
Psychology Blogs in India: An Evaluative Study

Prof. Meera Yadav¹, Mrs. Pooja²

¹Professor, Department of Library and Information Science, University of Delhi, India

²PhD Scholar, Department of Library and Information Science, University of Delhi, India

How to cite this article: Meera Yadav,Pooja (2024) Psychology Blogs in India: An Evaluative Study. *Library Progress International*, 44(3), 26443-26455

Abstract: *The current study aims to analyze psychology blogs in India according to their features and functions using a specifically created assessment checklist of 100 dichotomous questions divided into three main areas. Of the ten examined blogs, ePsychology, Dr. Neha Mehta, and Psychowellness Center were the three blogs that received the highest scores. The study reveals that overall, psychology blogs are promoting better mental health literacy in India and although all the blogs are well maintained and the administrators are updating the information regularly in time, the blogs should develop their mobile applications and social networking site features. This study's findings will help psychology blog owners deliver appropriate information, features, and services, while also keeping the psychology fraternity informed. The findings will assist psychology blog owners in identifying and addressing gaps in their offerings to attract more readers.*

Keywords: Psychology, Blogs, India, Ranking, Feedspot.

Introduction: With the ability to participate in learning, teaching, and conversation as well as self-promotion, blogs have become the ideal medium for sharing ideas and opinions online. Psychology blogs have become extremely popular in recent years, offering a wealth of information and insights into the world of psychology. These blogs cover a diverse range of topics, from mental health and therapy to neuroscience and social behavior. With the increasing demand for accessible and relatable information on psychology, it is important to evaluate the quality and credibility of these blogs. One of the main advantages of psychology blogs is the accessibility they provide. Unlike academic journals and textbooks, which can be dense and difficult to understand, blogs are written in a more conversational and approachable tone. This makes them more appealing to a wider audience, including individuals who may not have a background in psychology. Furthermore, blogs are easily accessible on the internet, making it easier for people to access information on various psychological topics at any time. Another advantage of psychology blogs is the diversity of perspectives they offer. Many blogs are written by professionals such as psychologists, therapists, and researchers, providing expert insights and knowledge on different topics. However, there are also blogs written by individuals who have personal experiences with mental health issues, providing a unique and relatable perspective. This diversity allows readers to gain a more comprehensive understanding of psychology and its applications. However, with the increasing popularity of psychology blogs, there is a concern about the quality and credibility of the information presented. Unlike academic sources, blogs do not have a strict peer-review process, which can lead to the spread of misinformation and inaccurate information. Therefore, it is important to carefully evaluate the credibility of the source and the information presented.

One way to evaluate the credibility of psychology blogs is to consider the qualifications of the writer.

As mentioned earlier, many blogs are written by professionals in the field of psychology, which adds credibility to the information presented. It is important to check the writer's credentials and experience to determine their expertise in the topic being discussed. Additionally, blogs that cite reputable sources and provide references for their information are more likely to be credible. Another important factor to consider is the tone and language used in the blog. A credible psychology blog should present information in an objective and unbiased manner. It

should avoid sensationalism and clickbait titles, which can distort the information and mislead readers. The language used should also be professional and free of personal biases. In addition to evaluating the credibility of the writer and the tone of the blog, it is also important to consider the accuracy of the information presented.

It is crucial to check the sources cited and cross-reference the information with other reputable sources. This is especially important when it comes to topics related to mental health, as inaccurate information can be harmful and damaging. Furthermore, the frequency and consistency of blog posts can also be an indicator of the credibility of a psychology blog. A blog that is regularly updated and maintains a consistent level of quality in its content is more likely to be reliable compared to a blog with sporadic posts or varying quality.

Review of Literature: The literature on evaluating blogs and their content was evaluated for this study. In order to evaluate the Indian psychology blogs, a checklist based on the literature study was also created. (Haumin & Madhusudhan, 2018) examined many qualities and functions of Library and Information Science (LIS) blogs in India with the aid of an assessment checklist that was specifically created, and provided a ranking to each one and stated in his findings that focus should be placed on social networking site features and mobile apps of the studied blogs. (M R and Kumar, 2012) found that medical blogging can communicate a doctor's or provider's feeling of compassion and medical understanding by highlighting the evaluation of blogs, features, and types of blogs under medical specialties. They also stated that posts on medical blogs include discussions of clinical situations, details on illnesses and treatments, pictures and videos of clinical trials, news, and details on ongoing research projects or trials involving specific treatments. (Madhusudhan, 2012) employed a mixed-method approach to assess the content features of a few library websites belonging to Indian Institutes of Technology (IITs) in India. The analysis included both quantitative and qualitative aspects and concluded that websites are not fully utilizing Web 2.0 capabilities to their maximum potential. (Colmer & others, 2015) created the quality indicators to examine and evaluate the quality of the medical blogs and podcasts and found that the usage of blogs and podcasts by students pursuing health-related careers is increasing. (Sahoo & Panda, 2019) looked into and assessed the online materials and navigational strengths of the Indian Institute of Technology (IIT) library websites to make appropriate recommendations for enhancing or updating their online presence with the help of standard evaluation criteria used globally. (Sharma, 2023) structurally evaluated the websites of the selected public libraries of India and discovered throughout the review process that several websites' structures were not quite up to par. Every website is devoid of some functionality and structural elements and Birchandra State Central Library has the finest website structure, earning rank one in structural analysis.

