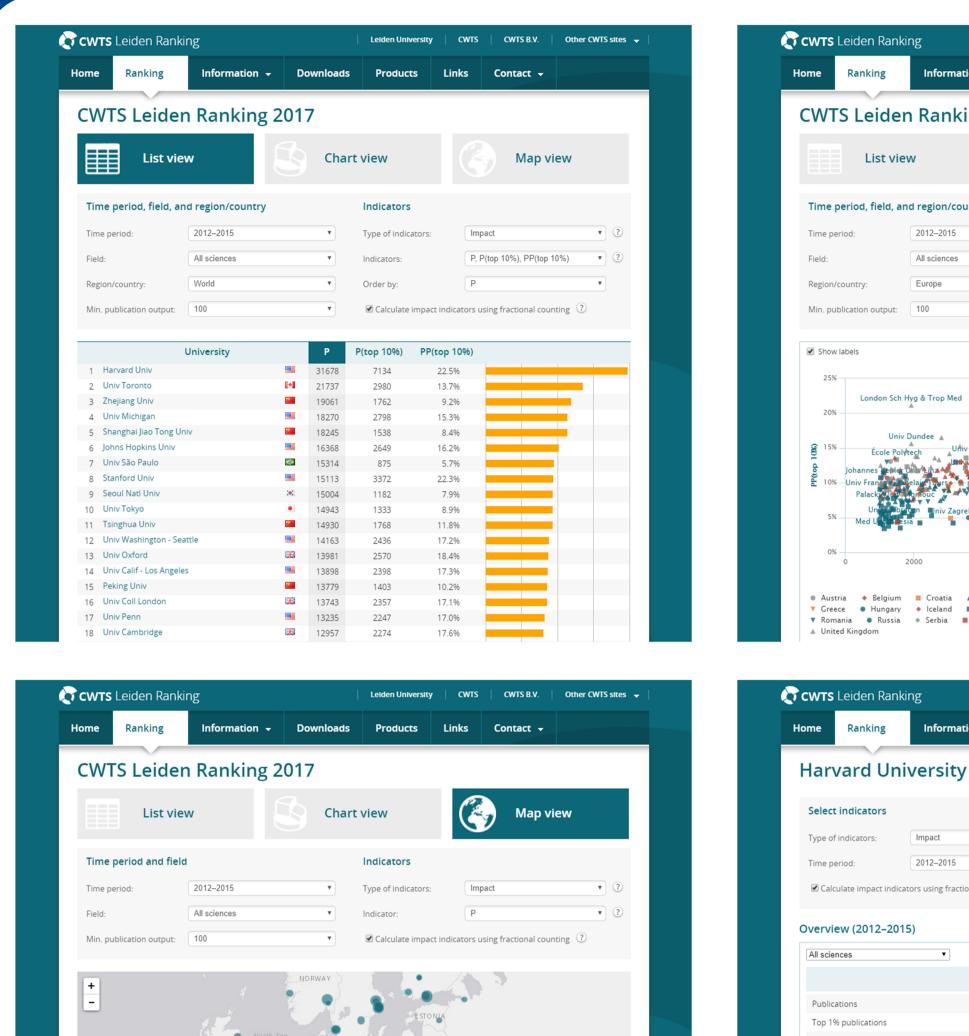
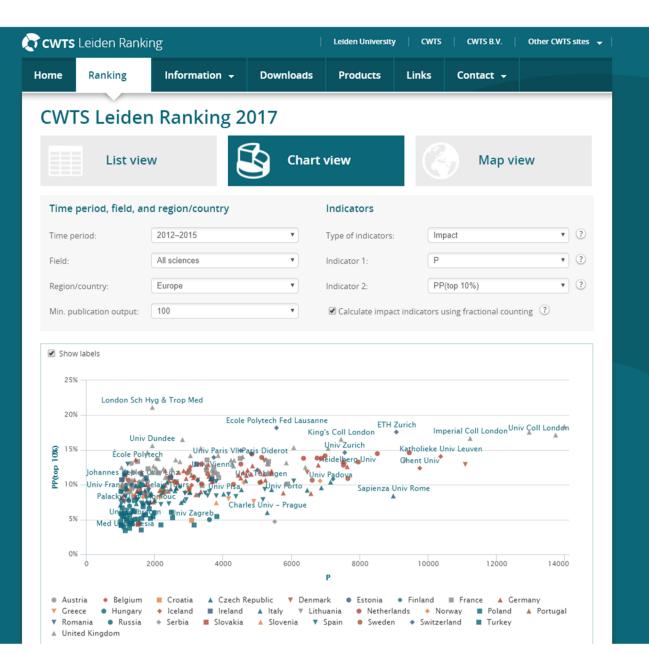
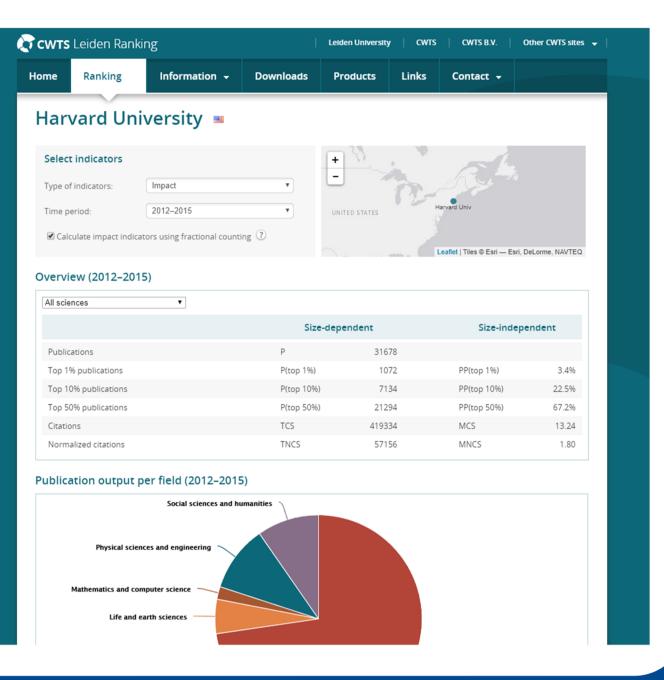
Analyzing the activities of visitors of the Leiden Ranking website

