

## Webometric Analysis of Social Work Colleges in Nagpur District (Maharashtra): A Study

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### Abstract

In the current age of digitization and the use of online services, websites play an important role in the dissemination of information to the users. The library webpages offer a platform to the users to navigate the related information about library. This study presents a webometric study focused on the 12 Social work college library webpages of Nagpur District (Maharashtra). Study examines the domain, domain age, domain registration date, internal and external links and total links, web impact factor of Social Work college library webpages. To collect data for this study, smallseotools.com and similarweb.com had used to find out domain age, domain authority, page authority and total, internal and external links of college library websites covered in this study.

**Keywords:** Webometric study, Website analysis, Webometric analysis, Library webpages, Domain & Page Authority, Web Impact Factor, Global Rank, India Rank.

### Introductions:

The Web is playing an important role in diverse application domains such as business, education, health sector, industry and entertainment. The World Wide Web (WWW) has become a major source of information for academic and research activities. Websites play a key role in dissemination of information effectively and efficiently. Services rendered through websites have been gaining significant momentum in any websites in recent years and have become a gateway of information. Webometric analysis is one of the established methods used to analyze websites. The term webometrics was coined by Thomas C. Almind and Peter Ingwersen (1977). Bojorneborne and Ingwersen (2004) defines it as "the study of the quantitative aspects of the construction and the use of information resources, structure, and technologies on the World Wide Web drawing on informetric and bibliometric approaches. For the dissemination of information and spreading of communication web has played a significant role. Websites and web based user interfaces have become the window of communication in today's world (Sarkar and Pal, 2018). In case of the Social Work Colleges websites, they have a sublime role to play. In disseminating valuable information regarding various updates regarding admission, result, programmes, various schemes, services etc. However the purpose of exploring the present status of the Social work College websites of India, the present study has been conducted.

### Review of Literature:

Thelwall, Tang, and Price (2003) conducted a "webometric analysis of universities across 16 European nations" to examine academic interconnections. Their findings indicated that university websites were more likely to link to institutions in geographically proximate countries. Similar trends may also be observed within individual countries, such as the UK (Thelwall, 2002) and Canada (Vaughan, 2007; Vaughan & Thelwall, 2003)

In the research titled "Web Impact Factor and Link Analysis of Selected Indian Universities" carried out by Jalal, Biswas, and Mukhopadhyay (2010), the authors examine the relevance and importance of the web impact factor for the websites of Indian universities. The results indicated a significant correlation among the National Institutes of Technology (NITs) regarding their activities, in contrast to state and central universities, which exhibited weaker connections in their topology.

Brahma Krishna and Verma Manoj Kumar (2019) analyze the websites of nine public libraries across India. The research reveals that the National Library of India leads with the highest Page Authority at 21%, Total Linking Root Domains at 68%, the highest External Equity-Passing Links at 97%, Total Equity-Passing Links at 88%, Total External Links at 97%, and Total Links

at 87%. It was also found that the Internal Web Impact Factor for most public libraries is quite low, indicating a need for website improvement.

Dhar Prasenjit and Gayan Mithu Anjali (2022) carried out a "webometric study of selected International Library Association websites." A link analysis tool <https://moz.com/> was utilized for data collection to evaluate Domain Authority, Page Authority, in-links, and out-links. The findings indicated that regarding link dynamics, 4 out of 8 (50%) of the websites had a higher number of external links compared to internal links, and 7 out of 8 (87.5%) of the international library association websites had a Domain Authority and Page Authority below 50. Important information, such as customer service, currency, and FAQs, is missing from the websites.

### Objectives of the Study:

- To analyse the URL of Social Work College websites of Nagpur District.
- To examine the domain age, domain authority and page authority of Social Work College library webpages.
- To identify the link analysis of Social work College

### Scope of the Study:

- Present Study is limited to only Social Work Colleges websites in Nagpur (Maharashtra) District.

