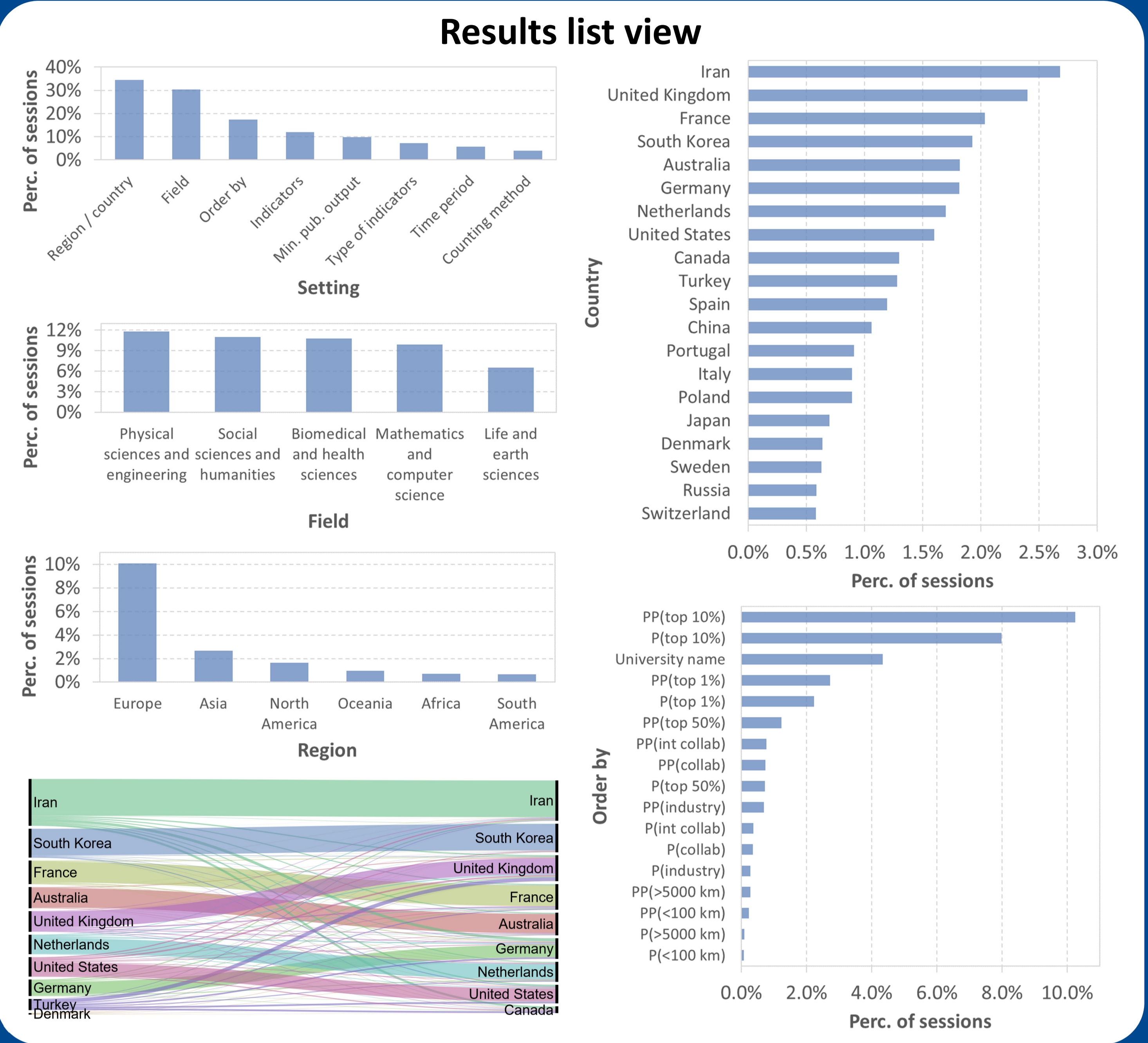
