in terms of INFLIBNET initiatives across different states. Three initiatives -- Vidwan, e-PgPathshala, and Shodhganga are similar in terms of popularity and increasing interest over time. Some of the initiatives are not exposed in google search trends because their popularity of them is less. The study suggests that marketing and creating awareness of INFLIBNET activities should be increased.

***Keywords :** Popularity Analysis; Search Query; INFLIBNET; Vidwan; Shodhganga; e-PG Pathshala.*

Introduction

INFLIBNET (Information and Library Network) is an autonomous interuniversity centre for the University Grants Commission (UGC). INFLIBNET is a great initiative by the Government of India that includes major activities such as e-content development, expert databases, union cataloguing, user statistics, learning management systems, library automation software, and consortiums for college and university libraries, among others (INFLIBNET Centre Gandhinagar, n.d.). This digital era and the pandemic situation force us to learn through e-learning, where INFLIBNET initiatives such as remote access services (INFEED), E-PG Pathshala(for postgraduate students to enhance their knowledge in major subjects) and ETD in Shodhganga play a major role. With all of these initiatives, our Indian government is spending a lot of money to enrich our knowledge. The purpose is to enable the users to access all these resources and use their expertise in their careers and research. Many studies and research projects on information-seeking behaviour have been conducted in order to analyse the usage of and satisfaction with INFLIBNET resources. As the majority of major Internet activities are accessed via the Google search engine, analysing user search activity via Google search trends becomes more relevant. Google Trends is available on Google Inc.'s public website and provides information based on Google Search that illustrates how frequently a specific search term is used in relation to all other search terms across all regions (Trends, n.d.).There have been no such previous studies before.

Review of Literature

The trends of research in the past decade were studied using Google Trends, and they conducted network analysis on 657 research papers that were used in Google Trends; these are Scopus-indexed research articles (Jun et al., 2018).The income-related analysis using Google Trends indicates economic indicators such as automobile sales, unemployment, travel destinations, and so on (Choi & Varian, 2012). Internet browsing habits and usage of Google search were used to understand the habits of a customer in the market with special reference to automobile purchases (Carrière-Swallow & Labbé, 2013).

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Methodology

Comparative analyses have been made of all the major INFLIBNET activities in three areas namely E-Consortium, Open Access Initiatives, and Projects. In Google Trends (Google Trends, n.d.), the keywords shown in Table 1 are used as search terms to retrieve the search trends for the past 10 years (01.01.2011 to 31.12.2021) in India. In the graph, numbers represent the percentage (%) of search interest or popularity at the highest point or lowest point for the given location and time. 100 is the highest popularity, and 0 means low popularity.

Table 1 : INFLIBNET Activities & Keywords

S.No	Major Activities	Initiatives / Keywords in Search Term
1	E- Consortium	1. E-ShodhSindhu
		2. N-List
2	Open Access Initiatives	1. Shodhganga
		2. Shodhgangotri
		3. INFOPORT
3	Projects	1. E-PG Pathshala
		2. Vidwan

Objectives of the Study

❑ To analyze INFLIBNET trending searches and users' search queries in India.

❑ To find out the popularity search, among the major activities of INFLIBNET.

❑ To find the state-wise popularity of INFLIBNET initiatives.

