Research on Evaluation Index System of Archives Information Website ——Taking the Hubei Archives Information Website as an Example

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Abstract

With the popularity of the Internet, more and more users are accustomed to using archives information websites to query and utilize archives. The level of construction of archives information websites is uneven, and a unified evaluation index system still needs to be formed. This article will take the Hubei Archives Information Website as an example; based on the existing research results and its characteristics, construct an index system to evaluate the search service, public participation, and characteristic archives culture of the archives information website and make corresponding explanations.

Keywords: Archival information website; Information service; Evaluation index system

Introduction: With the advent of the Internet plus era, the process of archives informatization in China is accelerated, and archives information service has changed from the traditional "face-to-face" mode to the computer "end-to-end" mode[1]. To adapt to this change and provide better services, all provinces and cities have accelerated the construction of archives information websites with their characteristics. How to judge the service level of archive information websites has yet to form a unified standard. This article will take the archives website of Hubei Province as an example and conduct an evaluation and analysis based on constructing a scientific and reasonable evaluation index system.

1. Construct the Evaluation Index System

The objectives are concretized into evaluation indicators, including sub-objective items (main evaluation aspects) and factor items (evaluation items). This series of indicators constitute the evaluation index system. [2] According to the functions of archival information websites and the characteristics of Hubei Archives Information Website, taking archives query, public participation, and archives characteristic culture as the main starting points, the evaluation of archives information website can be divided into three sub-objectives (first-level indicators), namely archives query and culture indicators, design indicators, and public participation indicators. This paper combines qualitative and quantitative analysis to scientifically, objectively, and reasonably calculate the weight of the evaluation index of the archival website.[3] Based on establishing the first-level indicators, determine the corresponding second-level indicators, conduct detailed and in-depth analysis according to the second-level indicators, and further determine the third-level indicators corresponding to the second-level indicators. According to the target items and the importance of each item, appropriate weights are made. The specific evaluation index system is shown in Table 1.

Table 1 Evaluation index system of archival information website

First-level indicators	Second-level indicators	Third-level indicators
Archives query and culture 65%	Archives query 55%	Query method and efficiency 30%
		Open archive resource richness 15%
		Archives query guide and appointment method 5%
		Collection resources 5%
	Archives culture 10%	Collection of precious archives 3%
		Editorial research and magazine 3%
		Video and Exhibition 4%

First-level indicators	Second-level indicators	Third-level indicators
Design 13%	Appearance design 6%	Column setting 4%
		Page Layout 2%
	Functional design 5%	Links to the other websites 1%
		Functional diversity 3%
		Introduction and help 1%
	The application level of related technologies 2%	Information dynamics 1.5%
		Ease of use 0.5%
Public participation 22%	Investigating complaints 10%	Curator mailbox 4%
		Consult complaints 4%
		Online survey 2%
	Registration and testing 4%	Registration for Archives Training Session 2%
		Registration for Promotion Center 1%
		Proficiency test 1%
	Other ways of participation 8%	Archive donation 3%
		Data download 2%
		Subscription of Archives Memories 3%

On the whole, the first-level indicators set are archives query and culture (65%), design (13%), and public participation (22%), and their weights are related to their importance. Archives query and culture construction are the focus of archives website construction. The general purpose of users entering the archives information website is to inquire and read archives, which is also the reason for its considerable weight in the setting. After analyzing the evaluation index system of the website of university archives, Lu Hang concluded that according to the overall ranking results, the effectiveness of consultation, ease of retrieval, and the number of information pushes are in the top three, which indicates that users outside the browsing website pay attention to interactivity, [4]so it has a significant weight. Some critical indicators in the evaluation index system will be explained and expounded below.

1.1 Archives query and culture

The analysis of archives query and cultural index system can be carried out from two indexes: archives query and archives culture.

Archives query is a module with the most clicks and browsing by users. This indicator includes whether the query method is efficient and straightforward, whether the metadata items used in querying archives conform to the characteristics of archival retrieval, whether the content of open archive resources and original archive is rich, whether the archival query guide is concise, whether the archival query reservation method is simple, and how much time you can query and the richness of collection resources.

The archives culture module shows each province's characteristics of archives culture construction. This index item is collected from precious archives: the historical value, the age of formation, historical events, online exhibition methods, and the number of topics of the exceptional archives. According to the archival memory, the specific content, display time, and frequency of the magazines that can be subscribed are displayed, and the compilation and research results, their quantity and value, etc., are displayed according to the archival documents and reference materials.

1.2 Design

The design index system can be analyzed from the appearance design, functional design, and application level of related technologies.

The appearance design of the web page includes column settings and page layout. Column settings determine whether users can quickly obtain information content on the website. It is closely related to matching the types of website columns, the perfection of the internal chain construction, and the rationality of the keyword layout. The core idea is to put the core keywords on the homepage, the second-level words on the column pages, and the long-tail words on the content pages.

The functional design of the website includes links to other websites, functional diversity, and introduction and help. The number of linked websites, the availability of ties, the level of detail in the overall introduction of the website, the eye-catching location of seeking intelligent or artificial help, and the specific implementation form are all essential bases for constructing functional design indicators. The application level of related technologies guarantees the regular operation of the website and the embodiment of the advanced and efficient use of network information.[5] In website design, according to the different characteristics of different types of resources, ASP, PHP, JSP, and other dynamic web design technologies and

database management technologies are appropriately used. At the same time, the design and application level of related service systems (such as online reference, user messages, forums, etc.) are also the focus of evaluation. Dynamic web design techniques such as JAVA Script or VB Script languages are necessary to increase the novelty and personalization of the external forms of the website (such as icons, menus, graphic buttons, forms, tables, etc.).

