The Websites Of Iraqi Public Universities On The Internet And Ways To Develop Them By Proposing Special Criteria For Their Evaluation

[1]Dr. Thanaa Lilo Abbas, [2]Shihab Ahmed Jawad

[1,2] Al - Mustansiriyah University - College of Arts - Department of Information and Libraries

Abstract : The research aims to evaluate the websites of Iraqi government universities and to identify the reality of the websites of Iraqi government universities through several suggested criteria, as (5) university sites representing Iraqi public universities were chosen, and the researcher relied on the descriptive approach in surveying the websites of government universities The Iraqi evaluation process revealed that there is weakness in some sites in the process of applying the standards and the research identified the places of failures in the analysis tables and made a set of recommendations that it deems appropriate to address these failures and direct the attention of Iraqi government universities to pay attention to their sites and benefit from the proposed criteria in the design process Their locations.

Keywords: websites – evaluation - standards - Iraqi public universities.

First: The general framework of the research

1 - 1- Introduction:

Universities' websites are one of the landmarks of competition, distinction, and the continuation of their scientific progress, which enhances their academic standing among the various universities. Therefore, universities attach great importance to building and designing their sites by developing a clear and effective strategy on the Internet, through which it aims to introduce the university institution and improve the level of outputs, and aims To provide students, researchers, professors, employees and others with different information and services related to education, research, and development .The evaluation process is a very important step for building a site that fulfills the aspirations and goals of the university, which in itself is an integral part of any work intended for continuity and development, and therefore the current study came to identify the reality of Iraqi universities through several proposed criteria for evaluating the websites of Iraqi government universities. Selecting (5) university sites that represent Iraqi public universities.

1-2 -The problem:

Faced t sites e - Iraqi obstacles great for to improve its services and keep pace with technology modern and meet the needs of researchers and scientific ones, which require the need desperately to build more modern serves all purposes that required work research and research to achieve the benefit desired from her ... so identified problematic study questions research The following :

1. What can Iraqi public universities use to make their sites ideal and functional?
2. What do Iraqi public universities do to improve their websites?
3. Are there strengths and weaknesses in the websites of Iraqi government universities?

1-3- Importance:

Assist in providing evidence of work on sites universities, the government of Iraq, which facilitates existing by developing and promoting sites of universities according to the criteria that are inclusive and objective to take advantage of them to complete the face of by the researcher and achieve the quality of these standards and raise efficiency .

1-4- Goal:

- Identify the reality of the websites of Iraqi government universities.
- Knowing the criteria by which to evaluate websites and extract new proposed standards to support the sites of Iraqi public universities.
- Knowing the strengths and weaknesses of the websites of the Iraqi government universities.

1- 5- Limits of the study

Spatial boundaries: websites of Iraqi government universities.

Thematic boundaries: includes the evaluation of the websites of the Iraqi State University.

Temporal boundaries: the academic year 2020-2021.

1-6- Study population

The study used the intentional sample as one of the data collection tools, as several websites of Iraqi governmental universities were taken via the Internet

1-7 - The study sample

Sites universities Iraqi namely :(Ministry of Higher Education and Scientific Research of the Iraqi 2020)

T	University Name	website
1	Baghdad of University	www. en. uoBaghdad. edu. iq
2	University of Basrah	www. uobasrah. edu. iq
3	Al - Mustansiriyah University	www. uoAl - ustansiriyahh. edu. iq
4	University of Technology	www. technology. edu. iq
5	University of Kufa	www. uokufa. edu. iq

1-8- Data collection tools
- Data related to the study were collected from websites, internet pages, and books that are directly related to the subject of the study, as well as articles and research published in Arab and foreign periodicals, paper and electronic, available on the Internet and related to the subject of the study directly or closely related to it.
- Note: The researcher used structured observation in collecting data.
- The interview

1-9- Study methodology
The research adopted the descriptive approach in surveying the websites of the Iraqi governmental universities that included them
studying.

Second: The theoretical framework of the research

2-1-websites:
A set of definitions have been mentioned in the literature on the subject of websites, the most important of which are:
From a formal point of view: the website is: "A group of interconnected pages, texts, images and video clips according to a coherent and interactive structure that aims to display and describe information and data about a university or institution so that access to it is not limited in time or place and has a specific unique address that distinguishes it from the rest of the sites. On the Internet "(Al-Zoubi, 2004, page 55) .

