Webometric Analysis Agriculture University Websites for Maharashtra State

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Abstract

The article examines the website of Agriculture University of Maharashtra State. The study is to do the webometric analysis of Agriculture university of Maharashtra state. This study during January 2019 to March 2019. It was found that 5 (4 Agriculture +1 Animal & Fishery Sciences University) Agriculture University in Maharashtra. Further the data were analyzed to find out the evaluate the efficiency of these websites of University by university website, Global Rank, website audience, and Marketing Channels. Based on the parameters determined by similarweb.

Keywords : *webometric, website audience, Global Rank, Channels overview, search Traffic.*

1.1 Introduction: The World Wide Web (WWW) allows computer users to position and view multimedia-based documents (i.e., documents with text, graphics, animations, audios and/or videos) on almost any subject. Even though the Internet was developed more than three decades ago, the introduction of the WWW was a relatively recent event. In 1989, Tim Berners-Lee of CERN (the European Laboratory for Particle Physics) developed the World Wide Web and several communication protocols that form the backbone of the WWW. The Internet and the World Wide Web will surely be listed among the most significant and profound creations of humankind. In the past, most computer applications ran on standalone computers. (i.e., computers that were not connected to one another) Today's applications can be written to communicate among the world's hundreds of millions of computers. The Internet makes our work easier by mixing computing and communications technologies. It makes information immediately and conveniently accessible worldwide. It makes it possible for individuals and small businesses to get worldwide contact.

Agriculture Universities are considered holy institutions where education is imparted among the masses. Therefore anything affiliated or developed by an agriculture university should have a positive impact. This is the era of information & technology; people tend to access the information online rather than visiting the place physically. Much of the information about universities is placed on their websites, and these websites are visited by the students, scholars, and researchers etc to gather the information. How effective a website is and how efficiently it is catering the needs of users is indicated by certain parameters like how frequently a website is visited, how much time is spent on it by a user, how much content is downloaded from it etc. Evaluating a website against such parameters is termed as webometric analysis.

2. Conceptual Analysis

2.1 Webometrics

The science of webometrics (also cybermetrics) tries to measure the World Wide Web to get knowledge about the number and types of hyperlinks, structure of the World Wide Web and usage patterns. According to Bjorn born and Ingwersen (2004), the definition of webometrics is "the study of the quantitative aspects of the construction and use of information resources, structures and technologies on the Web drawing on bibliometric and informetric approaches." The term webometrics was first coined by Almind and Ingwersen (1997). A second definition of webometrics has also been introduced, "the study of web-based content with primarily quantitative methods for social science research goals using techniques that are not specific to one field of study" (Thelwall, 2009), which emphasizes the development of applied methods for use in the wider social sciences. The purpose of this alternative definition was to help publicize appropriate methods outside of the information science discipline rather than to replace the original definition within information science. The term webometrics was coined by Tomas Almind and Peter Ingwersen in 1997. It is "The study of web-based content with primarily quantitative methods for social science research goals, using techniques that are not specific to one field of the study" as defined by Thewell (Vergeer, 2013).

3. Objectives of Study

The following are the major objectives of this study.

- To Measure the Global and Indian Rank of Agriuclutre University websites.
- To Total Visits and Traffic share by Monthly visits, avg. visit duration, Daily Page per view & Bounce rate on site.
- To calculate the total sites linking in and search engine visits.

4. Scope & Limitation of Study

The current webometric study is confined to the Agriculture University of Maharashtra State. The total number of that 5 (4 Agriculture +1 Animal & Fishery Sciences University) Agriculture University in Maharashtra. The database during January 2019 to March 2019.

5. Methodology

The data were extracted from 5 (4 Agriculture +1 Animal & Fishery Sciences University) Agriculture University in Maharashtra website during during January 2019 to March 2019. Based on the parameters determined by similarweb website.