Objectives and Scope of the study: The primary goal of this study is to examine the content of the different Indian psychology blogs that help people satisfy their informational needs in the field of psychology. The other objectives of this study include:

1. To enumerate the psychology blogs in India;
2. To learn about the various attributes of psychology blogs;
3. To identify the evaluation criteria of psychology blogs that are being examined;
4. To evaluate the psychological blogs with the identified criteria for the verification of the validity, reliability, and usefulness;
5. To compare and rank the psychological blogs based on the established standards.

Though there are numerous psychology blogs already in existence, the current research will solely focus on ten Indian blogs, chosen from a directory supplied by blog.feedspot.in. Feedspot detects, categorizes, and ranks blogs, podcasts, and influencers across many specialist areas. It selects and ranks the blogs based on relevancy, blog post frequency, social media followers and engagements, domain authority, age of a blog, web traffic and some other parameters.

At the time the survey was conducted, it was found that every blog was operational. Additionally, the study's scope includes a thorough analysis of psychology blogs' content characteristics to improve the information needs of research academics and psychology students, and it rates the blogs according to their current features and functionalities.

Table 1: Indian Psychology Blogs

Participating Psychology blogs in India		
Sr. no.	Name of psychology blog	URL

1	Psychowellness Center	https://www.psychowellnesscenter.com/
2	PsychMechanics	https://www.psychmechanics.com/
3	Psychology India Magazine	https://psychology.net.in/
4	Positive Psychology	https://www.positivepsychologyindia.org/
5	Inspiron Psychological Well-being Centre	https://www.inspirononline.com/
6	ePsychology	https://www.eppsychology.in/blog/
7	MpowerMinds Blog	https://mpowerminds.com/blog
8	Dr. Neha Mehta	https://drnehamehta.com/
9	Dr Deenz	https://drdeenz.com/
10	InnerHour Blog	https://www.theinnerhour.com/infographic/cfd520ec-c0de-44c2-9f2f-0f95942ad436

Methodology of the study:

This study employs the evaluation method with the aid of an evaluation checklist and analysis of the content of the blogs. The source of the data was the psychology blogs themselves. The stated goals and the body of accessible literature were taken into consideration while creating an evaluation checklist. The checklist's quantitative section includes a large number of dichotomous questions categorized into the following categories:

- (i) Multimedia features of the blog,
- (ii) General features of the blog,
- (iii) Resources and services provided by the blogs,
- (iv) Web 2.0 features available within the blog,
- (v) Accessibility of the blog,
- (vi) Authority of the blog,
- (vii) Accuracy of the blog,
- (viii) User interface of the blog,
- (ix) Appearance and Layout of the blog, and
- (x) Links.

Data Analysis and Interpretation

The data for the present study was gathered and analyzed in the month of April 2024. A checklist was prepared to gather the data from the psychology blogs. The checklist's quantitative portion has a number of dichotomous questions covering various aspects of psychology blog content. The content, user interface, and multimedia features are the three primary divisions of these questions. The numerical responses were supplied by the assessment checklist. Every time a cell, or single item, on the checklist was marked , one point was awarded to the pertinent psychology blog feature. A system’s score is based on the total number of cells analysed for that psychology blog. Each section has several related questions, and before data interpretation, table analysis was utilized to look at each section's smaller components.

1. Multimedia features of the Psychology Blogs

Multimedia is the use of a computer to display and combine text, images, audio, and video with additional tools and interfaces that let the user interact, create, and explore . Information may also be delivered using multimedia in a dynamic and interesting way. It combines visuals, music, video, and animation and uses interactive media to impart knowledge in a number of ways. The multimedia’s primary components include Text, audio, animation, graphics/icon/image and videos.