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Results and Analysis

Comparison of the E-Consortium

The E-Consortium of INFLIBNET consists of many initiatives, but university users can access e-resources in e-shodhsindhu, and college users can access e-resources from N-LIST. Figure 1 shows the search interests. N-LIST has been very popular over the last 10 years, and it says that most of colleges are accessing the resources frequently, compared to E-Shodhsindhu's popularity. "Shodhsindhu" and "N-LIST" are the most frequently used search queries in e-shodhsindhu (Figure 1). Kerala has the most searches and resources accessed in e-shodhsindhu, followed by Tamil Nadu. In the popularity search for N-LIST in the region, Manipur leads the states, followed by Gujarat and Tamil Nadu (Table 2).
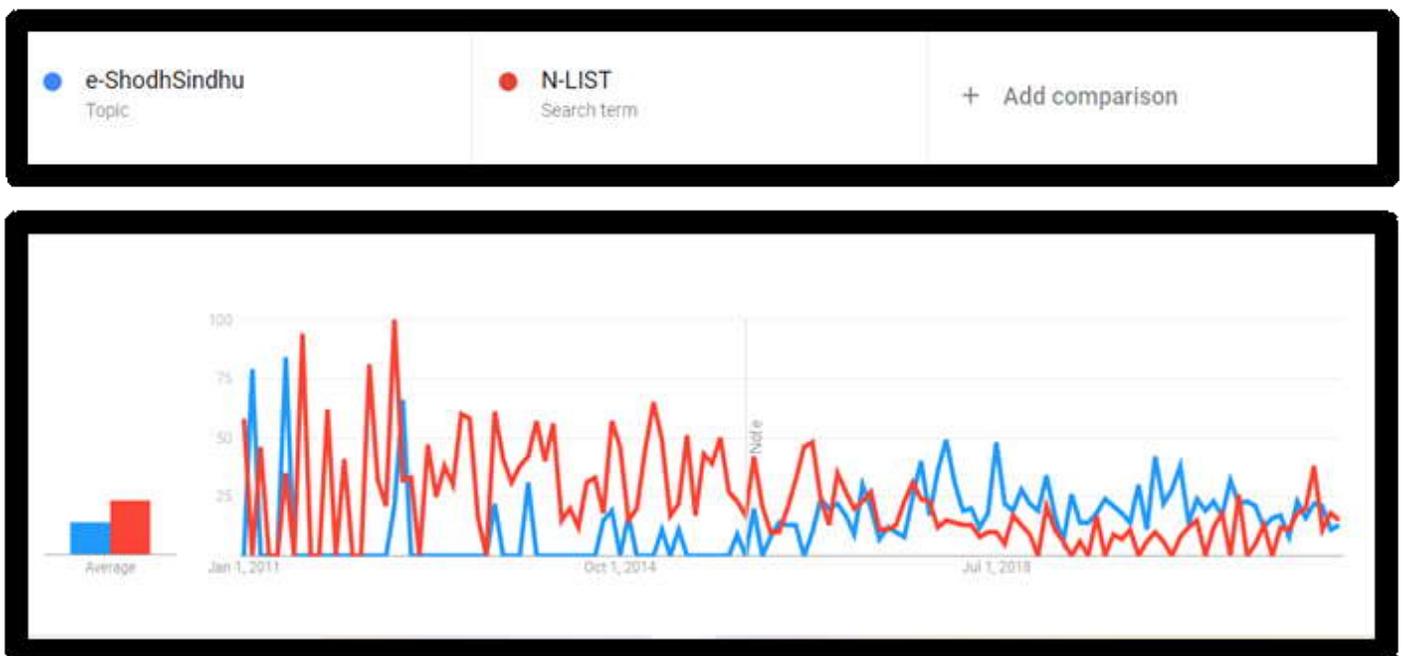
Figure 1: Comparison of the E-ShodhSindhu and N-LIST
Table 2: Interest in State-Wise Searching: E-ShodhSindhu&N-LIST

S.No	E-ShodhSindhu		N-List	
	States	Percentage	States	Percentage
1	Kerala	100	Manipur	100
2	Tamil Nadu	55	Gujarat	36
3	Andhra Pradesh	51	Maharashtra	26
4	Maharashtra	49	Tamil Nadu	25
5	Telangana	48	West Bengal	22
6	Uttar Pradesh	43	Andhra Pradesh	19
7	Gujarat	37	Karnataka	17
8	Karnataka	35	Delhi	8

Comparisons of INFLIBNET's Open Access Initiatives
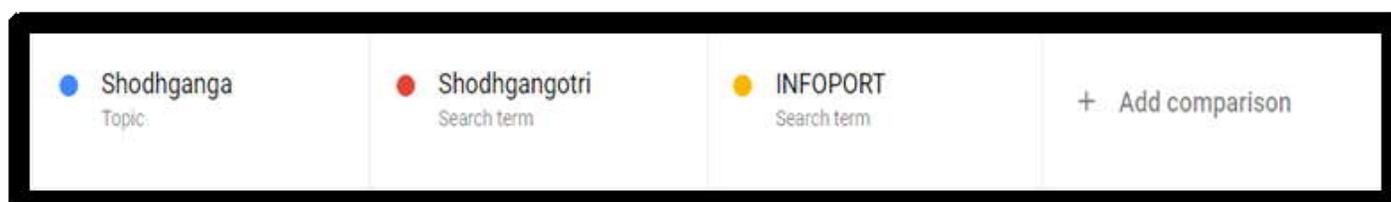
Shodhganga is the major interest for searches in open access initiatives because it is an ETD repository. So, many academic faculties and research scholars are interested in using and searching Shodhganga. ETD is also one of the most popular user searches and the one with the most interest on INFLIBNET. The top three states in Shodhganga in terms of interest are Sikkim, Nagaland, and Kerala. Shodhgangotri is a repository of synopsis with low popularity and interest when compared to Shodhganga(Figure 2& Table 3)

