

The Academic Rating Criteria for Knowledge Web-Based in Thailand

K. Dowpiset and C. Nuangjamnong

Abstract With rapidly growth of the Information Technology (IT), the original aim of the words “Ranking” was to promote Web publication, not only to rank institutions and organizations. By supporting public open access initiatives, electronic accesses to scientific publications and to other academic materials are primary targets. The result for these reasons, the number of web publication in Thailand has been increasing in each year. The main behavior of most people in cyber world, they prefer to search information before deciding to do something, especially in a part of people in academic areas and business professionals. Searching information and reading information from websites may create a strong and reliable research, academic reports, and making potential documents for business organizations. In order to have some confidences of the contexts in the websites that they can apply and analyze into the business reports, the reliable sources of information may be required a standard ranking. With fully reliable web contents, they can provide the real benefits in terms of money, and reputation for those contexts. However, trustee, reliability and confidence come from several conditions. In academic institutions, most students and instructors refer to specific contexts from the available websites that they can do the reports or create some class materials. Hence, the reliability of websites is very important which it may let others believe in the reports or academic papers. This may assist students and instructors to improve their studies and research. This research mainly studied, analyzed and mapped the rating criteria which related to the trust of information on available websites. The target data was gathered from the lecturers of both private and public universities in Thailand via a survey online. In order to precisely

K. Dowpiset (✉) · C. Nuangjamnong
Saint John's University, Bangkok, Thailand
e-mail: kitikorn@stjohn.ac.th

C. Nuangjamnong
e-mail: cnuang@stjohn.ac.th

understand the weighting of criteria, the rating criteria scale and weighting for each of criteria, the focusing groups in discussion about web publication criteria, and other conditions and factors concerned will be investigated. Giving such opinions of the expertise of the Internet Service Provider (ISP), students, lecturers and the Government Agency may be included as recommendations and further study.

1 Introduction

Evaluating web publication quality is a disreputably difficult problem which has no standard solution. In order to publish academic context results should be audited by true experts in the field and given scores for quality and quantity according to established rules. However, in practice, what is called peer review is usually performed by committees with general competence rather than with the specialist's insight that is needed to assess crucial data and technical contents. Committees tend, therefore, to resort to secondary criteria like crude publication counts, journal prestige, the reputation of authors and institutions, and estimated importance and relevance of the research field, making peer review as much of a lottery as of a rational process. From this background, it is hardly surprising that alternative methods for evaluating web publication may be sought, which used the same academic standard such as citation rates and journal impact factors. These standards seem to be quantitative and objective indicators directly related to published academic contents.

2 Web Criteria Factors In Academic Areas

In order to understand the important criteria of web publication contents, it needs to ask the question "what impact does the web publications have on students, lecturers and academic staff or the academic institution's image if it is well maintained or poorly maintained?" The Webometrics Ranking of World Universities, also known as Ranking Web of World Universities, is the largest taxonomy of websites of higher education institutions, covering more than 20,000 universities worldwide. The aim of the Ranking is to improve the presence of the academic and research institutions on the Web and to promote the open access publication of scientific results [1].

Student web has been addressed extensively in recent learning and research. One area of inquiry involves the role of the web publication in conducting research for class projects. For example, the authors from "An aid to student research or a source of frustration" [2] studied how college students conduct research via the web, and made evaluations on the quality and type of research being conducted. In a similar approach, the authors from "Investigating the practices of student