Table 2: Multimedia Features of the Indian Psychology Blogs

Sr. No.	Video Features of the blog	Psychology Blogs in India									
		1	2	3	4	5	6	7	8	9	10
01	Are there any available video features?	✓	x	x	x	✓	✓	✓	✓	x	✓

02	Does the video icon have a clear label?	✓	x	x	x	✓	✓	✓	✓	x	✓
03	Does the video provide information?	✓	x	x	x	✓	✓	✓	✓	x	✓
04	Is the external video clip accompanied by a written description?	✓	x	x	x	x	✓	✓	✓	x	✓
05	Are there video tutorials?	x	x	x	x	x	✓	x	✓	x	✓
	Total Score (5 max)	4	0	0	0	3	5	4	5	0	5
GIF and animation feature of the blogs											
06	Are there any animation features on the blog?	✓	x	✓	✓	✓	✓	✓	✓	x	✓
07	Is the animation suitable for the blog's features, if it is available?	✓	x	✓	✓	✓	✓	✓	✓	x	✓
08	Does the animation improve the appearance of the blog?	✓	x	✓	x	✓	✓	✓	✓	x	✓
09	The user does not become distracted by the animation in any way?	✓	x	✓	x	✓	✓	✓	✓	x	✓
	Total Score (4 max)	4	0	4	2	4	4	4	4	0	4
Graphic Features of the blogs											
010	Are the contents of the blog illustrated graphically/or with pictures?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
011	If Yes, is the image suitable in light of the blog's information content?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
012	Does the file for the external image have a written description available?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Total Score (3 max)	3	3	3	3	3	3	3	3	3	3
	Grand Total (12 max)	11	3	7	5	10	12	11	12	3	12

*Yes = ✓; No = x ; 1 = Psychowellness Center; 2= PsychMechanics; 3 = Psychology India Magazine; 4 = Positive Psychology; 5 = Inspiron Psychological Well-being Centre; 6 = ePsychology; 7 = MpowerMinds Blog; 8 = Dr. Neha Mehta; 9 = Dr Deenz; 10 = InnerHour Blog

The above table no. 2 depicts the availability of multimedia features on the selected Indian psychology blogs. A total of 12 questions related to video and GIF features of the blogs were constructed and then the blogs were evaluated with the help of scores out of total 12 maximum score i.e., 5 for video, 4 for GIF/animation and 4 for graphic features of the blog.

It can be concluded that three of the blogs i.e., epsychology, Dr. Neha Mehta & the Innerhour blog obtained 5/5 i.e., 100% for the video features, i.e., the video content is clearly labelled and informative and also consist of tutorials, two of the blogs i.e., Psychowellness Center & MpowerMinds Blog got 4/5 i.e., (80%) score, and the blog named Inspiron Psychological Well-being Centre got 3/5 (60%) score for the video features of the blog. The remaining blogs don't have video features. All the blogs under study have graphic features and seven out of ten blogs have all the GIF and animation features that improves the appearance of the blog, enhances the content of the blog and don't create any distraction to the user i.e., 4/4 (100%) except the Positive Psychology blog having 2/4 GIF and animation features that do not improve the appearance of the blog and somehow causes distraction to user. The remaining two blogs don't have GIF and animation features on their blog.

Three blogs named ePsychology , Dr. Neha Mehta and InnerHour Blog have all the multimedia features securing 12/12 (100%) points, followed by MpowerMinds Blog & psychowellness Centre securing 11/12 (91.6%) points. Psychmechanics and Dr.Deenz have minimum number of multimedia features securing 3/12 points i.e., (25%).

2. Content Features of Psychology Blogs

The main factor taken into account when assessing the psychology blog material is the content available on the blog. The many content components are rather intricate and need careful consideration on the part of the observer. A total of 64 questions related to the content features of the psychology blogs were constructed which can be further divided into General features of the blog (14), Resources and services of the blog (23), Web 2.0 features of the blog (12), Accessibility features (7); Authority features (3) and (vi) Accuracy of the blog (5) questions each. The general content features of the blog consist of the information about contact, calling facility, About the blog, terms and conditions of the blog, copyright, gallery features, archive, live traffic indication, most popular posts, feedback, live chat, available mobile apps, advertising etc.

Table 3: Content Features of the Indian psychology Blogs

Sr. no.	General Content Features of the blog	Psychology Blogs in India									
		1	2	3	4	5	6	7	8	9	10
013	Is the blog's contact information provided?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
014	Is there a calling facility?	✓	x	x	x	✓	✓	✓	✓	x	✓
015	Is there any mention about the blog?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
016	Are the terms and conditions clear?	x	✓	✓	✓	✓	✓	✓	✓	✓	✓
017	Does the blog have copyright?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
018	Is there an accessible photo gallery?	x	x	x	x	x	x	x	x	x	x
019	Is the Archive part provided individually?	✓	x	x	✓	x	x	x	x	x	x
020	Is there live traffic indicated on the blog page?	x	x	x	x	x	x	x	x	x	x
021	Does the main page provide a list of the most popular posts?	✓	✓	✓	✓	✓	✓	✓	✓	x	x