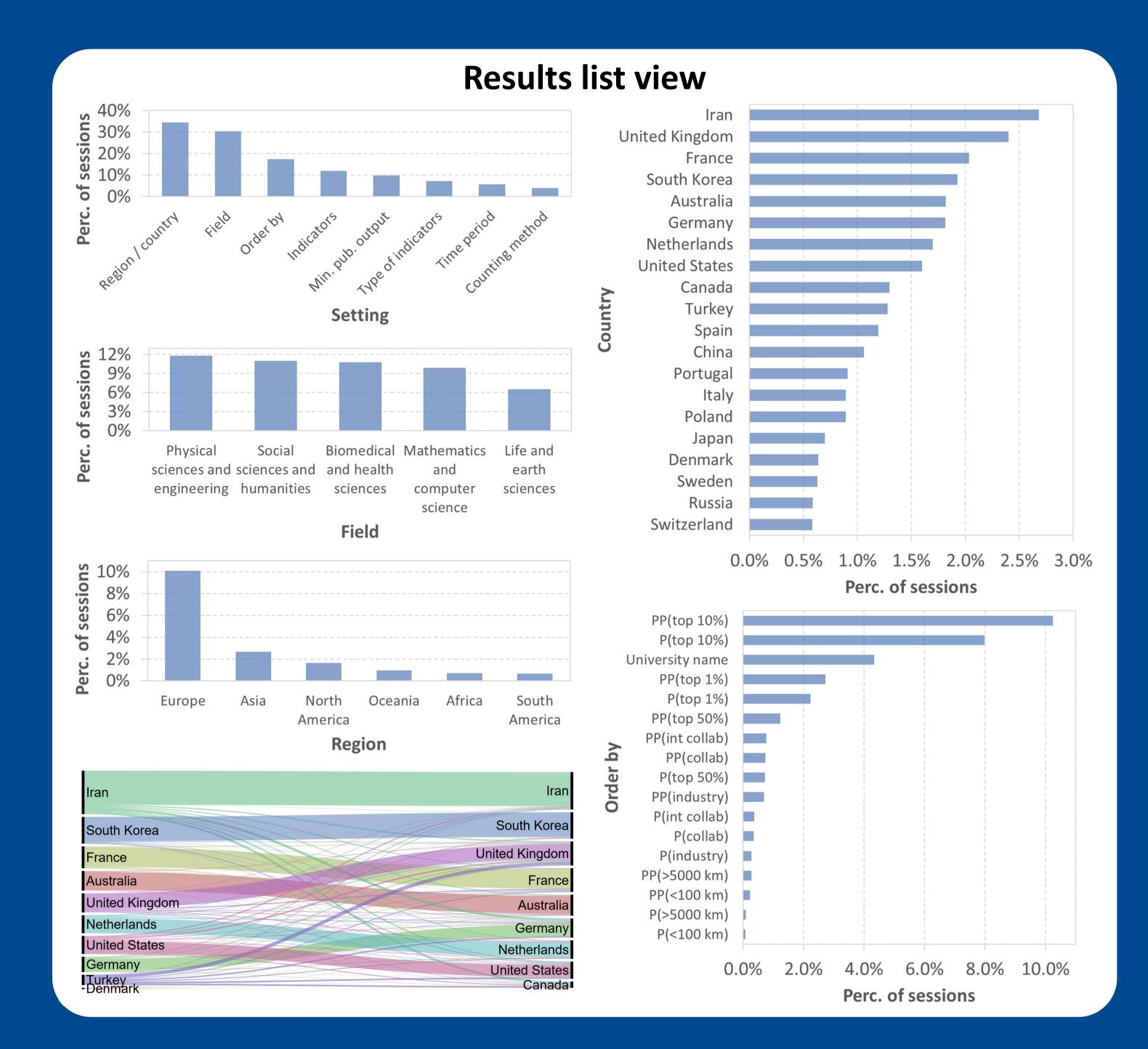
Nees Jan van Eck and Ludo Waltman