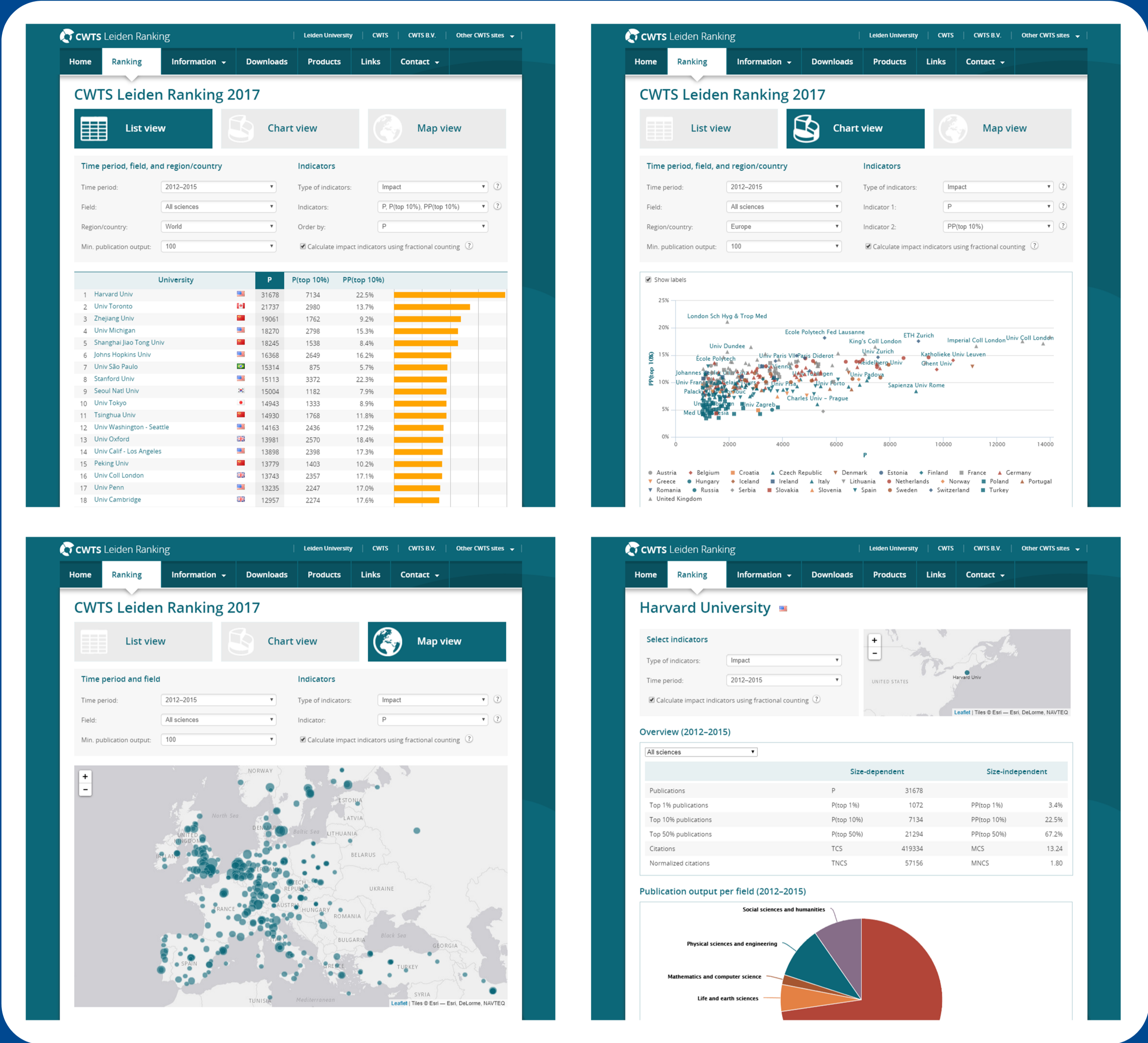


