

EFFECT OF UNIVERSITY'S WEB PAGES TO STUDENTS IN PREFERENCE PERIOD

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ABSTRACT

Preferences of students taking university entrance preparation is known to affect multiple factors. Among the most important ones; want to see the city and university student education, family orientation, tutoring and guidance teachers redirects, close to the joint decision of friends, standings and finally the university may be able to introduce themselves criteria. The decisions of the students to increasing the number of universities in preferred period since the 2000's has captured quite. In this case, students and parents have been making universities are researching gather broad information about them. Web pages of universities that are highly effective in influencing the availability of this information gathering phase and preferences is of utmost importance.

In this study, students who choose the University of Hitit, were tried to be determined the level of receiving information from the web page. First, during the preference period, the web page's clicked reports was taken. Then, some information collected with survey the students. This information has been interpreted and evaluated with the help of statistical analysis. This study as a decision support system can help students and universities.

Keywords: Web design, High education, Preference, Google analytics, Decision support system.

INSTRUCTION

Today, individuals from many sources the decision phase is fast, secure and free can collect information. The development of the technology along with the most used among these resources is the internet. University candidates who started using the internet especially at an early age, it is believed that they use the internet during the preference period in an active way. In this process, institutions, determining how they affect these environments when making decisions about the future of this candidates, this environment should make it more convenient and investments should be made in this direction. Determining the level of these effects may help students make the right choices. As a result, they can increase their success at the university.

In 2015, a total of 1,239,800 students, including transition without examination, made preference (url_1). 3673 student has earned Hittite University. As the school year 2015-2016 begins in Turkey, the numbers of the university, which reached 193 (Url_2), It is known that they have serious competition about filling their quota. This competition is a rational, research-based, and requires you to create your promotional strategies right. In addition, this strategy should not be forgotten when determining the factors of the quality of university education, academic and physical infrastructure facilities, housing, social facilities, where the University is located, the count will be correct. Universities, needs accurate data and sound analysis about the candidates to introduce yourself correctly.

Universities, especially in recent years attaches great importance to promotional activities. In this context;

- The promotion of participation between provinces and even international education fairs.
- at the beginning of the preference period, written and oral ads,
- in most environments, such as transport vehicles, banners and publish
- Promotional activities for high schools.

These events require quite large resources, such as, time, money and human resources. However, institutions out of pop-ups on your web pages although it does not replace them very effective and low cost promotional tool.

In this study, during the preference period, winning university new students make a decision in order to determine which of the promotional tools that are just how impressed they have been made.

PREFERENCE PROCESS

Each year, the months of June and July are very important months for the university to the candidates. Because thousands of students are about to make decisions about their professional lives. Therefore, each student collects information from as many sources as possible.

The increase in the number of universities that does not matter whether private or state university, are brought advertising and competition. These efforts are beneficial to the students. At the same time, is messing with their heads too. In 2015, the number of universities in Turkey, research and teaching continuing activities, is summarized in Table 1.

Table 1: Number of Universities and the State-Private Status

| University | Count |
|---------------------------|------------|
| State | 109 |
| Private | 76 |
| Private Vocational School | 8 |
| Total | 193 |

As seen in Table 1, in total, there are 193 universities in Turkey (url_2). The majority of them has been established in recent years. Their names, which they were in town, they are better known areas and facilities are not known exactly. A process with so many unknowns, makes it difficult to be managed by students and their parents. Many parents wants to study their students at a university where is near their living, but it is believed that the students did not attach much importance to it.

Preferability factors effect of a University can be listed as follows:

- The instructor team,
- Teaching and research activities,
- Physical infrastructure,
- International activities,
- Socio-cultural contributions offered to students,
- The structure of the city and region,
- The preferred percentage.

METHODOLOGY

In this study, in the 2015-2016 academic year, first-year students of Hitit University Engineering Faculty, carried out a survey in order to reveal what the factors in choosing this University. The survey consists of 15 questions. The first section of the questionnaire is individual questions. There are questions about the process of preference in the second section.