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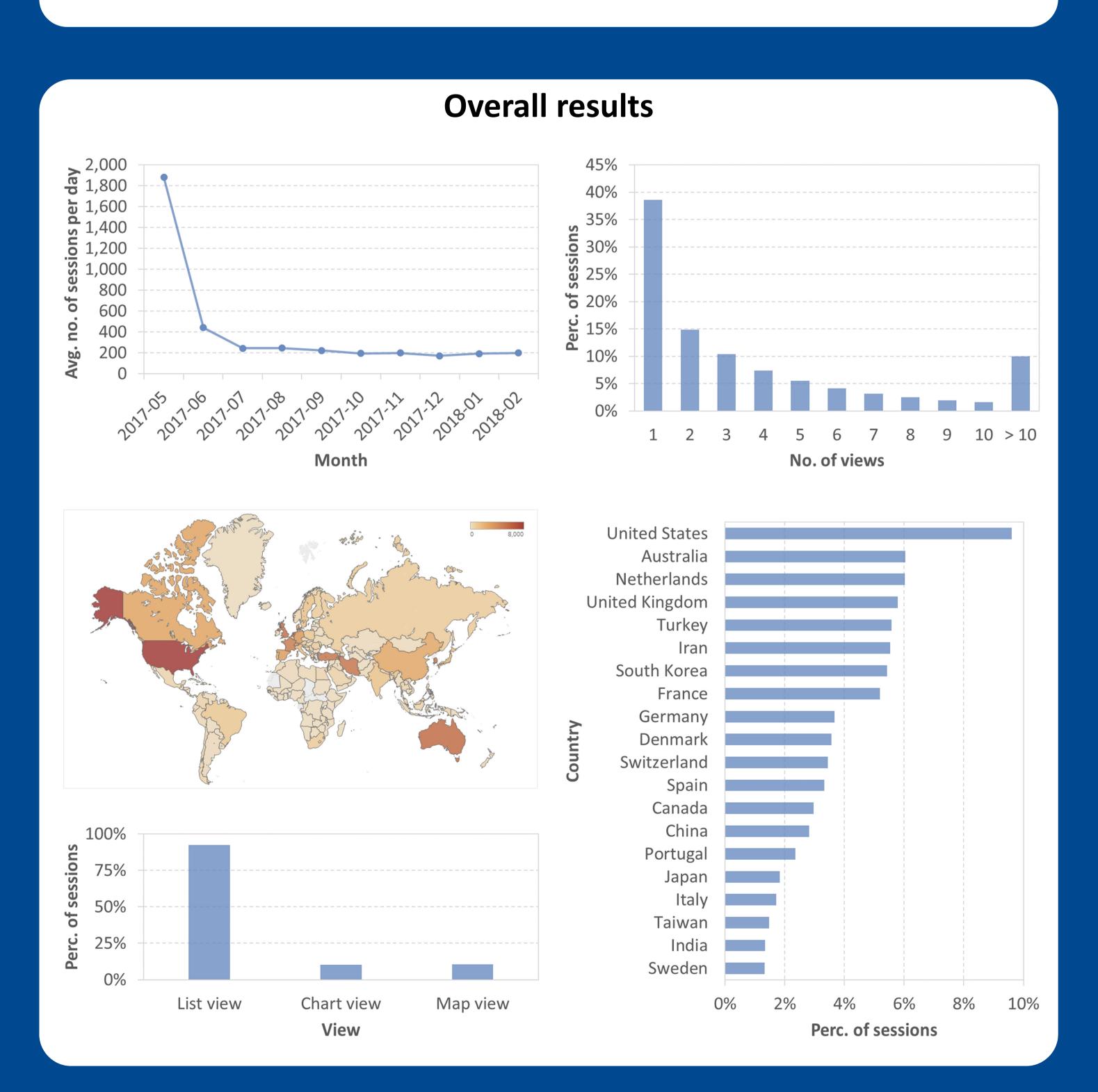


