

Implementing a Web Content Management Framework for University of Kelaniya based on Webometric Assessment

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Abstract

With the increase of web technologies in the 21st century, a world trend was created to analyze the online performance of universities across the world. On the other hand, it was considered as one of criteria in university ranking system either. In most of the cases, the online performance of a university is calculated based on the number of Google searches available under the search term of a particular university name. However, it cannot be taken as a reliable criterion to check the online performances as universities are the knowledge hubs from which new research and publications should emerge for the betterment of the world community. Although most of Sri Lankan universities use CMS for web development, designing a more accurate and reliable frame work based on WIF to change the existing web policy in University of Kelaniya was the main purpose of the research. The analysis of collected data from 310 people in the university declare that the awareness on web metrics ranking system was not in a satisfactory level, the attention on the developing backlinks is not a great concern, the cited amount of research and publications in web metrics is low in the university. Hence, an effective linkage should immediately be created between the academics and web metrics team, to increase the WIF in order to uplift the position of the university rankings.

Keywords: Content management system, Web impact factor, Webometrics, Web technology

Introduction

One of major purposes of any university is enhancing the research and publications which is directly helpful to uplift its position in the worldwide or national university ranking list. With the rapid improvement of the internet and World Wide Web (WWW) technologies, the universities have recognized the importance of their online performance and started to build their websites to serve different purposes. Nowadays, many ranking systems rely on search engines such as Google. The universities have become more concerned with their online performance to push their ranking to higher positions in order to receive a better worldwide recognition. A very important ranking system is the Web metrics Ranking of World's Universities. Web metrics 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 informatics approaches (science wiki - 2008).

Majority of Sri Lankan universities use a Content Management System (CMS) for the web