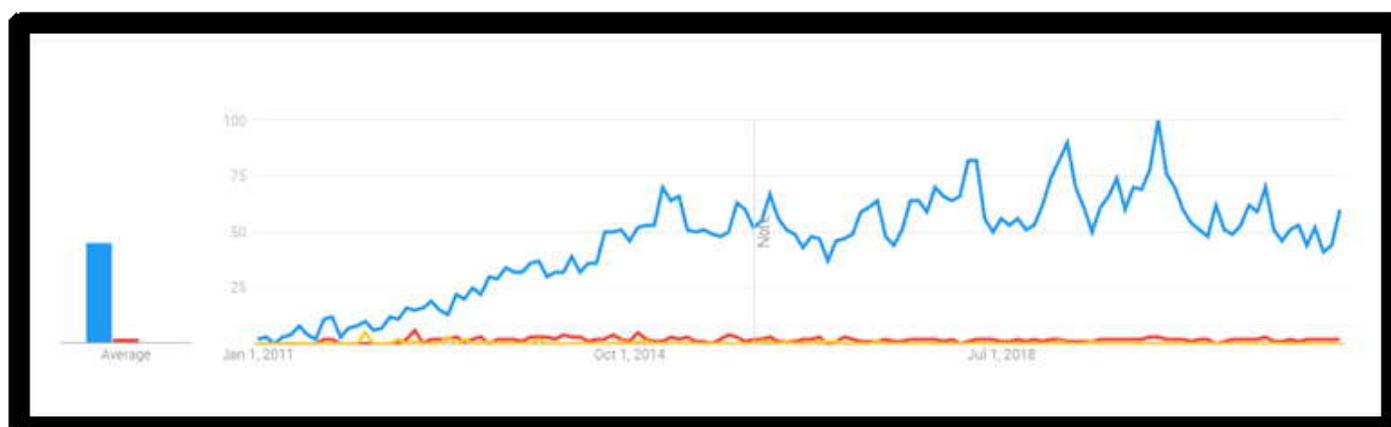**Figure 2 : Comparisons of INFLIBNET's Open Access Initiatives**

Table 3 : Interest in State-Wise Searching of INFLIBNET Open Access Initiatives

S. No	Shodhganga		Shodhgangotri	
	States	**Percentage**	**States**	**Percentage**
1	Sikkim	100	Rajasthan	100
2	Nagaland	65	Kerala	84
3	Kerala	61	Haryana	70
4	Puducherry	59	Uttar Pradesh	66
5	Meghalaya	53	Maharashtra	60
6	Mizoram	50	Madhya	42
7	Arunachal Pradesh	47	Gujarat	40
8	Jammu and Kashmir	40	West Bengal	33
9	Assam	40	Assam	30
10	Himachal Pradesh	37	Delhi	26