A total of 211 students participated in this survey. According to students' gender and department the distribution are presented in Table 2.

Table 2: According to students' gender and department

| Departments | Gender | | Student Number |
|---|-----------|------------|----------------|
| | Woman | Man | |
| Food Engineering | 37 | 11 | 48 |
| Chemical Engineering | 23 | 16 | 39 |
| Mechanical Engineering | 19 | 69 | 88 |
| Metallurgical and Materials Engineering | 6 | 30 | 36 |
| Total | 85 | 126 | 211 |

After the application of the survey, University web page visitors clicked on the preference of the period in the date range taken from Google Analytics reports to gather information on the spatial has been studied. Assume that this is of clicks performed by the students. The collected data are digitized in a computer environment, and then statistical analysis has been interpreted and evaluated with the help of.

FINDINGS

Reports of the web page visitors

The clicks information of the Hitit University's web page were taken from Google Analytics (GA, 2015). Which city and how many clicks it is seen that from this report. An example of the report shown in Figure 1.

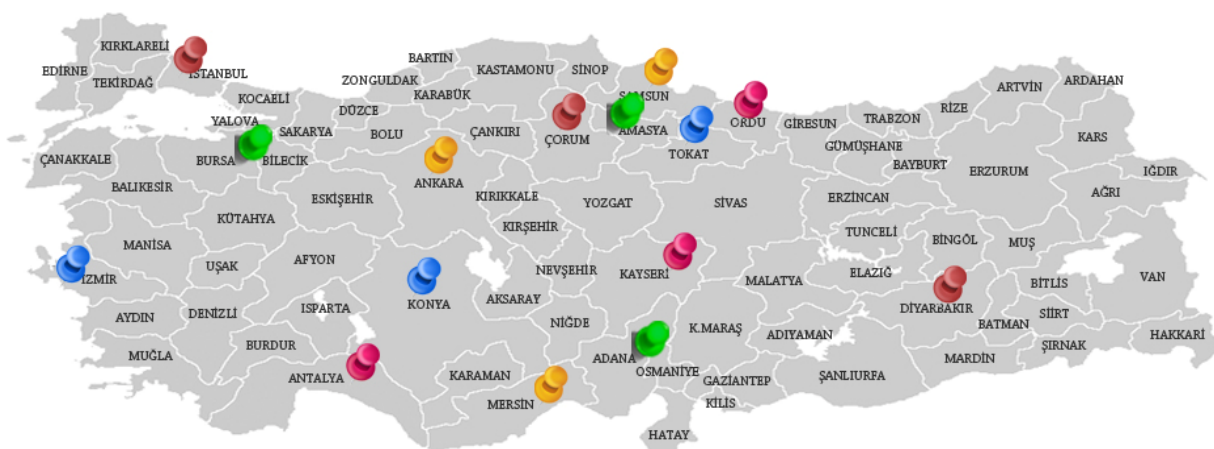


Figure 1: Cities are making the most clicks to the web page

Visitor information from Google Analytics and from the Registrar's office (OIDB, 2015) with a list of students who according to the city preferred are summarized in figure 2.

| According to the City, Web Page Number of Visitors | | | According to the City, The Number of those Who Prefer to Hitit University | | |
|--|------------|--------|---|-----------|------|
| 1 | ÇORUM | 15.901 | 1 | ÇORUM | 1105 |
| 2 | ANKARA | 5.427 | 2 | ANKARA | 481 |
| 3 | İSTANBUL | 3.234 | 3 | SAMSUN | 219 |
| 4 | SAMSUN | 1.483 | 4 | İSTANBUL | 196 |
| 5 | KAYSERİ | 880 | 5 | AMASYA | 125 |
| 6 | İZMİR | 605 | 6 | TOKAT | 88 |
| 7 | ADANA | 494 | 7 | YOZGAT | 74 |
| 8 | AMASYA | 436 | 8 | KAYSERİ | 63 |
| 9 | KONYA | 379 | 9 | ORDU | 62 |
| 10 | BURSA | 369 | 10 | KONYA | 60 |
| 11 | ANTALYA | 278 | 11 | KOCAELİ | 52 |
| 12 | DİYARBAKIR | 273 | 12 | KIRIKKALE | 47 |
| 13 | ORDU | 259 | 13 | ADANA | 43 |
| 14 | TOKAT | 246 | 14 | BURSA | 39 |
| 15 | MERSİN | 243 | 15 | GAZİANTEP | 33 |

