

## TABLE OF CONTENTS

	Page
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
CHAPTER ONE INTRODUCTION	
1.1 Academic Libraries and the Web	1
1.2 Statement of Problem	2
1.3 Significance of Study	6
1.4 Research Questions	7
1.5 Scope of Study	8
1.6 Limitation of Study	9
1.7 Structure of Study	11
CHAPTER TWO LITERATURE REVIEW	
2.1 Content and Design of Academic Library Web Sites	12
2.2 Evaluation Criteria for Academic Library Web Sites	16
2.3 Empirical Studies	22
2.4 Methodological Problems	25
CHAPTER THREE METHODOLOGY	
3.1 Research Design	28
3.2 Research Objects	29
3.3 Research Instruments and Implementation	30
3.4 Data Analysis	32

## CHAPTER FOUR ANALYSES AND FINDINGS

4.1 Qualitative Analysis	34
4.1.1 General information of the library	36
4.1.2 Library Online Public Access Catalogue (OPAC)	38
4.1.3 Links to other Internet resources	40
4.1.4 Interactive services	41
4.1.5 Internal electronic database services	42
4.1.6 External electronic database services	43
4.1.7 Languages used in Web site	44
4.1.8 Technical services	44
4.1.9 Instructional supports	45
4.1.10 Other important features	45
4.1.11 Loading time of images	46
4.1.12 Marketing techniques	47
4.2 Quantitative Analysis	48
4.2.1 Information professional survey	50
4.2.2 Library user survey	52
4.2.3 A comparison of means between information professionals and library users	53
4.2.4 Factor analysis	55

## CHAPTER FIVE DISCUSSION AND CONCLUSIONS

5.1 Discussion of Findings	61
5.1.1. Virtual expressions of academic libraries in Malaysia	61
5.1.2. The perceptions and expectations of information professional and library users	67
5.1.3 Factor analysis results	72
5.2 Conclusions	73
5.3 Recommendations for Further Research	75

REFERENCES

78

APPENDICES

APPENDIX A: QUESTIONNAIRE FORM DISTRIBUTED TO  
SELECTED INFORMATION PROFESSIONALS  
AND LIBRARY USERS

APPENDIX B: RANKED ORDER OF EVALUATION CRITERIA  
AS PERCEIVED BY INFORMATION  
PROFESSIONALS

APPENDIX C: RANKED ORDER OF EVALUATION CRITERIA  
AS PERCEIVED BY LIBRARY USERS

## LIST OF TABLES

	Page
TABLE 1-1 PUBLIC AND PRIVATE INSTITUTIONS OF HIGHER LEARNING LIBRARY WEB SITES IN MALAYSIA AND THEIR UNIFORM RESOURCE LOCATORS USED IN THE STUDY	10
TABLE 4-1 THE NUMBER OF ACADEMIC LIBRARY WEB SITES EXAMINED FOR QUALITATIVE ANALYSIS	35
TABLE 4-2 GENERAL INFORMATION OF ACADEMIC LIBRARY WEB SITES IN MALAYSIA	37
TABLE 4-3 RESPONSE RATE OF SURVEY QUESTIONNAIRE	49
TABLE 4-4 RESPONDENTS OF INFORMATION PROFESSIONAL BY LIBRARY	49
TABLE 4-5 DISTRIBUTION OF LIBRARY USER RESPONDENTS BY INSTITUTIONS OF HIGHER LEARNING	50
TABLE 4-6 TOP TEN IMPORTANT CRITERIA AS PERCEIVED BY INFORMATION PROFESSIONALS AND LIBRARY USERS	54
TABLE 4-7 FACTOR ANALYSIS OF EVALUATION CRITERIA FOR ACADEMIC LIBRARY WEB SITES IN MALAYSIA	58
TABLE 5-1 14 CORE EVALUATION CRITERIA OF ACADEMIC LIBRARY WEB SITES IN MALAYSIA	68