022	Sign in Necessary to provide feedback or to leave a comment?	✓	✓	✓	x	✓	✓	x	x	x	x
023	Is it possible to engage in live chat?	✓	x	x	x	✓	x	✓	x	x	✓
024	Are there any available mobile apps for the same blog?	x	x	x	x	x	✓	✓	✓	x	✓
025	Does the blog's mobile version function properly?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
026	No advertising on the blog?	✓	x	x	✓	✓	✓	✓	✓	✓	✓
	Total Score (max 14)	10	7	7	8	10	10	10	9	6	9
	Resources and Services of the blogs										
027	Psychology Related news?	x	x	x	x	x	✓	x	x	x	x
028	Psychology Job alert?	x	x	x	x	x	✓	x	x	x	x
029	Tutorials for psychology and its subfields?	x	x	x	x	x	✓	x	✓	x	x
030	Option to connect to psychologists?	✓	x	x	x	✓	x	✓	✓	x	✓
031	Links to Psychology Journals	x	x	x	x	x	x	x	x	x	x
032	Links to e-learning portals?	x	x	x	x	x	x	x	x	x	x
033	Psychology study material for UGC NET/JRF?	x	x	x	x	x	✓	x	x	x	x
034	Psychology facts displayed on blog?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
035	Psychology Quiz displayed on blog?	x	✓	x	x	x	x	x	✓	x	✓
036	Links to other psychology blogs?	x	x	x	x	x	✓	x	x	x	x
037	Links to open access resources of psychology?	x	x	x	x	x	x	x	x	x	x
038	Old UGC Net Question Papers of psychology?	x	x	x	x	x	✓	x	x	x	x
039	Additional papers for psychology entrance exams?	x	x	x	x	x	✓	x	x	x	x
040	Links to associations in psychology?	x	x	x	x	x	x	x	x	x	x
041	Directory of Psychologists/Therapists?	✓	x	x	x	✓	x	✓	x	x	✓
042	Links to Indian Universities Providing psychology courses?	x	x	x	x	x	✓	x	x	x	x

043	Mention about counselling services?	✓	x	✓	x	✓	✓	✓	✓	x	✓
044	Mention about Therapy services?	✓	x	✓	x	✓	x	✓	✓	x	✓
045	Mention about Psychological assessment services?	✓	x	✓	x	✓	x	✓	✓	✓	✓
046	Ask the admin option available? If Yes then via:	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
047	Ask via e-mail?	✓	✓	✓	✓	x	✓	✓	✓	✓	✓
048	Ask via online forum?	✓	✓	✓	x	x	x	✓	✓	✓	✓
049	Ask via other platforms?	✓	x	x	✓	✓	✓	✓	x	x	✓
	Total Score (max 23)	10	5	7	4	8	13	10	10	5	11
	Web 2.0 Features of the blog										
050	Is RSS Feeds available on the blog?	x	x	x	x	x	x	x	x	x	x
051	Is the blog linked to the Social Networking Sites? If Yes which site?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
052	Twitter	✓	x	x	✓	x	✓	✓	✓	x	✓
053	Facebook	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
054	Google	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
055	Email	✓	✓	✓	✓	✓	✓	✓	x	x	✓
056	Pinterest	x	✓	x	x	x	x	x	x	x	x
057	Whatsapp	x	x	x	x	✓	x	x	x	x	✓
058	Instagram	✓	✓	x	x	✓	✓	✓	✓	x	✓
059	Youtube	✓	✓	x	x	✓	✓	✓	✓	x	x
060	LinkedIn	✓	✓	x	x	✓	✓	✓	✓	✓	x
061	Telegram	x	x	x	x	x	✓	x	x	x	x
	Total Score (12 max)	8	8	4	5	8	9	8	7	4	7
	Accessibility Features of the Blog										
062	Is the blog accessible from a browser? If yes from which browser?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
062	Google chrome	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
064	Opera Mini	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
065	Mozilla Fox	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
066	Internet Explorer	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
067	Microsoft Edge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
068	Does the homepage load with all of the icons and visuals present?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Total Score (7 max)	7	7	7	7	7	7	7	7	7	7
	Authority of the Blog										
069	Are the admin credentials stated or not?	✓	✓	x	✓	✓	✓	✓	✓	✓	✓
070	Does the blog belong to a person?	x	✓	x	x	x	x	x	✓	✓	x
071	Does the blog belong to any institution/clinic/organization?	✓	x	x	✓	✓	✓	✓	x	x	✓
	Total Score (3 max)	2	2	0	2	2	2	2	2	2	2

Accuracy of the Blog											
072	Can you verify the information provided?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
073	There is no typographical or grammatical errors?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
074	Is the blog current or is the information given timely?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
075	Is the information offered comprehensive?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
076	Is the language employed clear and intelligible?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Total Score (5 max)		5	5	5	5	5	5	5	5	5	5
Grand Total (64) max)		42	34	30	31	40	46	42	40	29	41

*Yes = ✓; No = x ; 1 = Psychowellness Center; 2= PsychMechanics; 3 = Psychology India Magazine; 4 = Positive Psychology; 5 = Inspiron Psychological Well-being Centre; 6 = ePsychology; 7 = MpowerMinds Blog; 8 = Dr. Neha Mehta; 9 = Dr Deenz; 10 = InnerHour Blog

Table 3 represents the content features of the selected Indian psychology Blogs under study.