6. Review of Literature

Zahid wani & Ubaid Ullah shas(2019) in conference paper webometric analysis of university websites of Jammu & Kashmir, India. The study aims to evaluate the efficiency of these websites in satisfying the needs of its different users like students, researchers, professors etc. Ali Mardani-Nejad , Farshid Danesh, Hossein Saadat, Seyyed Mohammad Reza Darbani (2009) websites content quality of Iranian university of technology a webometrics study in this study is to analyse websites content quality in Iranian University to technology.

Meisam Dastani,Somayeh Panahi & Masoumeh Sattari (2019), this study amied to analyze the websites ranks on iranian medical sciences universities in the period of 11 September 2016 to March 2017. It was performed on webometrics method which contains 41 websites of Iranian medical sciences universities. Rahul Deshmukh & Khiste Gajanan (2019) the article examines the search contribution of Dr. Babasaheb Ambedkar Marathwada University with reference to Researchgate bibliometrics study. Deshmukh R.K., Pawar K.P. & Kale V.A (2018) in article "Research Contributions of SRTMU, Nanded in Research Gate: An Analysis" analysis SRTMU university Research contribution on Research Gate. Rahul Deshmukh & Hitesh Brijwasi (2019), the research contribution of kavayitri Bahinabi Chaudhari North Maharashtra University in Maharashtra the data for the study have been extracted from the website of research gate.

7. Data Analysis

7.1 Maharashtra Agriculture University

The information on all functions and activities of the department of agriculture is provided through the following channels and websites. The analysis of the website has also been included

Table no. 01 University and website Name

Sr. No.	Name of University	University web site	sector
01.	Dr. Balasaheb Sawant Konkan Krishi Vidhyapeeth, Dapoli, Dist. Ratnagiri	httm://www. dbskkv.org	Agriculture University
02.	Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola	https://www.pdkv.ac.in/	Agriculture University
03.	Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani	httm://vnmkv.ac.in	Agriculture University
04.	Mahatma Phule Krishi Vidyapeeth, Rahuri	httm://mpkv.ac.in	Agriculture University
05.	Maharashtra Animal & Fishery Sciences University, Seminary Hills, Nagpur-	httm://mafsu.in	Animal & Fishery Science University

The State with the most agricultural universities in Maharashtra with four Agriculture University and one Animal & Fishery Sciences University. All Maharashtra Agriculture University website is the official website of the Department of Agriculture, Maharashtra State. The website content is available in English and Marathi.

7.2 Global Rank

On analyzing the data it was found that Agriculture University of Maharashtra is ahead of all other universities in terms of both Global Rank

Table no.2 Global & Indian Rank

Sr. No.	University web site	Global Rank	Country Rank	Category Rank (Education)
01.	httm://www. dbskkv.org	1405847	55329	38233
02.	https://www.pdkv.ac.in/	1019177	38889	28236
03.	httm://vnmkv.ac.in	1494332	58424	-
04.	httm://mpkv.ac.in	1208729	46320	33216
05.	httm://mafsu.in	2504670	96337	92239

Global ranking followed by Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola is world rank 1019177 and followed by Dr. Balasaheb Sawant Konkan Krishi Vidhyapeeth, Dapoli , Vasantrao Naik Marathwada Krishi Vidyapeeth, Parbhani and Maharashtra Animal & Fishery Sciences University, Nagpur is at the bottom of the ranked list and is not satisfactory in terms of both Global and Indian Ranking. Indian rank of one university namely Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola(38889) and Education category Rank Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola(28236) top website in global education category ranking.

7.3 Total Visits – website audience (Jan 2019- March2019)

Sr. No.	University web site	Total Visits	Monthly visits	Monthly unique visitors	Avg. Visits Duration	Pages visits	Bounce Rate
01.	httm://www. dbskkv.org	33980(34.15)	11327	<5000	00.02.44	3.24	43.66
02.	https://www.pdkv.ac.in/	29815(18.61)	9938	<5000	00.07.11	7.52	41.31
03.	httm://vnmkv.ac.in	10823(105.38)	<5000	<5000	00.04.15	5.07	25.96
04.	httm://mpkv.ac.in	17818(-6.90)	5939	<5000	00.03.19	4.00	45.31
05.	httm://mafsu.in	8660(24.20)	<5000	<5000	00.02.14	4.19	41.43

On analyzing the data it was found that the institutional website of Dr. Balasaheb Sawant Konkan Krishi Vidhyapeeth, Dapoli (33980) is viewed maximum visits of website and average duration times par day 02.44 mints. users also stay on the website for longer duration, followed by Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola(29815) is viewed visits of website last three months and average duration times par day 07.52 mints. Users stay on the website.