**Table 1: List of Social Work Colleges in Nagpur District (Maharashtra)**

Sr. No.	Name of the College	Library Webpage	Domain Extension
01	Matru Seva Sangh Institute of Social Work	<a href="https://mssiswngp.edu.in/">https://mssiswngp.edu.in/</a>	edu.in
02	Tirpude college of social work (Autonomous) Nagpur	<a href="https://www.tcsnw.edu.in/">https://www.tcsnw.edu.in/</a>	edu.in
03	B. P. National Institute of Social Work, Nagpur	<a href="http://bpnationalinstitute.com/">http://bpnationalinstitute.com/</a>	.com
04	Orange City College of Social Work, Nagpur	<a href="https://occswnwp.org.in/">https://occswnwp.org.in/</a>	.org.in
05	Purushottam Thote College of Social Work	<a href="https://phtotcollegesw.ac.in/">https://phtotcollegesw.ac.in/</a>	.ac.in
06	Dr Ambedkar Institute of Social Work, Nagpur	<a href="https://daishw.org/">https://daishw.org/</a>	.org
07	Athawale College of Social Work, Bhandara	<a href="https://acswbhandara.co.in/">https://acswbhandara.co.in/</a>	.co.in
08	Khumbhalkar College of Social Work, Nagpur	<a href="https://kcswwardha.in/">https://kcswwardha.in/</a>	.in
09	Jyotirao fule samajkarya mahavidyalaya.Umred, Dis. Nagpur	<a href="http://jfcswu.org.in/">http://jfcswu.org.in/</a>	.org.in
10	College of Social Work, Kamptee, Dist- Nagpur	<a href="http://www.collegeofsocialworkkamptee.org/">http://www.collegeofsocialworkkamptee.org/</a>	.org
11	Swami Vivekanand College of Social Work, Nagpur	<a href="http://www.svcsw.in/">http://www.svcsw.in/</a>	.in
12	Matoshri Anjanabai Mundafale College of Social Work, Narkhed	<a href="https://mundafalesw.org/">https://mundafalesw.org/</a>	.org

### Methodology:

In the present study investigates 12 Social Work college websites. The study only focused on 12 Social Work college website specially library webpage of colleges by observation and collected the information of domain. Data were collected by using the tool i.e. smallseo.com for domain age, internal and external link count College websites. It identifies the internal links, external links.

### Analysis and Interpretation:

The following table shows the Number of web pages, Internal links, External links and total number of links details of the Social Work College websites.

**Table no. 2: Link analysis of Social Work College websites**

Sr. No.	Name of the Social Work College	Number of Web Pages and Links		
		Internal Links	External Links	Total No. of Links
01	Matru Seva Sangh Institute of Social Work	172(93.98%)	11 (6.01%)	183 (100%)
02	Tirpude college of social work (Autonomous) Nagpur	174 (94.00%)	11 (5.94%)	185 (100%)
03	B. P. National Institute of Social Work, Nagpur	76 (96.20%)	3 (3.79%)	79 (100%)
04	Orange City College of Social Work, Nagpur	107 (86.90%)	16 (13.00%)	123 (100%)
05	Purushottam Thote College of Social Work	216 (95.50%)	10 (4.42%)	226 (100%)
06	Dr Ambedkar Institute of Social Work, Nagpur	45 (97.80%)	1 (2.17%)	46 (100%)
07	Athawale College of Social Work, Bhandara	136 (99.20%)	1 (0.72%)	137 (100%)
08	Khumbhalkar College of Social Work, Nagpur	85 (93.40%)	2 (2.19%)	91(100%)
09	Jyotirao fule samajkarya mahavidyalaya.Umred, Dis. Nagpur	70 (92.10%)	6 (7.89%)	76 (100%)
10	College of Social Work, Kamptee, Dist- Nagpur	62 (86.10%)	10 (13.80%)	72 (100%)
11	Swami Vivekanand College of Social Work, Nagpur	13 (100%)	0 (0%)	13 (100%)
12	Matoshri Anjanabai Mundafale College of Social Work, Narkhed	21 (95.40%)	1 (4.54%)	22 (100%)

Table No. 2 illustrates the Number of Internal Links (ILs), External Links (ELs) and Total number of Links (TLs) of the Social Work College Websites of Nagpur District (Maharashtra), in which Purushottam Thote College of Social Work with 216 ILs occupies the first place, followed by Tirpude college of social work (Autonomous) Nagpur with 174 ILs and Matru Seva Sangh Institute of Social Work with 172 ILs. Orange City College of Social Work, Nagpur with 16 ELs occupies the first position followed by Matru Seva Sangh Institute of Social Work and Tirpude College of social work (Autonomous) Nagpur with 11 ELs. Purushottam Thote College of Social Work with 226 TLs occupies the first place followed by Tirpude college of social work (Autonomous) Nagpur with 185 TLs and Matru Seva Sangh Institute of Social Work with 183 ELs.

**Table no. 3: Domain age and Domain Registration analysis of Social Work College websites**

Sr. No.	Name of the Social Work College	Domain age	Domain Registration
01	Matru Seva Sangh Institute of Social Work, Nagpur	14 Years 10 Month 23 Days	09-06-2010 05:39:20
02	Tirpude college of social work (Autonomous) Nagpur	14 Years 6 Month 12 Days	20-10-2010 06:44:10
03	B. P. National Institute of Social Work, Nagpur	4 Years 5 Month 10 Days	22-11-2020 15:44:39
04	Orange City College of Social Work, Nagpur	5 Years 1 Month 15 Days	17-03-2020 11:59:32