The table depicts that Psychowellness Center, positive psychology, Inspiron Psychological Well-being Centre and epsychology blogs have the maximum score i.e 10/14, i.e.,71.4% score followed by Dr. Neha Mehta and the InnerHour blog having score 9/14 each i.e., 64.2% , Positive psychology 8/14 i.e., 57.14%. None of the blogs provide an accessible separate photo gallery, and none of them indicates live traffic on their blog.

The resources and services sections comprises of the questions like whether the blog provide any job alert, news, tutorials, connect to psychologists facility, links to psychology journals, e-learning portals, study material for UGC-NET, psychology facts, quiz, open access e-resources, question papers, links to associations, directories, Links to Universities providing psychology courses etc. The epsychology blog has got the maximum score for providing the maximum resources and services on their blog i.e., 13/23 (56.5%), followed by the InnerHour blog 11/23 (47.8%), three blogs named Psychowellness Centre, Mpowerminds Blog & Dr. Neha Mehta blog score 10/23 each (43.4%). None of the blogs provides links to the psychology journals, e-learning portals, open access e-resources of psychology, and links to the associations of psychology.

Web 2.0 features of the blog includes the RSS, the social networking sites like whatsapp, Instagram, twitter, facebook, pinterest, email, youtube, telegram etc. These web 2.0 features have been widely employed in the psychology blogs and focus on the ability of the bloggers to connect and share information to the people or groups via social platforms. Different blogs connect to different social networking platforms. All the blogs under study are linked to social networking sites. Maximum marks is scored by epsychology i.e.,9/12 (75%), followed by Psychowellness centre, PsychMechanics, Inspiron Psychological Well-being Centre and Mpowerminds Blog with score 8/12 (66.6%) each, Dr. Neha Mehta and InnerHour Blog with score 7/12 i.e.,(58.3%). Most of the blogs connect to Facebook, LinkedIn, twitter, google, email, youtube and Instagram. Only one blog is connected to telegram and two blogs to whatsapp.

The ability to view the studied psychology blogs from several browsers is referred to as accessibility. Table 3 demonstrates that each selected blog under study received a cent percentile i.e., 7/7 points in this area. It can be depicted from the table that every psychology blog that was examined is compatible with every major web browser, including Google, Microsoft Edge, Mozilla Fox, Opera Mini, Chrome, and so on and the their homepage loads with all the icons and visuals present.

The authority check of the blog was performed asking three questions i.e., do the blog’s admin credentials are stated or not, the blog belong to any person or do the blog belong to any organization. All the blogs admin credentials were clear except for the one named Psychology India Magazine. Three of the total blogs belong to some person and six of them belong to some clinic/organization/institution and the authority of one of them was not clear as stated above.

When producing a blog post, news feed, or email, accuracy is very crucial. Since it is the first thing a user sees, it

ought to be regarded as the most crucial blogging tool. The accuracy of the blog ensures that the information provided is up-to-date, the language employed is clear and intelligible and the information provided is comprehensive. Table 3 depicts that all the blogs under study got cent percent score for authority check i.e., 5/5 marks.

Table 3 at the bottom depicts the grand total score of the content features of the blogs that have been studied. In the content features the maximum score is obtained by epsychology i.e., 46/64 (71.8%), followed by Psychowellness Centre; Mpowerminds blog i.e., 42/64 (65.6%) each, and Inspiron Psychological Well-being Centre; Dr. Neha Mehta 40/64 (62.5%) each. In content features of the blog Dr. deenz has the minimum score i.e., 29/64 (45.3%).

3. User Interface Features of the Psychology Blogs

A user interface (UI) is a space where the user interacts with the blog in an efficient any friendly manner that provides the intended outcome. This typically indicates that the operator need minimum input to obtain the desired output and that the machine reduces unwanted outputs to the user. To evaluate the user interface of the blogs total 24 questions were noted and answered which further divided into two parts i.e., 7 questions about the general characteristics of the user interface including the navigation label & assistance features, home button, search function, page headers and the remaining 17 questions about the appearance and design of the blogs which includes the features like colors, classification, links, connect to experts, therapists, FAQs, glossary, vocabulary and the instant health checkup facility with the help of questionnaire.