1.3 Public participation

The interpretation of public participation starts from investigating complaints, registration and testing, and other ways of participation.

Investigating complaints is an important measure of public participation to protect public rights and interests and the initiative of archival information websites. It is presented through the curator mailbox, the evaluation channel for investigating complaints, opinions, and suggestions, the method of letter inquiry, and the quality of the evaluation. Registration and testing include registration for the Archives Training Session, registration for the Promotion Center, and proficiency test. The necessity of the options filled in the registration is linked to the registration test for the archive title. Other forms of participation include archive donation, data download, and subscription to Archives Memories. Measure the number of archive donations, the number of downloads by users, the number of subscriptions to *Archives Memories,* and the information that needs to be filled in when subscribing are related.

2. Evaluation of Hubei Archives Information Website

Based on establishing the evaluation system of the archival information website, the construction of the Hubei Archives Information Website is evaluated as follows:

2.1 Archives query and culture

Archives query and cultural analysis can be carried out from archives query and culture indicators, and the Hubei Archives Information Website gets 53 points in this section.

The construction of the archives query module is relatively complete, with 46 points evaluated for this. Judging from the given items, the ways of archives query are clearly defined in the archives guide as on-site, online, and other methods. By opening any archive in the open catalog and thematic catalog to search, you can see the query methods in terms of archives, their number, title, time, confidentiality level, and other metadata

items related to archives as objects and fuzzy searches with keywords as objects, the query method is efficient, and the metadata items used in the query are more in line with the characteristics of archive retrieval—28 points for process and efficiency. The open archives are divided into available and memorable catalogs. The open catalogs are divided into provincial and Republican archives. The memorable catalogs include model workers in Hubei Province, the Revolution of 1911, and the losses of the Unit-Japanese War. However, after entering the memorable catalogs, it is found that there are few genuinely open archives. The archives query guide includes the query instructions, process, archives release, time, and geographical location. The drawn flow chart is clear and readable, but the geographical location is relatively simple. The archives query appointment provides users with application forms with basic personal information and the age of the subject content of the archives searched, which is relatively comprehensive—4 points for archives query guide and appointment method. The collection resources are relatively affluent, and the original archive resources are diversified, scoring 4 points. The construction of the archives culture module is very characteristic, with 7 points evaluated. The number of precious archives is small, and it was released from 2016 to 2022, with a high historical value, with 2 points evaluated. The online exhibition is mainly based on pictures and videos, with beautiful settings, but the number of exhibition topics is small, and the score is 3. According to the archival documents and reference materials, the results of compilation and research are displayed. Published from 2013 to 2021, there are 9 pieces, not many, but of great value. *Archives Memories* is published monthly according to its regulations, but not in 2021. There are 2 points for editorial research and magazine.

2.2 Design

The design index system is analyzed from the indicators of appearance design, functional design, and application level of related technology, and 12 points are awarded.

For the appearance design, the appearance design of the web page is simple but very clear, 6 points evaluated. The website column category perfectly matches the internal link, and the keyword layout is reasonable; 4 points were evaluated. The core keywords of the archives query are placed on the home page, which is beautiful overall, with 2 points evaluated.

The function is powerful and prosperous for the functional design, 4 points evaluated. Links to other websites are located at the bottom of the page, and domestic and foreign archives and famous website links are all

accessible. The website has rich functions to see the general situation of institutions, government information disclosure, policies and regulations, archives business, archives query, archives culture, and public participation. The function introduction of each part is detailed, and the functional diversity is evaluated for 3 points. The location of seeking intelligent or artificial help could be more eye-catching, and there is no specific implementation form of use, and the score is 0.

Regarding the application level of related technologies, the status of technical application is relatively perfect, scoring 2 points. The information is updated promptly and displayed in video and pictures, which have a certain degree of dynamics, and the score of information dynamics is 1.5. The essential operation is practical and straightforward, scoring 0.5 points.

2.3 Public Participation

The public participation index system is carried out by investigating complaints, registration, testing, and other ways of participation, scoring 17 points.

The construction for investigation and complaints is relatively complete, scoring 8 points. There is a special place to fill out the complaint form for the curator mailbox and consult complaints, and it is stipulated that it should be completed within 60 days from the date of acceptance, which wins the public's satisfaction. Curator mailbox and consult complaints are both rated 4 points. The online survey module is blank and evaluated with 0 points.

3 points for registration and testing. There are fewer applicants for the Archives Training Session and Promotion Center, and the application forms to be filled in are more complicated, and both are rated 1 point. The proficiency test is linked with the archives title registration test, scoring 1 point.

For other ways of participation, the score is 6 points. Archives donation gives a relatively comprehensive description of the collection scope, method, and contact information, scored 3 points. The number of downloaded materials provided by the website is small, and the number of downloads by users is relatively large, and the score is 1. *Archives Memories* has many subscriptions, but the information required to fill in the subscription is rather complicated, so it is rated 2 points.

To sum up, the comprehensive score of the Hubei Archives Information Website is 82 points. Generally speaking, the construction is relatively perfect, but some problems exist. Especially in the archives query, the number of development resources and original archives is small. In the future, we should further improve the problems that arise and continue to promote the construction of the archives information website.

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