7.4 Geographical Distribution

The data related to visits website has been analyses by top countries Reads it in the table

Table No. 4 Geographical wise Analysis

Sr. No.	University web site	Countries							
		India	**United States**	**Vietnam**	**Germany**	**Israel**	**Sudan**	**United Arab Emirates**	**Austria**
01.	httm://www. dbskkv.org	91.85	1.55	1.35	1.05	0.86	-	-	-
02.	https://www.pdkv.ac.in/	90.47	0.44	-	1.29	-	6.05	0.40	-
03.	httm://vnmkv.ac.in	95.82	-	-	-	2.03	-	-	1.53
04.	httm://mpkv.ac.in	98.41	0.73	-	0.86	-	-	-	-
05.	httm://mafsu.in	99.92	-	-	-	-	0.08	-	-

Table No. 4 Depicts the top reads by geographical wise analysis, As per countries wise visiting on website Indians are height visiting agriculture university.

7.5 Channels Overview (Marketing Channels)

Following Contacting for a website visit

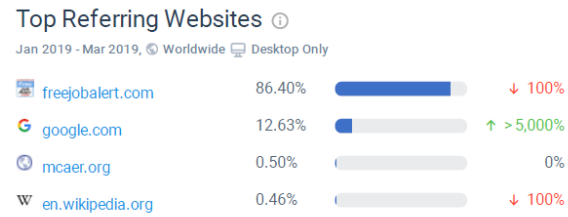
Sr. No.	University web site	Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
01.	httm://www. dbskkv.org	15.65	1.31	11.20	2.54	69.31	0.00	0.00
02.	https://www.pdkv.ac.in/	43.53	0.00	3.43	0.00	53.03	0.00	0.00
03.	httm://vnmkv.ac.in	32.03	0.00	1.15	0.00	66.82	0.00	0.00
04.	httm://mpkv.ac.in	36.78	4.51	0.71	0.00	57.99	0.00	0.00
05.	httm://mafsu.in	39.76	0.00	3.49	0.00	56.74	0.00	0.00

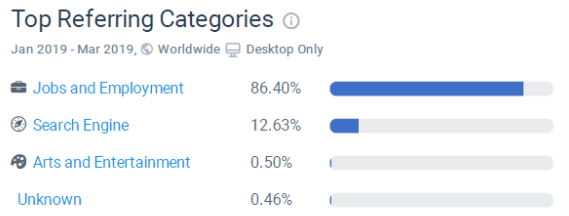
University website visiting wares channels are media Direct visiting website on desktop , Email, referrals, social media, organic search etc.

7.6 Top Referring Categories

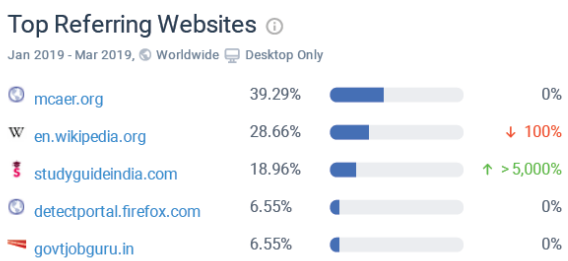
Following referring categories website or searcher engine website.