Figure2: Web page visitors and who prefer to Hitit University

As shown in Figure 2, 2015 preference during the period, in the first part a list of the cities where most of the visitors to web page is located. In the second part, new students were determined to live in what city. Then two information were compared. As a result, the visitor data of the web page and preferred to be approximately 75% of it has been seen that by are overlapping. In the first part, it does not seem in the preferred of the cities written in red. In contrast, although the number of visitors from the cities written in red, there has been a lot the number of students who preferred.

Student Opinions

2014-2015 academic year University students who are studying in the Faculty of Engineering accepted the Hittite prefer of the questions that were prepared to determine trends made over the results from the application of a questionnaire are given in the following table.

Table 3: Where were you heard the name of University firstly?

| Reference | Number | Rate |
|--------------------------------------|------------|------------|
| Preferred guide | 100 | 39.68 |
| Internet | 41 | 16.27 |
| The University promotional materials | 7 | 2.78 |
| Written and visual media | 3 | 1.19 |
| Preferred robots | 9 | 3.57 |
| Courses | 16 | 6.35 |
| School teachers | 3 | 1.19 |
| Friends | 21 | 8.33 |
| Friends at University | 17 | 6.75 |
| Graduating from Hitit | 12 | 4.76 |
| Educations fairs | 5 | 1.98 |
| Other | 18 | 7.14 |
| Total | 252 | 100 |

According to the table above, the majority of students, university's name said that firstly they heard from preferred guide and internet. Although the number of students who said that heard from the internet are not very high, it is seen that the second highest number.

Table 4: Decision time to University

| Decision Time | Number | Rate |
|---|------------|------------|
| During my high school education | 5 | 2.42 |
| Before taking the exam | 19 | 9.18 |
| After the results of the examination were announced | 47 | 22.71 |
| During the preference period | 136 | 65.70 |
| Total | 207 | 100 |

According to Table 4, 65% of students say that the university decided to give preference period. Therefore, it can be said that students have decided quickly in less time. In the elections of research resources, while this decision is thought to be in the same direction. In line with this, it can be concluded that the internet can come to the forefront.

Table 5: Which sources have been used to gather information about University?

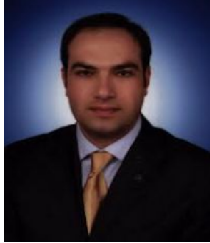
| Reference | Number | Rate |
|---|------------|------------|
| Visited the University | 10 | 3.19 |
| Received information by phones | 29 | 9.27 |
| Received information from course guidance service | 33 | 10.54 |
| Received information from school guidance service | 9 | 2.88 |
| Searched on Internet | 112 | 35.78 |
| Received information from the University web page | 61 | 19.49 |
| I received information from educational fairs | 17 | 5.43 |
| any where | 29 | 9.27 |
| Other | 13 | 4.15 |
| Total | 313 | 100 |

As seen in Table 5, the largest number of students in gathering information source is the Internet. It is observed that 36% of students prefer the internet. On the other hand about 20% the proportion of students were told the information from the web page. When considered as a common source of the two technologies. It reveals that more than half of the students chose this method.

CONCLUSION

According to the information that is collected from the students has an important place, it is observed that the preferred phase of web pages. The vast majority of students are using internet for search. In addition, the web page according to the report, 75% effective was observed. According to this result, it is believed that the University should give more importance to web pages.

Research, performed on different faculties and departments, different results can be obtained. Thus, both students and University administrators support information can be provided.

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