The website also knows: "It is a series of successive pages covering a topic of great importance, and there is no doubt that managing the web requires maximizing the benefits and advantages of the Internet on the one hand and highlighting the strengths of the company or institution not only in its services and databases, but also in its ability to design a website Whether in terms of information, speed, protection of privacy, and others on the other hand. " (Abboud, 2009, pp. 358-359).

2-2-Types of websites.
The web browser notices an increasing interest in building various websites. There are multiple divisions and classifications of sites. The sites available on the Internet can be divided based on the entity preparing the site, and thus the sites can be divided into (government sites, educational sites, research sites/search engines), cultural sites, news/media sites, commercial marketing sites, information service sites, personal sites) (Zarzis and Bou Maarafi, 2001, pp. 37-38) .

2 -3- Calendar:
The evaluation is considered one of the methods of scientific research as it studies the development of the level of development, improvement, and effectiveness of projects, and by it the process of success and failure is evident. It is also an appreciation of something and fixing its deformation, and it is a basic process that every individual and every institution needs to know about weaknesses" (Muhammad, 2007, Page 22).

Evaluation is the language: "It means adding value to a thing or matter," and it is defined as the process by which a judgment is made on the extent to which the process reaches its goals and the extent to which it achieves its objectives, and works to uncover aspects of deficiencies in the educational process (Abu Al-Diyar, 2012, page 12).

2-4- Standards for evaluating the sites of Iraqi universities.
The process of evaluating university sites is a very important step for building a site that fulfills the aspirations and goals of the university. Researchers and previous studies have emphasized the need to pay attention to websites, especially academic sites. By looking at previous studies, several methods have been suggested to evaluate websites, ease of use, and identify the problems faced by users.

2-5- Classification of criteria:
It is worth noting that the evaluation standards, in general, have been classified by specialists in this field into two main parts (Muhammad, 2014, p. 6).
First: Standards that are concerned with the appearance and external appearance of the site (engineering construction): These are concerned with designing the shape of the site, and they are based on the technical elements of the site's pages, such as the way of displaying information, colors, types of fonts, multimedia, the use of navigation, links, and ease of access to the site.

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Second: Standards that are concerned with the intellectual content of the website and the information presented on it: These standards are related to the intellectual content and the content, as they focus on the quality of the information, and include intellectual responsibility, coverage, modernity, objectivity, accuracy, relevance, comprehensiveness, credibility ... etc.

One of the most important things that academic institutions should do is to carry out a continuous evaluation process for their websites to obtain feedback, and in light of the results obtained, it enables them to make adjustments and improvements in their sites. A set of standards that were issued by different bodies and individual Arab and foreign studies have appeared that dealt with evaluating websites. These standards can be included within the divisions and according to the issuing authority.

Standards issued by professional societies.

•Standards used in Arab and foreign individual studies.

2-6- Standards issued by professional societies.

Among those associations are (American Association of School Library (AASL), 2020).

First: American Association of School Librarian (AASL) standards, the American Association of School Librarian (AASL) of the American Library Association ALA develops a list that includes headings of topics that are standards for evaluation, namely: (General Information - Responsibility Intellectual y - shape and design - navigation - content, performance) and opinion (Abdulaziz, 2006)

Second: Association of College and Research:

Which defined five criteria for evaluating websites, which are: (accuracy of the information on the web - intellectual responsibility - objectivity - timeliness of information – coverage).

Third: American Association of Law Libraries:

It includes a set of criteria: (content - regulation - site usage and navigation - access) (Al-Harbi, 2014, page 28).

2-7-Criteria used in Arab and foreign individual studies.

Despite the importance of evaluating academic websites, few previous studies have evaluated this type of website. We will review here some Arab and foreign studies related to evaluating academic websites, and studies that suggested several comprehensive standards for evaluating websites in general.

Among the Arab studies is the study of Hassan Abdullah Al-Najjar and Ismail Omar Hassouna, where the two researchers developed an electronic evaluation form that included a set of criteria proposed to be applied in the evaluation of academic websites, namely (interaction and student control tools, website interface and screens, multimedia)(Al-Najjar and Ismail, 2016, page 82).