Table 4: User Interface of the Indian Psychology Blogs

Sr. no.	General characteristics of the user interface of the blog	Psychology Blogs in India									
		1	2	3	4	5	6	7	8	9	10
077	Is the navigation aid labeled clearly?	✓	✓	✓	x	✓	✓	x	✓	x	x
078	Is there a navigational assistance at the bottom of the page?	✓	✓	✓	x	x	✓	x	x	x	x
079	Is the home button present on every page?	✓	✓	x	x	✓	✓	x	✓	x	x
080	Is there a search function on the blog?	x	✓	✓	✓	x	✓	x	✓	x	x
081	Is the search feature accurate?	x	✓	✓	✓	x	✓	x	✓	x	x
082	Is navigation with images supported?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
083	Are the page headers consistently formatted?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Total Score (7 max)	5	7	6	4	4	7	2	6	2	2
	Blog's Appearance and Design										
084	Do the visuals and animation seem good?	✓	x	✓	✓	✓	✓	✓	✓	✓	✓
085	Is the blog well-structured?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
086	Is the color used	✓	✓	✓	x	✓	✓	✓	✓	✓	✓

	appropriate?										
087	Is information classification good?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
088	A list of additional psychology website links?	x	x	x	x	x	✓	x	x	x	x
089	Can we make an online appointment with a psychologist?	✓	x	x	x	✓	x	✓	✓	x	✓
090	Details regarding the working group?	✓	x	x	x	✓	x	✓	✓	x	✓
091	Comprehensive details about the group or therapists?	✓	x	x	x	✓	x	✓	✓	x	✓
092	Comprehensive details regarding services?	✓	x	✓	✓	✓	✓	✓	✓	x	✓
093	Connected to any internship initiatives?	✓	x	x	x	✓	✓	✓	✓	x	x
094	Ask the experts of psychology?	✓	x	x	x	✓	x	x	x	x	✓
095	Address particulars given?	✓	✓	x	x	✓	✓	✓	✓	✓	✓
096	Are there blog FAQs?	✓	✓	x	x	✓	x	✓	✓	x	✓
097	Is it possible to read/download/buy books?	x	x	x	x	x	x	x	✓	x	x
098	Are subdivisions by topic available?	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
099	Is there a glossary or vocabulary for psychology?	x	x	✓	x	x	x	✓	x	x	x
0100	A facility that offers instant mental health tests using a questionnaire?	x	✓	x	x	x	x	✓	✓	✓	✓
	Total Score (17 max)	13	7	7	5	13	9	14	14	7	13
	Grand Total (24 max)	18	14	13	9	17	16	16	20	9	15

*Yes = ✓; No = x; 1 = Psychowellness Center; 2= PsychMechanics; 3 = Psychology India Magazine; 4 = Positive Psychology; 5 = Inspiron Psychological Well-being Centre; 6 = ePsychology; 7 = MpowerMinds Blog; 8 = Dr. Neha Mehta; 9 = Dr Deenz; 10 = InnerHour Blog

Table 4 represents the features of the Indian psychology blogs based on user interface of the blog. For general user interface characteristics ePsychology and PsychMechanics secure cent percent score i.e., 7/7 (100%) points, followed by Psychology India Magazine and Dr.Neha Mehta 6/7 points(85.7%).

The user interface features of the Dr. neha Mehta blog are the best with highest score i.e., 20/24 (83.3%) points, followed by Psychowellness Centre securing 18/24 (75%) points, and ePsychology 17/24 i.e., (70.8%) points. Positive Psychology and Dr. Deenz are having the minimum number of user interface features on their blogs with a score of 9/24 i.e., (37.5%) each.

4. Total Scores of the Indian Psychology Blogs

On the basis of the above table no. 2, 3 and 4 the scores have been calculated for each of the psychology blogs.

Table 5: Scores of the Indian Psychology Blogs under study

Psychology Blogs	Multimedia Features of the Blog (12 max)	Content Features of the blog (64max)	User Interface of the blog (24 max)	Total Score (100 max)
Psychowellness Center	11	42	18	71
PsychMechanics	3	34	14	51
Psychology India Magazine	7	30	13	50
Positive Psychology	5	31	9	45
Inspiron Psychological Well-being Centre	10	40	17	67
ePsychology	12	46	16	74
MpowerMinds Blog	11	42	16	69
Dr. Neha Mehta	11	40	20	72
Dr Deenz	3	29	9	41
InnerHour Blog	12	41	15	68

Table no. 5 depicts the total scores of the psychology blogs, and it can be seen that ePsychology blog secure maximum no. of points i.e., 74/100 (74%), followed by Dr. Neha Mehta Blog with score equal to 72/100 (72%) and Psychowellness Centre with a score of 71/100 i.e., (71%). Positive Psychology and Dr. Deenz are having the minimum total score for their blogs i.e., 45/100 (45%) and 41/100 (41%) respectively.

