Web visibility profiles of top100 Latin American universities.

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Abstract

Due to the processes of internationalization, competitiveness and other related factors, universities have implemented policies and management systems that allow them to monitor and measure their world ranking position. The present work analyzes a group of manageable visibility factors corresponding to universities present in the Top100 of Latin American Webometrics database published in January 2017 for the identification of profiles. For this purpose, information was collected about: the academic offer and scientific journals published on each university website, figures on documents and profiles found in Google Scholar, activity on social networks, and the institutional score reported by ResearchGate as a scientific network. Clusters were formed by quartiles to characterize the visibility profiles of Latin American universities considering the variables studied. The high offer of postgraduate degrees and presence in scientific networks and Google Scholar characterize the best positioned universities.

keywords

Clusters, Latin American countries, Ranking of universities, Webometrics database