Third :the practical side of the research

After reviewing the largest possible number of website evaluation standards, of various types and forms, the researcher adopted several standards as a tool for evaluating the websites of Iraqi government universities (the study sample), where four main criteria for evaluation were proposed and the list of criteria consisted of (4) standards Main, and under each criterion, several elements and several indicators were included, the total number of (12) elements and (45) indicators, where the list was presented in its initial form, to several specialists who have experience and a direct relationship in designing websites.

The following is an explanation of the proposed evaluation criteria and the indicators contained in each standard: -

1-The criterion for the general structure of the site, which includes the links component, as it supports indicators (navigation/availability and access/site map/university logo).

2-The shape and design standard that includes the element of attractiveness and suitability and supports indicators (aesthetic artistic design / suitable use of images/background colors suitable for choosing suitable fonts/design suitable for pages), and a multimedia component and supports indicators (specifying files/file size / accompanying texts to files).

3- The general content standard that organizes the element of the newness of information, as it supports indicators (update/clarity of update/accuracy/language integrity) and relevance as it supports (historical brief/beneficiaries information/university services/university calendar / departmental information/training courses), and a Diversity as it supports indicators (multilingualism) and research as it supports (Boolean research/keywords), and the responsibility component as it supports indicators (university address / higher departments/e-mail / social communication/contact directory).

4- The ease of dealing standard, which includes the element of flexibility as it supports indicators (speed of access/simplicity), and the compatibility element as it supports indicators (flexibility of design/support for browsing/download time / URL: address or domain), and the interactivity component where it supports indicators (clarity / Assistive programs/questions and answers / internal research tool/feedback / RSS service), and the safety and privacy component as it supports indicators (safety/privacy) .

3-1-Analyzing the sites of Iraqi universities, the study sample, according to the criteria specified by the researcher.

3-1-1-The general structure criterion
Table (1) shows the evaluation of the general structure criterion for the sites of the Iraqi public universities

Table (1) shows the evaluation of the sites of Iraqi public universities about the general structure criterion, and

Sites Iraqi universities	Links				Total	Percentage
	Sailing support	Availability and access	Site Map	University logo		
Baghdad	✓	✓		✓	3	%75
Basra	✓			✓	2	%50
Mustansiriyah	✓	✓	✓	✓	4	%100
Technology	✓	✓	✓	✓	4	%100
Kufa	✓			✓	2	%50

(Header row: The general structure standard)

a set of the elements of the evaluation of the standard, with an indication of the percentage of the elements. After reviewing and completing the evaluation phase of the Iraqi university sites that were evaluated according to the general structure criterion, the degrees of evaluation that were achieved on the websites of the study sample varied.

As for the general structure standard that was applied to a group of Iraqi university sites, the percentage reached 100% meaning that some Iraqi governmental university sites have a high percentage of evaluation and some of them are low, as Al-Al - Mustansiriyah University and the Technology University got a percentage of (100%), Baghdad University got a percentage by (75%), and Basra University and Kufa University got a percentage of (50%), and the general structure criterion (the links component) is regulated, where the links component includes several indicators, including (support for navigation, availability, and access, site map, the university logo). Al-Al - Mustansiriyah - the University of Technology, University of Kufa. Among the universities that support them (Availability and Access) index is the University of Baghdad - Al-Al - Mustansiriyah University - the Technology University, but the University of Basra and the University of Kufa do not support this indicator. Among the universities that support them (site map) index is Al-Al - Mustansiriyah University and the Technology University, while the universities that do not support this criterion are the University of Baghdad - University of Basra - University of Kufa. As for the university logo index, all university websites support this index.

3 -1-2-standard format and design

Table (2) shows the evaluation criteria for the shape and design of Iraqi universities' sites

Standard shape and design										
Attractiveness and convenience					Media multi					
Aesthetic design / Technical	Photo-friendly use	Appropriate background colors	A suitable choice for fonts	Pages fit design	Select files	The size of the files	Text accompaniment to files	Total	percentage	
✓	✓	✓	✓	✓			✓	6	%75	
✓	✓	✓	✓	✓	✓	✓	✓	8	%100	
	✓	✓	✓				✓	4	%50	
✓	✓	✓	✓	✓			✓	6	%75	
✓	✓	✓	✓	✓	✓		✓	7	% 5 . 87	

Table (2) shows the evaluation of the Iraqi governmental university sites for the standard of form and design and the total elements of the evaluation of the standard, with an indication of the percentage of the element.

