

WISER Analysis and Ranking of Websites of State Government Universities in Madhya Pradesh

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Abstract

This article deals with analysis of websites of 24 State Government Universities on the basis of Visibility (V), Size(S), Rich Files(R), and Google Scholar (Sc), which are 4 wiser parameters and Rank the websites of State Government Universities according to their WISER Value. has been found that The findings of the study show that Rajiv Gandhi Proudयोगiki__Vishwavidyalaya, Bhopal obtained 1st rank with 5.17 WISER value.

Key Word: Webometric Study, Websites of State Government Universities, Madhya Pradesh, WISER Ranking,

1. Introduction

WISER stands for web indicators for Science, Technology and Innovation Research. This is known as one of the webometric methods used for evaluating visibility of a websites on World wide web and to find out their rank.WISER study denotes web presence of selected websites on the basis of webometric parameters such as number of web pages,number of in-links,rich files and scholarly publication indexed in Google Scholar.

2. Review of Related Literature

Smith (1999)¹ reviews the literature in the emerging field of webometrics and reports on the author's ongoing research, reliability of existing Internet search engines for Webometric research, and the development of appropriate methodology. Thelwall and Wilkinson (2002)² explained graph structures of three national Universities publicity indexible webs from Australia, New Zealand and the U.K. Thelwall (2008)³compared the applications programming interfaces of Google, Yahoo and Live search for 1,587 single word searches.Bowler, Hong and He (2011)⁴ analyzed six health website's visibility in order to know about website which had provided reliable health formation.Toluwase Victor Asubiaro (2014)⁵describe the possible effect of the use or nonuse of diacritics in Yoruba search queries on the performance of major search engines, AQL, Bing,Google and Yahoo in retrieving documents.Chitra,V and Thanamani, A.S. (2014)⁶ discussed web usage mining as to application of data mining techniques to discover interesting usage patterns from web data ,in order to understand the needs of web based application.Gupta,Monika (2018)⁷ examines and analyzes the websites of 88 open accesses repositories (OARs) of agricultural sciences in Asia based on different criteria

such as the number of web pages, link pages, web impact factor, and WISER indicator through Google search engine. S. Dhanavandan and J. Varadharajalu (2019)⁸ evaluate 22 websites of State Government Universities of Tamilnadu and rank them. This Study examines that Anna University is ranked first with 2469.4 WISER value followed by Tamil Nadu Agricultural University which is ranked second with 4031.4 WISER value .

3. Objective

- To examine critically the effectiveness and efficiency of the visibility of websites of State Government Universities of Madhya Pradesh.
- To calculate the WISER ranking of websites of State Government Universities of Madhya Pradesh.

4. Scope and limitations

This study deals with the websites of 24 State Government Universities in Madhya Pradesh, listed under 12-B of the UGC Act, 1956 section 3 of UGC Act and section 2 (f) and 12 (B) of UGC Act) as on 15.02.2026.

5. Methodology

The data for study were collected from Webometrics, SEO Tools and Google Scholar and rank. The WISER Rank is calculated by using the following formula:

$$\text{WISER Rank} = 4 * \text{Visibility} + 2 * \text{Size} + 1 * \text{Rich File} + 1 * \text{Scholar.}$$

6. Analysis and Findings

Table 1 reveals that Rajeev Gandhi Prodyogiki University, Bhopal obtained 1st rank with 3318673 back links, Madhya Pradesh Medical University secured 2nd position with 207094 backlinks. Devi Ahilya University, Indore remained 3rd with 77893 backlinks. Whereas 12 Universities shared last position with 12th rank.

Table-1

Calculation of Visibility Websites of Universities in Madhya Pradesh

| S.No. | Name of University | Inlinks | Standardize d value (V) | Standardize d value (V)/4* | Rank |
|-------|---|---------|-------------------------|----------------------------|------|
| 1. | Rajiv Gandhi Proudyogiki Vishwavidyalaya,,Bhopal | 3318673 | 1.00 | 4.00 | 1 |
| 2. | Madhya Pradesh Medical Universiy, Jabalpur | 207094 | 0.06 | 0.24 | 2 |
| 3. | Devi Ahilya University, Indore | 77893 | 0.02 | 0.09 | 3 |
| 4. | Jiwaji University, Gwalior | 28452 | 0.00 | 0.03 | 4 |
| 5. | National Law Institute University,Bhopal | 27818 | 0.00 | 0.03 | 5 |
| 6. | Jawaharlal Nehru Krishi Vishwavidyalaya ,Jabalpur | 27,650 | 0.00 | 0.03 | 6 |
| 7. | Barkatullah University, Bhopal | 23320 | 0.00 | 0.02 | 7 |