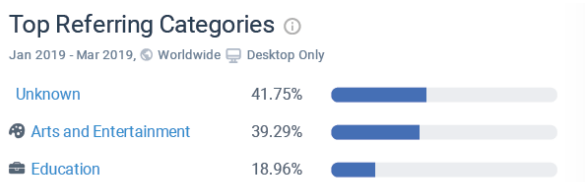
01. httm://www. dbskkv.org



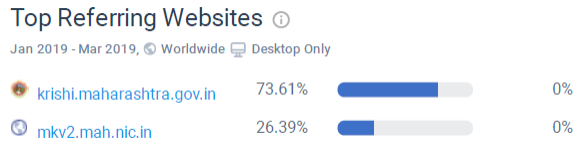


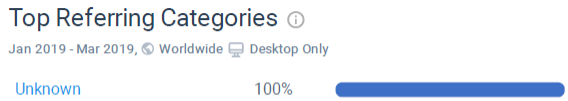
02. https://www.pdkv.ac.in



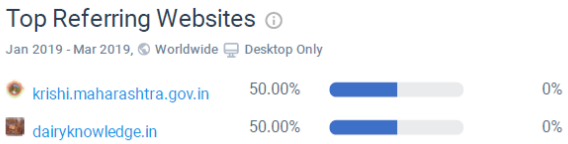


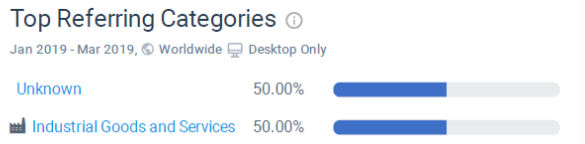
03. httm://vnmkv.ac.in



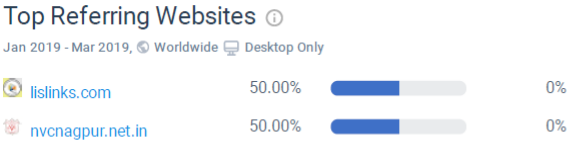


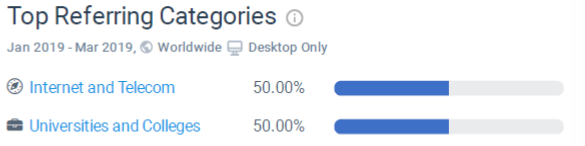
04. httm://mpkv.ac.in





05. httm://mafsu.in

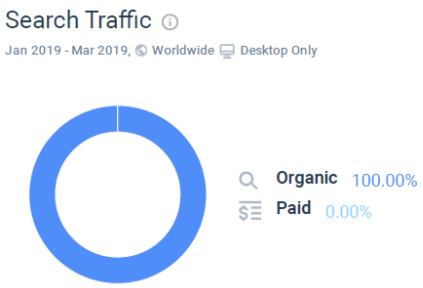




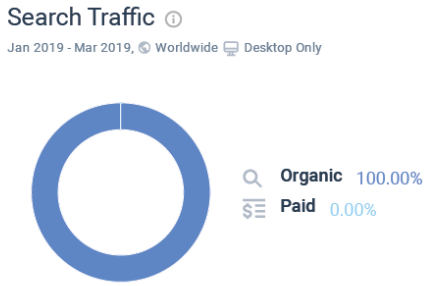
7.7 Search Traffic

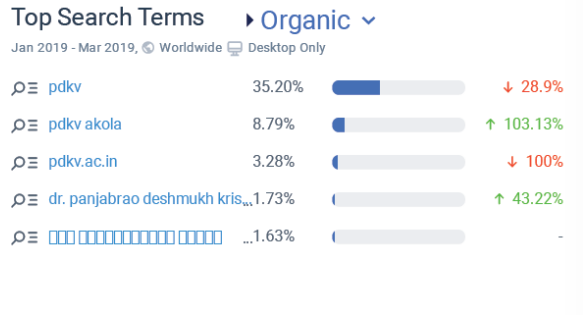
Following different search traffic methods visiting for website