Comparison of Projects like e-PG Pathshala and VIDWAM

The e-PG Pathshala is a learning e-content that many users can locate by conducting a Google search. Vidwan is an expert database for researchers; it is a research network system that searches the expertise in the database. Comparing these to other projects of INFLIBNET, Vidwan is a very popular project of INFLIBNET. Search interest and popularity are highest in Odisha, and e-PG Pathshala is the most popular in Odisha. The most frequently used search term as a query is "epgpathshala chemistry." (Figure 3 Table 4)
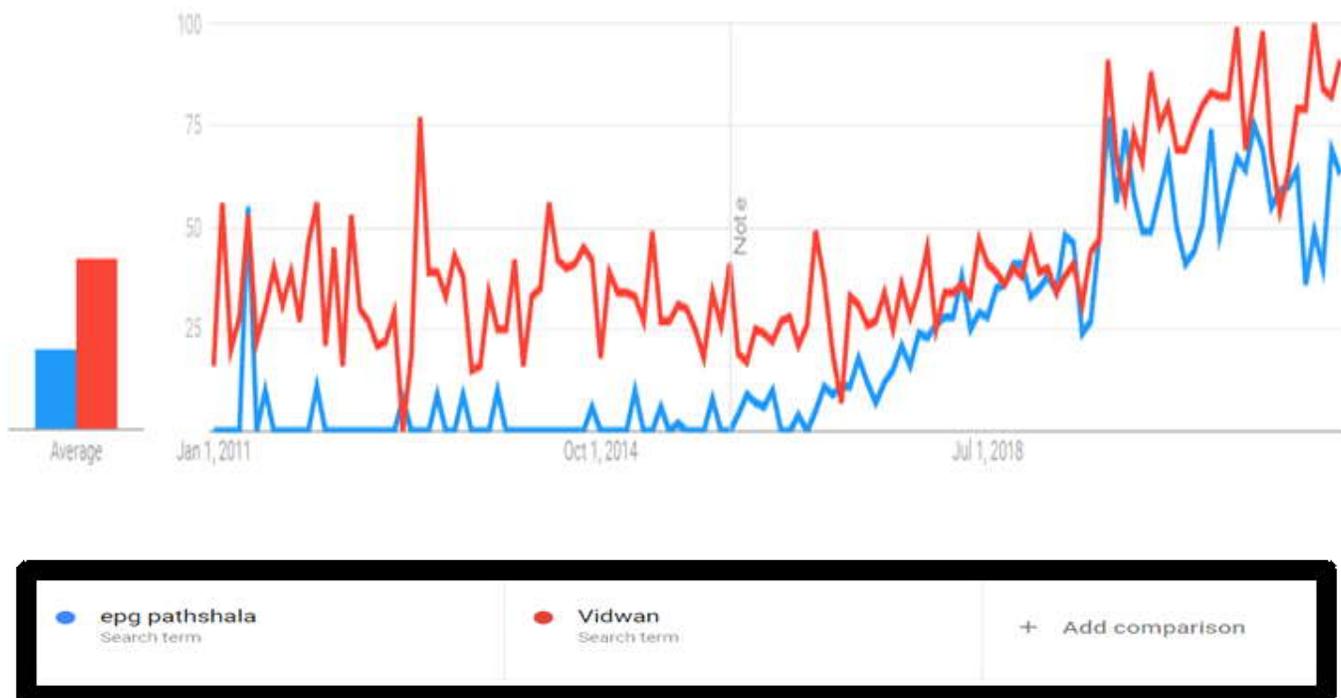
Table 4: Interest in State-Wise Searching of E-PgPathshala and Vidwan

S. No	ePGPathshala		Vidwan	
	States	Percentage	States	Percentage
1	Odisha	100	Odisha	100
2	Chhattisgarh	71	Jharkhand	70
3	Himachal Pradesh	53	Sikkim	62
4	Jammu and Kashmir	48	Uttarakhand	55
5	Kerala	48	Madhya Pradesh	49
6	Haryana	47	Bihar	38
7	Uttarakhand	44	Andhra Pradesh	33
8	Assam	41	Himachal Pradesh	29
9	Jharkhand	38	Chhattisgarh	28
10	Punjab	30	Uttar Pradesh	27

Findings

☐ N-List is a popular E-Consortium initiative of INFLIBNET. The search trends reveal that users are accessing resources using N-List and colleges are accessing NLIST resources compared to E-shodhsindhu.

☐ Among open access initiatives, Shodhganga is the most popular search, and users' access to Shodhganga has increased over time in comparison to Shodhgangotri and INFOPORT.

☐ INFLIBNET Vidwan projects are also highly prevalent in trending searches and are frequently searched by experts.E-PgPathshala is also used in search terms to access the learning contents. Both projects are increasing search trends year after year, as evidenced by increased access to and use of these projects.

☐ The most popular region-wise trending search in E-Shodhsindhu is Kerala, while The most popular region-wise trending search is in N-List in Manipur. Shodhganga is frequently searched in Sikkim and Shodhgangotri in Rajasthan. Vidwan and E-Pathshala are most accessed in Odisha.

Suggestions

☐ Marketing the activities of INFLIBNET on social media should be increased.

☐ Awareness of new initiatives among the users should be done.

☐ Orientation about the INFLIBNET initiatives should be increased.

Limitations

Google Trends only collects search queries and search trends from the Google search engine, but users can access resources from other search engines that are not analyzed. Some initiatives of INFLIBNET are not studied because the resources available to them are not commonly studied.

Conclusion

Many user studies have been conducted as part of INFLIBNET initiatives. However, analyzing trends in Google searches can reveal current trends in initiatives as well as how users access resources. Google is the number one search engine with over 91% market share. This study stems from the INFLIBNET initiatives, which are widely used in the states. The growth of these initiatives (Shodhganga and Vidwan) is increasing year by year, with exponential growth in searching and accessing. E-PgPathshala is also a popular search term. Some INFLIBNET initiatives are popular among users because they are marketed to them, according to Google search trends. INFONET, Shodhgangotri, and ShodhChakra are not used as much in the Google search. Marketing all INFLIBNET's initiatives and resources to users should be done meticulously to enable them to gain knowledge and help nation-building.

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