05	Purushottam Thote College of Social Work, Nagpur	2 Years 4 Month 16 Days	16-12-2022 09:49:24
06	Dr Ambedkar Institute of Social Work, Nagpur	5 Years 5 Month 6 Days	26-11-2019 05:25:27
07	Athawale College of Social Work, Bhandara	5 Years 10 Month 15 Days	17-06-2019 07:22:56
08	Khumbhalkar College of Social Work, Nagpur	4 Years 11 Month 15 Days	17-04-2018 04:20:29
09	Jyotirao fule samajkarya mahavidyalaya.Umred, Dis. Nagpur	3 Years 2 Month 19 Days	13-02-2022 04:25:24
10	College of Social Work, Kamptee, Dist- Nagpur	11 Years 6 Month 1 Days	01-11-2013 05:41:57
11	Swami Vivekanand College of Social Work, Nagpur	6 Years 5 Month 6 Days	26-11-2018 07:59:59
12	Matoshri Anjanabai Mundafale College of Social Work, Narkhed	8 Years 3 Month 11 Days	21-01-2017 19:12:50

Table 3 shows the Social Work College library web pages and their domain age, domain registration date. It is found that Matru Seva Sangh Institute of Social Work, Nagpur Website having oldest domain registered on 09-06-2010, followed by the Tirpude college of social work (Autonomous) Nagpur website domain registered on 20-10-2010 and the age of the domain was 14 Years 10 Month 23 Days and 14 Years 6 Month 12 Days respectively and the College of Social Work, Kamptee, Dist- Nagpur website had recent domain registered on 01-11-2013 having age of 11 Years 6 Month 1 Days.

**Table no. 4: Domain authority and Page authority of Social Work College websites**

Sr. No.	Name of the Social Work College	Domain authority	Page authority
01	Matru Seva Sangh Institute of Social Work, Nagpur	9	21
02	Tirpude college of social work (Autonomous) Nagpur	11	19
03	B. P. National Institute of Social Work, Nagpur	3	19
04	Orange City College of Social Work, Nagpur	2	5
05	Purushottam Thote College of Social Work, Nagpur	1	1
06	Dr Ambedkar Institute of Social Work, Nagpur	5	16
07	Athawale College of Social Work, Bhandara	2	8
08	Khumbhalkar College of Social Work, Nagpur	1	2
09	Jyotirao fule samajkarya mahavidyalaya.Umred, Dis. Nagpur	4	6
10	College of Social Work, Kamptee, Dist- Nagpur	9	18
11	Swami Vivekanand College of Social Work, Nagpur	1	1
12	Matoshri Anjanabai Mundafale College of Social Work, Narkhed	8	22

Table 4 shows the Social Work College library web pages Domain Authority and Page authority. It is found that Tirpude college of social work (Autonomous) Nagpur having 11 highest score followed by Matru Seva Sangh Institute of Social Work, Nagpur and College of Social Work, Kamptee, Dist- Nagpur with 09 score in Domain Authority. It also examines that page authority of Matoshri Anjanabai Mundafale College of Social Work, Narkhed Library webpage with 22 highest score followed by Matru Seva Sangh Institute of Social Work, Nagpur with 21 score.

**Conclusion:**

This study investigates the Matru Seva Sangh Institute of Social Work, Nagpur Website having oldest domain registered on 09-06-2010, followed by the Tirpude college of social work (Autonomous) Nagpur website domain registered on 20-10-2010 and the age of the domain was 14 Years 10 Month 23 Days and 14 Years 6 Month 12 Days respectively. The library website of Social work College of Nagpur District (Maharashtra). The paper investigates the library website, its domain age, domain registration, internal and external links of 12 Social Work Colleges library websites and rank them orderly. A detailed study in this area is quite interesting and exploratory for the current status of library websites and will be more helpful to readers. It was found that there exists websites of 12 Social Work colleges websites also found significant differences in number of internal link, and external link among the website of 12 Social Work colleges. It is found that Purushottam Thote College of Social Work with 216 ILs occupies the first place, followed by Tirpude college of social work (Autonomous) Nagpur with 174 ILs and Matru Seva Sangh Institute of Social Work with 172 ILs. Orange City College of Social Work, Nagpur with 16 ELs occupies the first position followed by Matru Seva Sangh Institute of Social Work and Tirpude College of social work (Autonomous) Nagpur. The paper resolved that shows the Social Work College library web pages Domain Authority and Page authority. It is found that Tirpude college of social work (Autonomous) Nagpur having 11 highest score followed by Matru Seva Sangh Institute of Social Work, Nagpur and College of Social Work, Kamptee, Dist- Nagpur with 09 score in Domain Authority. It also examines that page authority of Matoshri Anjanabai Mundafale College of Social Work, Narkhed Library webpage with 22 highest score followed by Matru Seva Sangh Institute of Social Work, Nagpur with 21 score.

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