01. httm://www. dbskkv.org

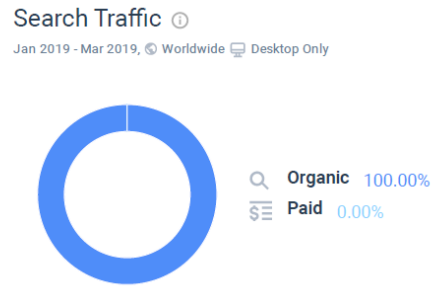


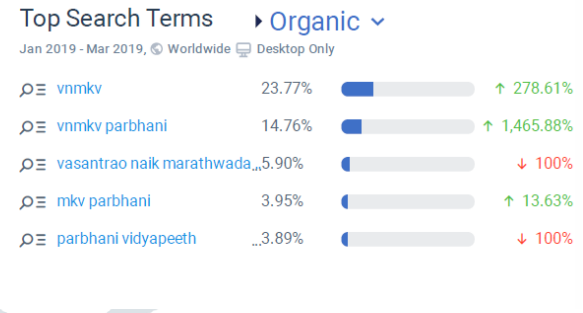
02. https://www.pdkv.ac.in



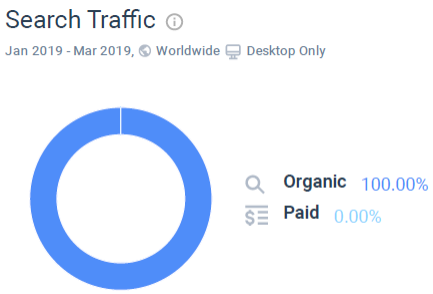


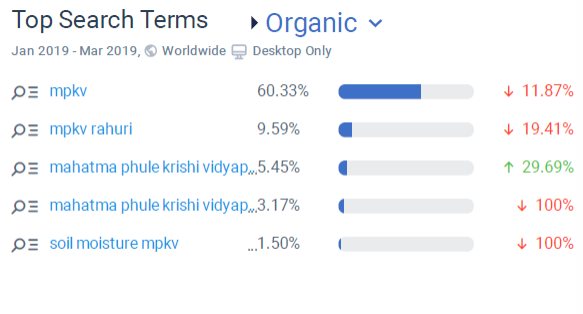
03. httm://vnmkv.ac.in



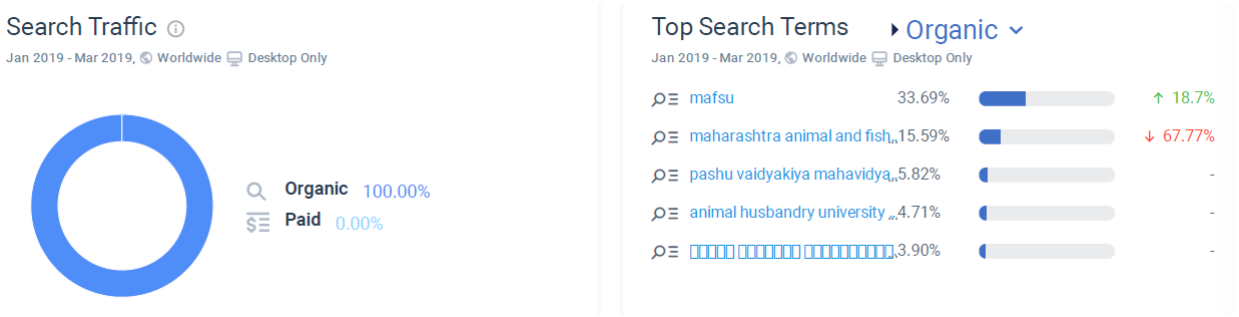


04. httm://mpkv.ac.in





05. httm://mafsu.in



7.8 CONCLUSION

Websites play an important role in determining the capacity of the organizations to meet the needs of the users and to understand their demands. The purpose of the present study is to evaluate the websites of Maharashtra state agricultural university. From this study it shows that Dr. Punjabrao Deshmukh Krishi Vidyapeeth, Akola website is doing much better than other universities websites in terms of bounce rate. There is an Indian status but it does not show progress in the remaining parameters.

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