

Websites of Universities in South India by Alexa Inlinks: A Webometric Analysis

Jeysankar, R.

jeysankar71@gmail.com

Metric studies like librmetrics, bibliometrics, scientometrics, informetrics and webometrics are well known. Newer concepts and methods are being developed in the Metric study in Library and Information Science. One such newest method of studying the inlinks of the university is 'Sites Linking In' or Inlinks of Alexa, the Web Information Company.

The study was designed by collecting the number of inlinks of websites of universities for the four states viz, Tamil Nadu, Andhra Pradesh, Karnataka and Kerala.

The data collected by providing the website of the university in the 'Sites Linking In' column in the website of Alexa, the outcome was explored to rank the website by MS Office Excel and through SPSS to find Cross Tabulation, Mean, Descriptive Statistics, and one way ANOVA were calculated.

In Tamil Nadu, 5 universities namely AMET University, Bharath University, SASTRA University, Saveetha University and Tamil Nadu Physical Education and Sports University were ranked with above 1000 Alexa Inlinks. In Andhra Pradesh, 5 universities such as Jawaharlal Nehru Technological University - Kakinada, Kakatiya University, Mahatma Gandhi University, Sri PadmavatiMahilaVishwavidyalayam and Sri Venkateswara Veterinary University were ranked with above 1000 Alexa Inlinks. In Karnataka, 6 universities were ranked with above 1000 Alexa Inlinks. They are Indian Institute of Science and Manipal Academy of Higher Education, Jawaharlal Nehru Centre for Advanced Scientific Research and National Institute of Mental Health and Neuro Sciences, Gulbarga University and Karnataka Veterinary, Animal and Fisheries Sciences University. In Kerala, no university is ranked with more than 1000 Alexa Inlinks.

Moreover, there is significant difference between the Types of Universities with their Inlinks is prevailing. State Government Universities need to concentrate on their website issues in order to get more inlinks from other such websites.

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