Analyzing the activities of visitors of the Leiden Ranking website

Nees Jan van Eck and Ludo Waltman

Centre for Science and Technology Studies, Leiden University, The Netherlands
{ecknjpvan,waltmanlr}@cwts.leidenuniv.nl



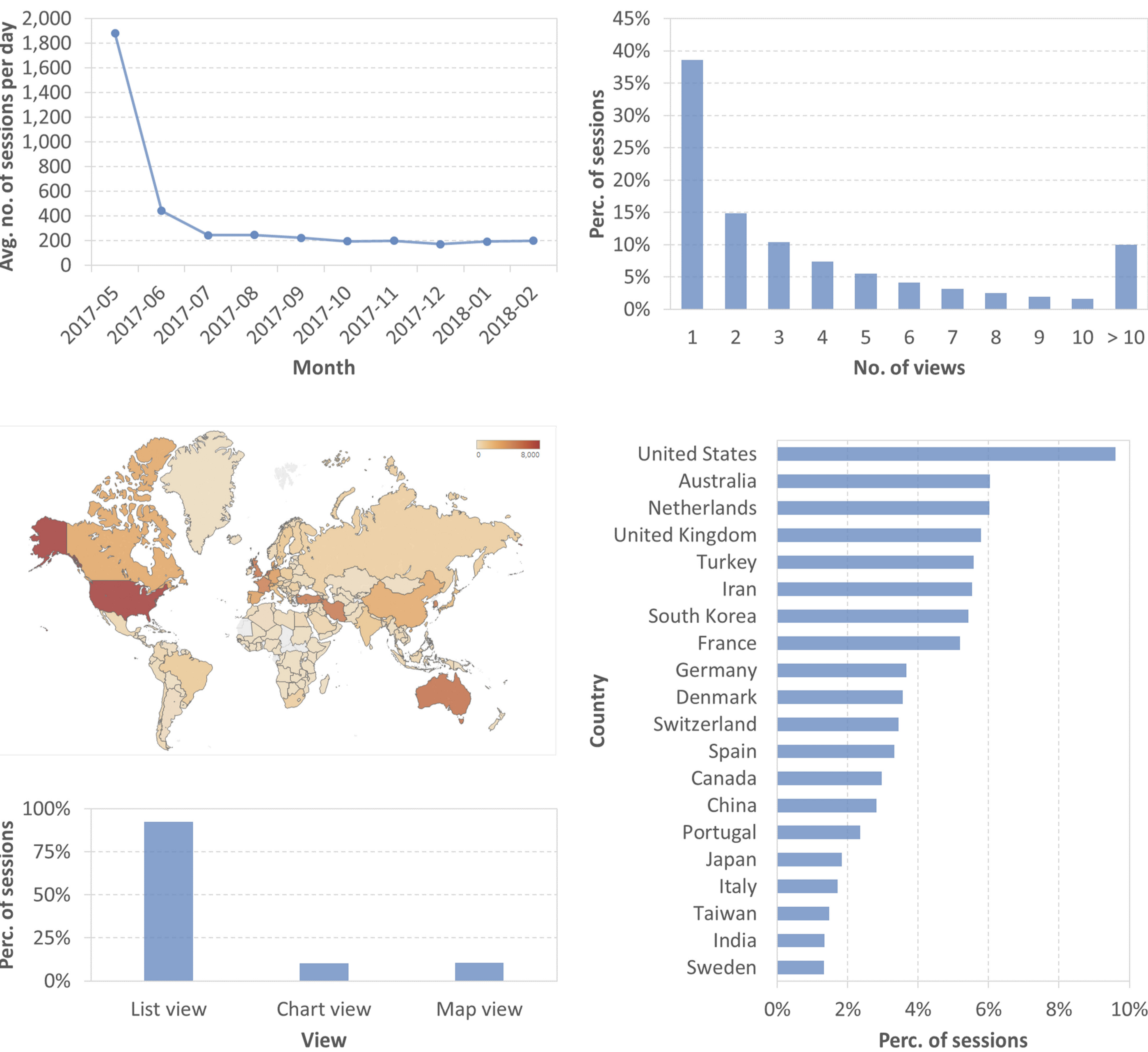
Aim

- 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