| | | | | | |
|-----|--|-------|------|------|----|
| 8. | Rani Durgavati University, Jabalpur | 21149 | 0.00 | 0.02 | 8 |
| 9. | Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior | 12062 | 0.00 | 0.01 | 9 |
| 10. | Dharmashala National Law Univ. Jabalpur | 10566 | 0.00 | 0.01 | 10 |
| 11. | Vikram University, Ujjain | 8999 | 0.00 | 0.01 | 11 |
| 12. | Makhalal Chaturvedi National Univ. of Journalism And Communication | 8943 | 0.00 | 0.01 | 11 |
| 13. | Dr Bhimrao Ambedkar University of Social Science, Mhow | 7793 | 0.00 | 0 | 11 |
| 14. | Sanchi University of Buddhist & Indic Studies, Sanchi | 4646 | 0.00 | 0 | 11 |
| 15. | Mp Bhoj Open University, Bhopal | 4478 | 0.00 | 0 | 11 |
| 16. | Nanaji Deshmukh Pashu Chikitsa Vigyan University, Jabalpur | 3986 | 0.00 | 0 | 11 |
| 17. | Mahatma Gandhi Chitrakoot Gramoday University, Chitrakoot | 3786 | 0.00 | 0 | 12 |
| 18. | Raja Mansingh Tomar Music And Arts University, Gwalior | 2630 | 0.00 | 0 | 12 |
| 19. | Awdesh Pratap Singh University, Rewa | 1311 | 0.00 | 0 | 12 |
| 20. | Pandit S.N. Shukla University, Shahdol | 1156 | 0.00 | 0 | 12 |
| 21. | Chhindwara University, Chhindwara | 973 | 0.00 | 0 | 12 |
| 22. | Atal Bihari Vajpayee Hindi University, Bhopal | 906 | 0.00 | 0 | 12 |
| 23. | Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain | 808 | 0.00 | 0 | 12 |
| 24. | Maharaja Chhatrasal Bundelkhand University, Chhatarpur | 9.922 | 0.00 | 0 | 12 |

Table 2 reveals calculation of size of websites of State Government Universities of Madhya Pradesh. It has been observed that Chhindwara University, Chhindwara obtained 1st position in its size value. Makhalal Chaturvedi National Univ. of Journalism And Communication, Devi Ahilya University, Indore and Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain secured 2nd, 3rd, and 4th position according to their size value .

Table-2

**Calculation of Size (s) of Websites of State Government
Universities in Madhya Pradesh**

| S.No | Name of University | Google | Bing | Yahoo | Size | Standardize d value(s) | Standardize d value(s)*2* | Rank |
|------|---|--------|--------|-------|--------|------------------------|---------------------------|------|
| 1 | Chhindwara Univ., Chhindwara | 95 | 101000 | 77 | 101172 | 1.00 | 2.00 | 1 |
| 2 | Makhalal Chaturvedi National Univ. of Jour. And Communication | 191 | 61400 | 105 | 61696 | 0.60 | 1.21 | 2 |
| 3 | Devi Ahilya University, Indore | 70 | 55300 | 176 | 55546 | 0.54 | 1.09 | 3 |
| 4 | Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain | 46 | 44700 | 112 | 44858 | 0.44 | 0.88 | 4 |
| 5 | Dharmashala National Law Univ. Jabalpur | 157 | 12000 | 119 | 12276 | 0.12 | 0.24 | 5 |
| 6 | Maharaja Chhatrasal Bundelkhand University, Chhatarpur | 117 | 10300 | 259 | 10676 | 0.10 | 0.21 | 6 |
| 7 | Jiwaji University, Gwalior | 197 | 9990 | 287 | 10474 | 0.10 | 0.20 | 7 |
| 8 | Barkatullah University, Bhopal | 111 | 4330 | 245 | 4686 | 0.04 | 0.09 | 8 |
| 9 | Madhya Pradesh Medical Science Univ. Jabalpur | 113 | 3780 | 175 | 4068 | 0.04 | 0.08 | 9 |
| 10 | Dr Bhimrao Ambedkar University of Social Science, Mhow | 230 | 2590 | 161 | 2981 | 0.02 | 0.05 | 10 |
| 11 | National Law Institute University, Bhopal | 153 | 1700 | 203 | 2056 | 0.02 | 0.04 | 11 |
| 12 | Rani Durgavati University, Jabalpur | 73 | 1390 | 211 | 1674 | 0.01 | 0.03 | 12 |
| 13 | Raja Mansingh Tomar Music And Arts University, Gwalior | 148 | 1290 | 210 | 1648 | 0.01 | 0.03 | 12 |
| 14 | Nanaji Deshmukh Pashu Chikitsa Vigyan University, Jabalpur | 146 | 1280 | 175 | 1601 | 0.01 | 0.03 | 12 |
| 15 | Jawaharlal Nehru Krishi Univ., Jabalpur | 145 | 1180 | 217 | 1542 | 0.01 | 0.03 | 12 |
| 16 | Sanchi University of Buddhist & Indic Studies, Sanchi | 170 | 1190 | 56 | 1416 | 0.01 | 0.02 | 13 |
| 17 | Rajiv Gandhi Proudyogiki Univ., Bhopal | 100 | 951 | 196 | 1247 | 0.01 | 0.02 | 13 |
| 18 | Mp Bhoj Open University, Bhopal | 123 | 677 | 189 | 989 | 0.00 | 0.01 | 14 |
| 19 | Vikram University, Ujjain | 99 | 684 | 196 | 979 | 0.00 | 0.01 | 14 |
| 20 | Atal Bihari Vajpayee Hindi University, Bhopal | 72 | 666 | 203 | 941 | 0.00 | 0.01 | 14 |
| 21 | Awadesh Pratap Singh University, Rewa | 117 | 592 | 168 | 877 | 0.00 | 0.01 | 14 |
| 22 | Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior | 92 | 614 | 168 | 874 | 0.00 | 0.01 | 14 |
| 23 | Pandit S.N. Shukla University, Shahdol | 143 | 478 | 252 | 873 | 0.00 | 0.01 | 14 |
| 24 | Mahatma Gandhi Chitrakoot Gramoday University, Chitrakoot | 84 | 227 | 127 | 438 | 0.00 | 0.00 | 15 |