5. Ranking of the Indian Psychology Blogs

The Indian psychology blogs under examination were ranked using a quantitative five-point ranking system based on Taylor Powell's intensity scale, ranging from 'very high' to 'very low'. The five-point rating system was set based on the 100 maximum score for the blogs. The score range from 81-100 specifies the rank 'very high', 61-80 'High', 41-60 'Medium', 21-40 'low', and 1-20 'very low'. Table 6 depicts that out of ten Indian psychology blogs none of them received 'very high' ranking, six of them received 'high' ranking, and four of them received 'Medium' ranking. Interestingly, no studied psychology blogs were evaluated and ranked as 'Very High' or 'Very Low'.

Table no. 6 depicts that ePsychology blog is at the top and ranked (74-High), followed by Dr. Neha Mehta Blog (72-high), Psychowellness Centre (71-high), MpowerMinds Blog (69-High), InnerHour Blog (68-High), Inspiron Psychological Well-being Centre (67-High), PsychMechanics (51-Medium), Psychology India Magazine (50-Medium), Positive Psychology (45-Medium) and Dr. Deenz (41-Medium).

Table 6: Ranking of studied psychology blogs of India

	Name of the psychology blog	Score	Rank
1	ePsychology	74	High
2	Dr. Neha Mehta	72	High
3	Psychowellness Center	71	High
4	MpowerMinds Blog	69	High
5	InnerHour Blog	68	High
6	Inspiron Psychological Well-being Centre	67	High
7	PsychMechanics	51	Medium
8	Psychology India Magazine	50	Medium
9	Positive Psychology	45	Medium
10	Dr Deenz	41	Medium

Findings: Following are the findings of the study:

1. Three of the blogs i.e., epsychology, Dr. Neha Mehta & the Innerhour blog have most of the multimedia and video features, and the video content is clearly labelled and informative and also consist of tutorials, and the others lack one or two video features. All the blogs under study have graphic features and seven out of ten blogs have all the GIF and animation features that improves the appearance of the blog, enhances the content of the blog and don't create any distraction to the user except the Positive Psychology blog whose animation features somehow causes distraction to user. Two blogs don't have GIF and animation features.
2. Epsychology, Psychowellness Center, positive psychology, and Inspiron Psychological Well-being Centre blogs have the maximum score for the content features. None of the blogs provide an accessible separate photo gallery, and none of them indicates live traffic on their blog. The epsychology blog has got the maximum score for providing the maximum resources and services on their blog. None of the blogs provides links to the psychology journals, e-learning portals, open access e-resources of psychology, and links to the associations of psychology. All the blogs under study are linked to social networking sites. Most of the blogs connect to Facebook, LinkedIn, twitter, google, email, youtube and Instagram. Only one blog is connected to telegram and two blogs to whatsapp. It is found that every psychology blog is compatible with every major web browser, including Google, Microsoft Edge, Mozilla Fox, Opera Mini, Chrome, and so on and the their homepage loads with all the icons and visuals present. Three of the total blogs belong to some person and six of them belong to some clinic/organization/institution and the authority of one of them was not clear as stated above.
3. The user interface features of the Dr. neha Mehta blog are the best followed by Psychowellness Centre and ePsychology. Positive Psychology and Dr. Deenz are having the minimum number of user interface features on their blogs.
4. ePsychology blog secure maximum total score i.e., 74/100 (74%), followed by Dr. Neha Mehta Blog i.e., 72/100 (72%) and Psychowellness Centre with a score of 71/100 i.e., (71%). Positive Psychology and Dr. Deenz are having the minimum total score for their blogs i.e., 45/100 (45%) and 41/100 (41%) respectively.
5. ePsychology blog is at the top and ranked (74-High), followed by Dr. Neha Mehta Blog (72-high), Psychowellness Centre (71-high), MpowerMinds Blog (69-High), InnerHour Blog (68-High), Inspiron Psychological Well-being Centre (67-High), PsychMechanics (51-Medium), Psychology India Magazine (50-Medium), Positive Psychology (45-Medium) and Dr. Deenz (41-Medium).

Suggestions:

- i. While most psychology blogs give enough material, well-designed pages and structure are crucial.
- ii. Mobile applications are crucial for psychological blogs, but just a handful now have them.
- iii. Videos and tutorials are crucial components for learning anything electronically and enables users to improve their technical abilities. So the blogs should include video tutorials for specific topics.
- iv. Psychology students and researchers are the future psychology professionals. Blogs containing links to various psychology websites, Journals, e-books, open access e-resources, databases, tutorials, job updates, link to psychology associations, institutions should be encouraged.