Overall results

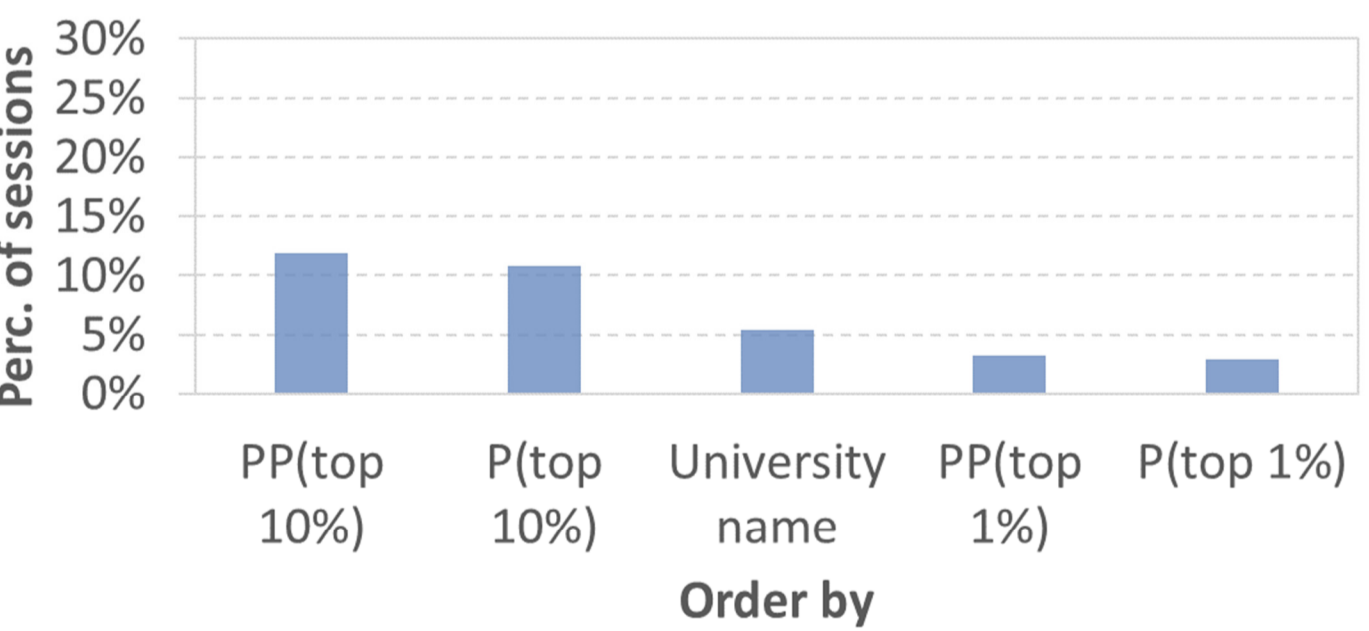


Misinterpretation of the Leiden Ranking



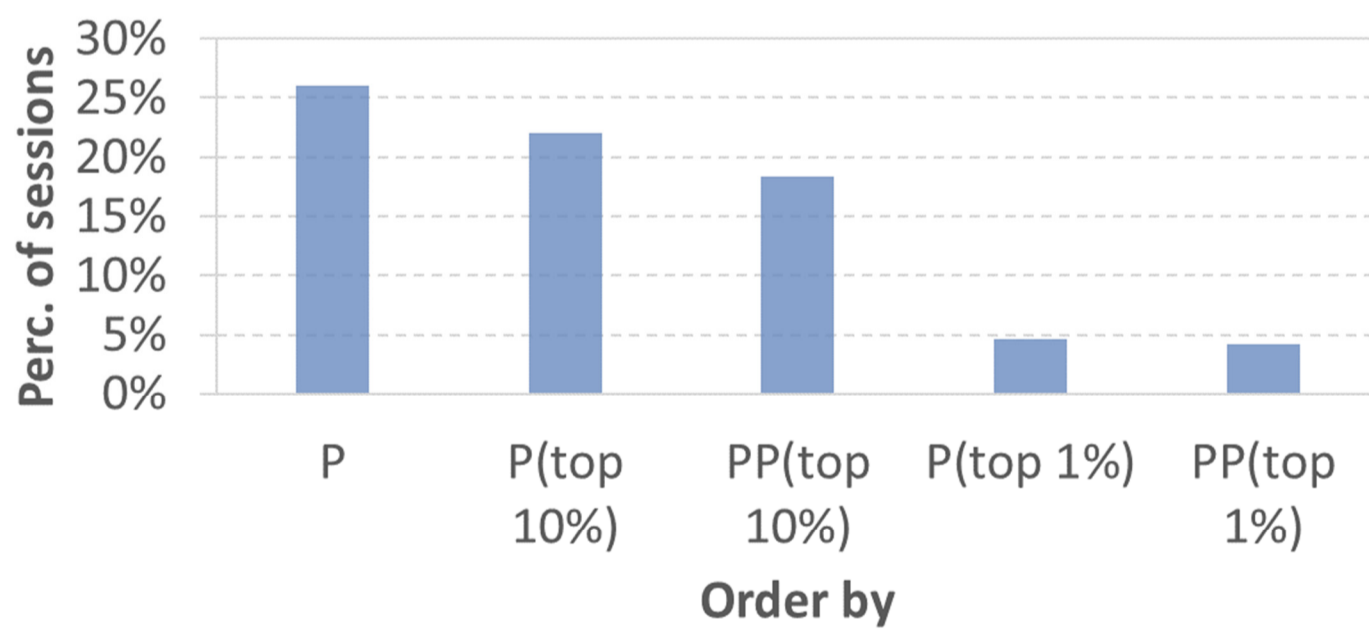
Experiment 1

- 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



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 disproportionately 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