Table 3 presents the calculation of Rich files in Madhya Pradesh. It is revealed from the table Rajiv Gandhi Proudyogiki University, Bhopal obtained 1st position with 224 rich files Barkatullah University, Bhopal obtained 2nd position with 122 Rich files. Devi Ahilya University, Indore secured 3rd position with 106 Rich files. Chhindwara University, Chhindwara and Makhalal Chaturvedi National Univ. of Journalism And Communication rank in the last position with 00 rich files.

Table-3**Calculations of Rich Files(s) of State Government Universities in Madhya Pradesh**

| S.No | Name of University | PDF | PPT | DOC | PS | Total | Standardized Value(R) | Rank |
|------|--|-----|-----|-----|----|-------|-----------------------|------|
| 1 | <u>Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal</u> | 86 | 6 | 132 | 0 | 224 | 1.00 | 1 |
| 2 | Barkatullah University, Bhopal | 103 | 12 | 7 | 0 | 122 | 0.54 | 2 |
| 3 | Devi Ahilya University, Indore | 50 | 48 | 8 | 0 | 106 | 0.47 | 3 |
| 4 | <u>Rani Durgavati University, Jabalpur</u> | 85 | 14 | 6 | 0 | 105 | 0.46 | 4 |
| 5 | Raja Mansingh Tomar Music And Arts University, Gwalior | 97 | 2 | 2 | 0 | 101 | 0.46 | 5 |
| 6 | Jiwaji University, Gwalior | 31 | 40 | 28 | 0 | 99 | 0.44 | 6 |
| 7 | <u>Madhya Pradesh Medical Science University, Jabalpur</u> | 62 | 29 | 8 | 0 | 99 | 0.44 | 6 |
| 8 | Nanaji Deshmukh Pashu Chikitsa Vigyan University, Jabalpur | 74 | 8 | 10 | 0 | 92 | 0.41 | 7 |
| 9 | Sanchi University of Buddhist & Indic Studies, Sanchi | 68 | 5 | 18 | 0 | 91 | 0.406 | 8 |
| 10 | Jawaharlal Nehru Krishi Vishwavidyalaya ,Jabalpur | 10 | 42 | 38 | 0 | 90 | 0.401 | 8 |
| 11 | Maharaja Chhatrasal Bundelkhand University, Chhatarpur | 44 | 6 | 20 | 0 | 70 | 0.31 | 10 |
| 12 | Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain | 50 | 3 | 14 | 0 | 67 | 0.29 | 11 |
| 13 | National Law Institute University,Bhopal | 14 | 5 | 35 | 0 | 54 | 0.24 | 12 |
| 14 | Mahatma Gandhi Chitrakoot Gramoday University, Chitrakoot | 10 | 2 | 40 | 0 | 52 | 0.23 | 13 |
| 15 | Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior | 45 | 1 | 1 | 0 | 47 | 0.209 | 14 |
| 16 | Pandit S.N. Shukla University, Shahdol | 8 | 1 | 36 | 0 | 45 | 0.201 | 15 |
| 17 | Vikram University, Ujjain | 30 | 5 | 6 | 0 | 41 | 0.18 | 16 |
| 18 | Mp Bhoj Open University, Bhopal | 20 | 7 | 10 | 0 | 37 | 0.16 | 17 |
| 19 | Awadesh Pratap Singh University, Rewa | 12 | 4 | 20 | 0 | 36 | 0.16 | 17 |
| 20 | Atal Bihari Vajpayee Hindi University, Bhopal | 20 | 3 | 12 | 0 | 35 | 0.15 | 18 |
| 21 | Dharmashala National Law Univ. Jabalpur | 25 | 1 | 1 | 0 | 27 | 0.12 | 19 |
| 22 | Dr Bhimrao Ambedkar University of Social Science, Mhow | 13 | 1 | 2 | 0 | 16 | 0.07 | 20 |
| 23 | Chhindwara University, | 0 | 0 | 0 | 0 | 0 | 0 | 21 |