Conclusion

Psychology blogs in India are gaining popularity as more people seek to understand the human mind and behavior. India has a high need for mental health awareness and psychology education. Many talented psychologists, counselors, and mental health advocates have started blogs to share their knowledge and perspectives. Overall, psychology blogs are promoting better mental health literacy in India. They make expert knowledge accessible outside the therapist's office. While in-person counseling remains crucial, online blogs reach wider audiences with cost-effective psychoeducation. As more Indians embrace mental health awareness, psychology blogs will continue educating on the inner workings of the human psyche.

The findings of the study reveal that although all the blogs are well maintained and the administrators are updating the information regularly in time, among all the studied Indian Psychology Blogs, ePsychology Blog is the best Indian blog for researchers, students as well as faculty of psychology. The blog is well-designed, easy to follow, and contains much information. It is followed by Dr. Neha Mehta and Psychowellness Centre. This study's findings will help psychology blog owners deliver appropriate information, features, and services, while also keeping the psychology fraternity informed. The findings will assist psychology blog owners in identifying and addressing gaps in their offerings to attract more readers.

References

1. Chuenchom, S. (2011). *User-Centered Evaluation of the Quality of Blogs* [PhD Dissertation, University of North Texas]. <https://www.proquest.com/docview/1012117752>
 2. Colmers, Isabelle & Paterson, Quinten & Lin, Michelle & Chan, Teresa & Thoma, Brent. (2015). The Quality Checklists for Health Professions Blogs and Podcasts. *The Winnower*. 2. 10.15200/winn.144720.08769.
 3. Haumin, L., & Madhusudhan, M. (2018). Library and Information Science Blogs in India: An Evaluative Study. *Library Philosophy and Practice*, 2091. <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=5459&context=libphilprac>
 4. Joanna Blair Allison V. Level. (2008). Creating and evaluating a subject-based blog: planning, implementation, and assessment. *Reference Services Review*, 36:2, 156 – 166. <http://dx.doi.org/10.1108/00907320810873020>
 5. MR, Murali & Kumar, Vijay. (2012). Specialty medical blogs: a tool to disseminate health information. *Nat J Res Com Med*. 1. 178-241. https://www.researchgate.net/publication/236866507_Specialty_medical_blogs_a_tool_to_disseminate_health_information
 6. Madhusudhan, M. (2012). Content Evaluation of Indian Institutes of Technology Library Websites in India. *World Digital Libraries - an International Journal*, 5(2), 1–20. <https://doi.org/10.3233/wdl-120087>
 7. Maria Banyai & Mark E. Havitz. (2013). Analyzing Travel Blogs Using a Realist Evaluation Approach. *Journal of Hospitality Marketing & Management*, 22:2, 229-241, DOI: 10.1080/19368623.2012.680239
 8. Rahman, Azizur and M. Sadik Batcha. (2020). Content Analysis of Library Websites of Select Colleges of Delhi University: A Study. *DESIDOC Journal of Library & Information Technolog.*, 40:4, 247-252. DOI : 10.14429/djlit.40.4.15454
 9. Sahoo, S., & Panda, K. C. (2019). Web Content Analysis of Indian Institute of Technology (IIT) Library Websites: An Evaluative Study. *Library Philosophy and Practice*.3949 <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=7293&context=libphilprac>
 10. Sharma, Neha. (2023). Evaluation of Website Structure of Select Public Libraries in India. 8. 71-82. https://www.researchgate.net/publication/373143087_Evaluation_of_Website_Structure_of_Select_Public_Libraries_in_India
 11. Taylor-Powell, E. (2008). *Ways to word answer choices in questionnaires*. studylib.net. <https://studylib.net/doc/8413325/ways-to-word-answer-choices-in-questionnaires>
- Psychology Blogs
1. Psychowellness Center - <https://www.psychowellnesscenter.com/> (Accessed on 1April, 2024).
 2. PsychMechanics - <https://www.psychmechanics.com/> (Accessed on 1April, 2024).
 3. Psychology India Magazine - <https://psychology.net.in/> (Accessed on 1April, 2024).
 4. Positive Psychology - <https://www.positivepsychologyindia.org/> (Accessed on 3 April, 2024).
 5. Inspiron Psychological Well-being Centre - <https://www.inspirononline.com/> (Accessed on 3 April, 2024).
 6. ePsychology- <https://www.epsychology.in/blog/> (Accessed on 3 April, 2024).
 7. MpowerMinds Blog - <https://mpowerminds.com/blog> (Accessed on 5 April, 2024).
 8. Dr. Neha Mehta - <https://drneha.mehta.com/> (Accessed on 5 April, 2024).
 9. Dr Deenz - <https://drdeenz.com/> (Accessed on 5 April, 2024).
 10. InnerHour Blog - <https://www.theinnerhour.com/infographic/cfd520ec-c0de-44c2-9f2f-0f95942ad436> (Accessed on 5 April, 2024).