Aim

- To improve our understanding of the use of university rankings
- To learn more about how rankings can be improved and how proper use of rankings can be encouraged

Data

- Between May 17, 2017 and February 28, 2018, the activities of visitors of the Leiden Ranking 2017 website were recorded
- Consecutive page views within the same browser window were recorded as part of the same session



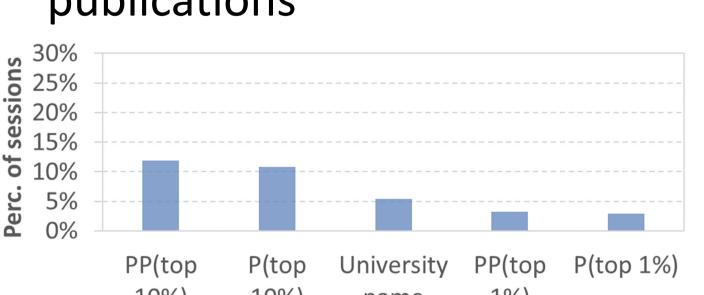
Misinterpretation of the Leiden Ranking



The Australian | 2:37PM May 18, 2017 JULIE HARE Higher Education Editor | Canberra | @harejulie Australian universities continue their inexorable rise through international rankings after having five universities placed in the top 70 in the 2017 CATS Leiden Ranking. Sydney topped the list coming in at 26, three places higher than in 2016. It was followed by Melbourne at 31, also up three places, UQ at 35 (up six), Monash (64, down from 60) and UNSW, which slipped 10 places to 68. In all, Australia had 16 universities in the top 500. Griffith topped the list of non-Group of Eight universities, coming in a 351, followed by Curtin (355), QUT (364), Newcastle (371), Deakin (383), Wollongong (405), Macquarie (423) and UniSA (478).

Experiment 1

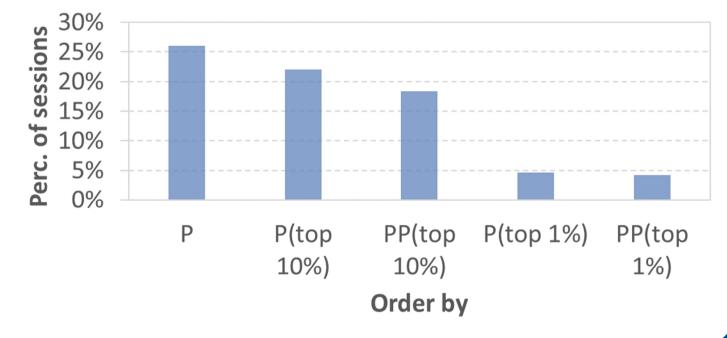
- P indicator was maintained as default criterion for ordering universities
- Message was displayed to inform visitors that by default universities are ordered based on their number of publications



Order by

Experiment 2

- By default universities were ordered alphabetically based on their name
- Message was displayed to urge visitors to select their preferred indicator for ordering universities



Lessons learned

- Some countries (e.g., Australia, Iran, Netherlands, South Korea, Turkey) account for a disproportionally large share of all visitors
- List view is visited much more often than chart and map views
- Collaboration indicators receive only limited attention
- Size-independent indicators receive somewhat more attention than size-dependent indicators
- When the default ordering of universities in the list view is alphabetical, visitors are much more likely to change the ordering