| | | | | | | | | |
|----|--|---|---|---|---|---|---|----|
| | Chhindwara | | | | | | | |
| 24 | Makhalal Chaturvedi National Univ. of Journalism And Communication | 0 | 0 | 0 | 0 | 0 | 0 | 21 |

Table 4 presents the calculation of Google scholar of Websites of State Government Universities in Madhya Pradesh. It is observed that Devi Ahilya University, Indore secured 1st rank with 112 Google scholar output Jiwaji University, Gwalior secured 2nd rank with 62 Google scholar output .Maharaja Chhatrasal Bundelkhand University, Chhatarpur and Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior obtained 3rd, and 4th position with 22 and 18 Google scholar output. Whereas 13 Universities shared 13th position having nil Google Scholar output.

Table-4
Calculation of Google Scholar of Websites of State Government Universities in Madhya Pradesh

| S.No. | Name of University | Google Scholar | Standardized Value | Rank |
|-------|--|----------------|--------------------|------|
| 1 | Devi Ahilya University, Indore | 112 | 1.00 | 1 |
| 2 | Jiwaji University, Gwalior | 62 | 0.55 | 2 |
| 3 | Maharaja Chhatrasal Bundelkhand University, Chhatarpur | 57 | 0.508 | 3 |
| 4 | Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior | 22 | 0.19 | 4 |
| 5 | National Law Institute University, Bhopal | 18 | 0.16 | 5 |
| 6 | Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal | 18 | 0.16 | 5 |
| 7 | Atal Bihari Vajpayee Hindi University, Bhopal | 15 | 0.13 | 6 |
| 8 | Jawaharlal Nehru Krishi Vishwavidyalaya ,Jabalpur | 10 | 0.08 | 7 |
| 9 | Dharmashala National Law Univ. Jabalpur | 8 | 0.07 | 8 |
| 10 | Rani Durgavati University, Jabalpur | 4 | 0.03 | 9 |
| 11 | Barkatullah University, Bhopal | 3 | 0.02 | 10 |
| 12 | Sanchi University of Buddhist & Indic Studies, Sanchi | 2 | 0.01 | 11 |
| 13 | Awadesh Pratap Singh University, Rewa | 2 | 0.01 | 12 |
| 14 | Mahatma Gandhi Chitrakoot Gramoday University, Chitrakoot | 1 | 0 | 13 |
| 15 | Chhindwara University, Chhindwara | 0 | 0 | |
| 16 | Makhalal Chaturvedi National Univ. of Journalism And Communication | 0 | 0 | |
| 17 | Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain | 0 | 0 | |
| 18 | Madhya Pradesh Medical Science University, Jabalpur | 0 | 0 | |
| 19 | Dr Bhimrao Ambedkar University of Social Science, Mhow | 0 | 0 | |
| 20 | Raja Mansingh Tomar Music And Arts University, Gwalior | 0 | 0 | |
| 21 | Nanaji Deshmukh Pashu Chikitsa Vigyan University, Jabalpur | 0 | 0 | |
| 22 | Mp Bhoj Open University, Bhopal | 0 | 0 | |
| 23 | Vikram University, Ujjain | 0 | 0 | |
| 24 | Pandit S.N. Shukla University, Shahdol | 0 | 0 | |

Table 5 depicts the wiser ranking of websites of State Government Universities of Madhya Pradesh. It has been found that Rajiv Gandhi Proudhyogiki Vishwavidyalaya, Bhopal obtained 1st rank with 5.17 WISER value followed by Devi Ahilya University, Indore got 2nd rank with 2.1 WISER value Jiwaji University, Gwalior secured 3rd rank with 1.12 WISER value. Chhindwara University, Chhindwara remained in 4th

position with 1.00 WISER value. Whereas Dr Bhimrao Ambedkar University of Social Science, Mhow secured last 22nd position with 0.09 WISER value.

