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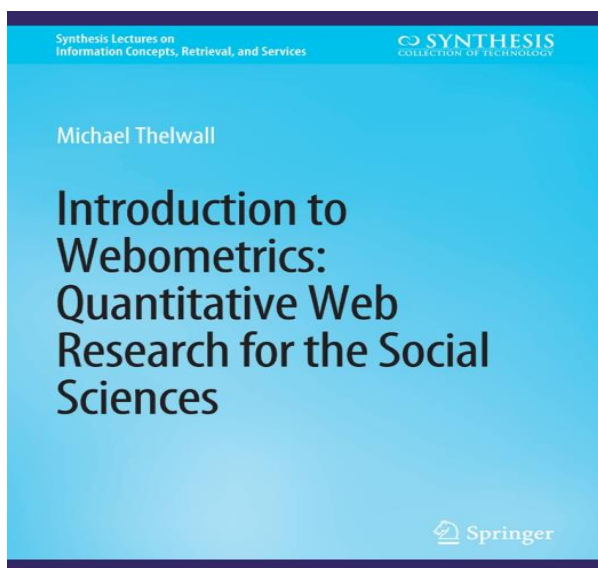
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# INTRODUCTION TO WEBOMETRICS: QUANTITATIVE WEB RESEARCH FOR THE SOCIAL SCIENCES: A REVIEW

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**A B S T R A C T :**

The term webometrics is a modern concept in the field of information science, and it has research implications for modern researchers. This concept can include areas such as web page analysis, web link analysis, web content analysis, web search engine analysis, and hyperlink performance. Today websites are the most powerful and best communication medium between user and service provider. One can know the complete information regarding their needs by accessing the specific website. The applications of websites across various fields, including education, medicine, public health, tourism, entertainment, consumer needs, business, telecommunications, online marketing, travel, Infrastructure, transport and other sectors. Therefore, analyzing and evaluating websites is considered one of the basic needs of human life, which aids their information seeking process.

## INTRODUCTION

Webometrics deals with the statistical measurements of various aspects of websites. The author provided a brief guide for those interested in learning webometrics concepts and for researchers in the field of webometrics analysis. The techniques and guidelines provided by the author are very easy to apply directly to library and information science research problems. The author provides clear guidance for readers' upcoming research and other educational purposes in webometrics. This book consists of ten chapters, from the introductory chapter to the summary chapter, which contain practical information on using various tools for web measurement research.

## BRIEF REVIEW

In the first chapter, we can clearly understand all the basic information related to webometrics and link analysis. Furthermore, the author focused on various related issues and possible metrics associated with web measurement analysis. In the second chapter, Web Impact Assessment, the author focused on web impact evaluation. In this section, the author explains how to get ideas and information from a service provider through a web impact assessment. It also deals with category selection, sampling methods, examples, and validity in website content analysis. Web impact reports and citation analysis are clearly discussed in the Web Impact Assessment chapter.

Most web measurement studies involve link analysis. The third chapter discusses in detail various types of web link analysis and techniques. Also, web page link counting and link impact reports are explained in this chapter. Due to the huge amount of data, blogs are considered an excellent source for social science research. The Blog Search chapter describes techniques that address a variety of issues associated with blogs. Also, the author discussed how simple blog search is an important business application in market research.

This chapter, Automatic search engine searches speaks about specialized tool for web metrics which is automatically submits queries to search engines and processes the entire results. In this chapter, the author introduced the LexiURL search engine and its applications with examples. The different levels of the LexiURL search engine are explained for basic web impact factor calculation. Chapter six discusses SocSciBot, web crawling software for analyzing the connectivity between websites and its various applications.

Commercial search engines are very important in web measurement research. The chapter on Search Engines and Data Integrity beautifully deals with the overall architecture of search engines and how search engines work. Some significant background information and techniques help researchers identify and interpret results. Chapter eight provides a brief description of web analysis methods such as single-site web analysis, multi-site web analysis, and search engine log file analysis.

Chapter Nine Advanced Techniques guides researchers in identifying advanced web measurement techniques. Here we can see how the limitation of query splitting becomes a problem for generating web link impact reports. Researchers can clearly understand all the basic information related to web problem analysis in this chapter.

## CONCLUSION

According to the author, webometrics research will undoubtedly reach a great place in the future. The ideas for web measurement research in this work are highly commendable. The chapter arrangements and necessary value-added sections provided in this book are well appreciated. The contents of the book are certainly a huge eye-opener for readers and researchers in the field of webometrics.