

## **Abstract**

### **The purpose of work**

The aim of this work is the study of modern methods of rating university research activities on the Internet, defining the basic parameters of such activity, analysis of the current state of web portal NTU "KPI" and other universities, and developing complex organizational, methodological and practical software for raising ranking .

### **Urgency of spent researches**

Evaluation performance Internet divisions of scientific institutions, their ranking is dedicated many works of foreign scholars. In Ukraine this direction only emerging. Despite the novelty of the problem is extremely important for our country, because even the most reputable Ukrainian universities lost at positions 1000-2000 World Web ranking. These positions obviously do not meet the scientific potential of universities. So the cause of the backlog, working methods and means of overcoming it is very important.

### **Tasks solved in work**

In this work the technique most famous world rankings that consider aspects of the web of the University, or fully concentrated on this aspect. Analysis of advantages and disadvantages of existing methods of rating scientific portals. The study was the basic parameters that affect the web of top university, the degree of objectivity.

Based on the key parameters of the analysis of scientific construct Internet portals. In the process of developing a software system solved a number of problems related to the interaction analyzer with search engines, processing data received from search engines.

With a software system analyzes the portal NTU "KPI" and several other universities. The most characteristic weaknesses. Through the analysis of formulated several recommendations concerning the implementation of technological research sites, their text, graphic content.

Based on materials research complex of organizational and methodological measures aimed at increasing Internet-ranking university.

### **The achieved results**

The result of research is scientific explanation the Ukrainian universities lag in Internet rankings and development, study detailed list of measures to be taken to correct the situation.

Also important is the result of the research development of software-aided analysis of scientific portals. This software can be used as a new academic building at the site and for periodic monitoring of all Internet resources, identify gaps in the individual units.

### **Scientific novelty**

Post a new study, because the notion of ranking Web site of universities there were less than ten years ago. Research problems Web Ranking and issue it raised a number of works devoted to foreign scholars, including Michel Telvana from the University of North Carolina, Kayvana Thimble doctorate from the University of Tehran. In Ukraine this problem until a little research - it is devoted only a few articles.

This work is continuing research being conducted in Ukraine, it offers a more thorough study of methods of rating, a wider range of measures and recommendations aimed at raising the scientific web ranking.

In addition to the results of research created new software tools for analyzing Internet sites which were not before. Their difference is a clear focus on the needs of scientific resources, rather than commercial websites.

### **The practical value**

Practical application of recommendations designed to make Internet resources for comfortable and modern, rich source of knowledge, means of communication.

If compliance with a set of measures can be developed to achieve significant growth in Internet-ranking university. The program of work also has

a very important application - it allows for periodic quality control of scientific resources.

### **Conclusions and recommendations**

Sistemizirovav knowledge of key methods of rating, considered in detail each option, which affects the ranking of the university should proceed to upgrade university research portal.

It is important to remember that the main technological requirements is simplicity and convenience of site structure, information on them. Even more important is the content pages, since only relevant, current information may engage users and provide a large number of back links to the portal universities. You can not neglect the index pages in catalogs and scholarly search engines.

For continuous control of appropriate use of scientific portal developed software for analyzing university Web sites.

Work on 107 sheets contains 45 illustrations. In preparation of the materials used from 32 sources.

#### **Keyword list:**

*scientific activity in the Internet, top universities, ranking sites, increasing the rating, research portal, automated site analysis, Webometrics, QS TopUniversities.*