

## WEBOMETRICS RANKING PROCESS & RESULT JULY 2020

Today, I would like to discuss Ranking Web of Universities or Webometrics Ranking, since they published their July result in the first week of August 2020. In this ranking they currently ranked 30,000 HEIs from more than 200 countries. Out of which 1219 institutions from Arab World and 70 institutions from Saudi Arabia.

The Ranking Web is not a ranking of the websites of Universities, it is a Ranking of Universities. The primary objective of the Ranking Web is to promote Open Access to the knowledge generated by the Universities world over.

Webometrics Ranking started publishing its results from 2004 twice a year (January & July) and it is almost 17 years Webometrics Ranking a Spain based ranking agency publishing its result non-stop and with every consecutive results, number of universities in the ranking is increasing.

The "Webometrics Ranking of World Universities" is an initiative of the Cybermetrics Lab, a research group belonging to the Consejo Superior de Investigaciones Científicas (CSIC), the largest public research body in Spain.

The Cybermetrics Lab using quantitative methods has designed and applied indicators that allow us to measure the scientific activity on the Web. The cybermetric indicators are useful to evaluate science and technology and they are the perfect complement to the results obtained with bibliometric methods in scientometric studies. This is a new emerging discipline that has been called Cybermetrics or **Webometrics**.

*The specific areas of research include:*

- Development of Web indicators to be applied on the areas of the Spanish, European, Latinamerican and World R&D
- Quantitative studies about the scientific communication through electronic journals and repositories, and the impact of the Open Access initiatives.
- Development of indicators about resources in the Society of Information
- Indicators and social networks visualization on the Web with friendly, dynamic and interactive graphic interfaces
- Design and evaluation of documental analysis techniques of Web resources
- Genre studies applied to the scholar activity on the Web
- Development of applied cybermetrics techniques based on the positioning on search engines of Web domains
- Analysis of the information usage through Web data mining of log files

### Methodology adopted for the result of July 2020 by Webometrics Ranking

CRITERIA	INDICATORS	SOURCE	WEIGHT
<b>PRESENCE</b>	Size (number of <b>pages</b> ) of the main web-domain of the institution, which includes all the subdomains sharing the web-domain. All the file types including rich files like pdf documents.	<i>Google</i>	<b>5%</b>
<b>VISIBILITY (Impact)</b>	Number of <b>external networks</b> (subnets) originating backlinks to the institution's webpages. <i>After normalization, the maximum value between the two sources is selected</i>	<i>Ahrefs or Majestic SEO</i>	<b>50%</b>
<b>TRANSPARENCY (OPENNESS)</b>	Number of <b>citations</b> from Top 210 authors according to the source. <i>(excl. top 20 outliers)</i>	<i>Google Scholar Citations</i>	<b>10 %</b>
<b>EXCELLENCE (SCHOLAR)</b>	Number of <b>papers</b> amongst the top 10% most cited in 26 disciplines. Data for the five-year period: 2014-2018 <i>(for July 2020 ranking)</i>	<i>Scimago</i>	<b>35 %</b>
<b>TOTAL</b>			<b>100%</b>

### Saudi Universities Performance in July 2020 Ranking

The July 2020 ranking of Saudi Universities starts from 409<sup>th</sup> position of King Saud University (KSU) on the top, it was also top the tally in January but with lower ranking of 428<sup>th</sup> position, followed by King Abdulaziz University (KAU) with 434<sup>th</sup> rank in July while much lower rank in January i.e. 474<sup>th</sup> rank and KAUST with 477<sup>th</sup> in July and lower rank in January i.e. 496<sup>th</sup> rank. Thus, in general Saudi Universities rank improved in July as compared to January 2020.

KSU, KAU & KAUST are the top three universities of Saudi Arabia with most quantity and quality content on the web, they are also top three universities of the Arab World, in January as well as in July 2020.

As far as, Imam Abdulrahman Bin Faisal University (IAU) is concern it appreciated its ranking from 17<sup>th</sup> in January to 13<sup>th</sup> position in July 2020. Its Arab ranking also escalates from 76<sup>th</sup> rank in January to 56<sup>th</sup> position in July 2020. Eventually, IAU's world ranking also raised from 2730<sup>th</sup> position to 2284<sup>th</sup> rank in July 2020.

IAU is the top 6<sup>th</sup> university of Saudi Arabia as per QS Ranking is constantly working to improve it web presence, the continuously escalating ranking is the result of various innovative strategies adopted & implemented with the efforts & support of the proactive administration of IAU.

### Bottom Line:

*Best strategy to improve your rank is to increase quantity and quality of your web contents.*