Table 5
WISER Ranking of Universities in Madhya Pradesh

| S.No | Name of University | 4* Rank V | 2* Rank S | 1* RankRich File | 1* Rank Google Scholar | WISER | Rank |
|------|--|-----------------|-----------------|------------------------|---------------------------------|-------|------|
| 1 | Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal | 4 | 0.01 | 1 | 0.16 | 5.17 | 1 |
| 2 | Devi Ahilya University, Indore | 0.09 | 0.54 | 0.47 | 1 | 2.1 | 2 |
| 3 | Jiwaji University, Gwalior | 0.03 | 0.1 | 0.44 | 0.55 | 1.12 | 3 |
| 4 | Chhindwara University, Chhindwara | 0.00 | 1 | 0.00 | 0.00 | 1 | 4 |
| 5 | Maharaja Chhatrasal Bundelkhand University, Chhatarpur | 0.00 | 0.1 | 0.31 | 0.5 | 0.91 | 5 |
| 6 | Maharishi Panini Sanskrit Evam Vedic Vishwavidhyalya, Ujjain | 0.00 | 0.44 | 0.29 | 0.00 | 0.73 | 6 |
| 7 | Madhya Pradesh Medical Science University, Jabalpur | 0.24 | 0.04 | 0.44 | 0.00 | 0.72 | 7 |
| 8 | Barkatullah University, Bhopal | 0.02 | 0.04 | 0.54 | 0.02 | 0.62 | 8 |
| 9 | Makhalal Chaturvedi National Univ. of Journalism And Communication | 0.01 | 0.6 | 0.00 | 0.00 | 0.61 | 9 |
| 10 | Jawaharlal Nehru Krishi Vishwavidyalaya ,Jabalpur | 0.03 | 0.01 | 0.401 | 0.08 | 0.521 | 10 |
| 11 | Rani Durgavati University, Jabalpur | 0.02 | 0.01 | 0.46 | 0.03 | 0.52 | 10 |
| 12 | Raja Mansingh Tomar Music And Arts University, Gwalior | 0.00 | 0.01 | 0.46 | 0.00 | 0.47 | 11 |
| 13 | National Law Institute University, Bhopal | 0.03 | 0.02 | 0.24 | 0.16 | 0.45 | 12 |
| 14 | Sanchi University of Buddhist & Indic Studies, Sanchi | 0.00 | 0.01 | 0.406 | 0.01 | 0.426 | 13 |
| 15 | Nanaji Deshmukh Pashu Chikitsa Vigyan University, Jabalpur | 0.00 | 0.01 | 0.41 | 0.00 | 0.42 | 13 |
| 16 | Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior | 0.01 | 0.00 | 0.209 | 0.19 | 0.409 | 14 |
| 17 | Dharmashala National Law Univ. Jabalpur | 0.01 | 0.12 | 0.12 | 0.07 | 0.32 | 15 |
| 18 | Atal Bihari Vajpayee Hindi University, Bhopal | 0.00 | 0.00 | 0.15 | 0.13 | 0.28 | 16 |
| 19 | Mahatma Gandhi Chitrakoot Gramoday Univ., Chitrakoot | 0.00 | 0.00 | 0.23 | 0.00 | 0.23 | 17 |
| 20 | Pandit S.N. Shukla University, Shabdol | 0.00 | 0.00 | 0.201 | 0.00 | 0.201 | 18 |
| 21 | Vikram University, Ujjain | 0.01 | 0.00 | 0.18 | 0.00 | 0.19 | 19 |
| 22 | Awadesh Pratap Singh University, Rewa | 0.00 | 0.00 | 0.16 | 0.01 | 0.17 | 20 |
| 23 | Mp Bhoj Open Univ., Bhopal | 0.00 | 0.00 | 0.16 | 0.00 | 0.16 | 21 |
| 24 | Dr Bhimrao Ambedkar University of Social Science, Mhow | 0.00 | 0.02 | 0.07 | 0.00 | 0.09 | 22 |

7. Conclusion and Results

In modern scenario of higher education websites of Universities have become very popular means of communication among Scholar Community to gather any information regarding that particular University like admission, syllabus. Information regarding exams and coming events as well as to know about what is latest news, its publications and so on. It is strongly recommended that website of University should be updated

regularly to keep the surfer updated regarding University facilities, developments and upcoming events.

8. REFERENCES

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