After reviewing and completing the evaluation phase of the Iraqi university sites that were evaluated according to the standard of shape and design, the degrees of evaluation that were achieved on the websites of the study sample varied. As for the standard of shape and design that was applied to a group of Iraqi university sites, the percentage reached (100%) meaning Some Iraqi university sites have a high percentage of evaluation and some of them are low. Among the university sites that got a high percentage (Basra University website), it got a percentage (100%) through support for all public content indicators, and the University of Kufa website got a percentage 87.5%) and (Baghdad University, Technology) website got (75%) and (Al-Al - Mustansiriyah) university website got (50%). The shape and design standard includes a set of sub-elements, including (attractiveness and convenience, multimedia).

 Where the element of attractiveness and appropriateness includes several indicators, including (aesthetic design / appropriate use of images / appropriate background colors / appropriate choice of fonts / suitable design for pages), among the universities that support the attractiveness and fit index in all its indicators are the University of Baghdad, Basra, Kufa, and universities The one that did not support all the indicators of attractiveness and suitability is Al-Al - Mustansiriyah University, where it only supports indicators (appropriate use of images, appropriate background colors, appropriate choice of fonts).

As for the multimedia component, where indicators are included (identifying files/file size / accompanying texts to files), among the universities that support all multimedia indicators is Basra University, while the University of Kufa supports the (file identification) indicator only, and from universities that did not fully support these indicators, It is the University of Baghdad, Al-Al - Mustansiriyah University, the Technology University.

Standard Content General3-1-3
Table (3) shows the evaluation of the general content standard for Iraqi universities' websites.

Sites Iraqi universities	Recency of information				The link						Diversity	Availability		the responsibility					Total	percentage
	Update	Clarity	Precision	Language integrity	brief history	Beneficiaries information	University services	University calendar	Department information	training courses	Languages	Boolean search	key words	The address of the institution	Higher Management	E-mail	Social Media	Contact Directory		
Baghdad	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	18	%100
Basra		✓	✓	✓	✓	✓	✓	✓	✓		✓			✓	✓	✓	✓		13	%72.2
Mustansiriyah	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	17	%94.4
Technology	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		17	%94.4
Kufa	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		16	%88.8

Table (3) shows the evaluation of the Iraqi governmental university sites about the general content standard and the total of the elements of the standard evaluation with the clarification of the percentage of the element after viewing and the completion of the evaluation phase for the Iraqi university sites that were evaluated according to the general content standard. studying .As for the general content standard that was applied to a group of Iraqi university sites, the percentage reached 100%, meaning that some Iraqi university sites have a high percentage of evaluation and some of them are low(University of Baghdad website) where it obtained a percentage of (100%) through support for all indicators of public content, and the university site (Al-Al - Mustansiriyah, Technology) got a percentage of (94.4%) and the University site (Kufa) obtained a percentage of (88.8) The University of Basra site received a percentage of (72.2%).The general content criterion consists of a set of sub-elements, including (newness of information/ The link / Diversity / Availability / Responsibility), so the element of the newness of information includes indicators (update - clarity - accuracy - language integrity). Among the universities that support these indicators are the University of Baghdad, Al-Al - Mustansiriyah University, the Technology University, and the University of Kufa, and among the universities that have not fully supported it is Basra University that does not support the (modernization) index . .As for the relevance component, it includes indicators (historical overview - beneficiaries information - university services - university calendar - department information - training courses) as all universities support these indicators, except for the University of Kufa, and do not support the (university calendar) indicator .As for the diversity component, the index (multilingualism) is included, and it is supported by all Iraqi universities, the study sample .As for the availability component, it includes indicators (boolean research - keywords), as all universities in the study sample support these indicators, except for the University of Basra, which does not fully support these indicators .As for the responsibility component, it includes indicators (address of the institution - higher management - e-mail- Social Communication - Communication Guide) All universities, the study sample, support this indicator except for the index (communication guide) that was not supported by Basrah University, the Technology University, and the University of Kufa.

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- 4 -1-3Standard easy handling

| Sites Iraqi universities | Ease of handling | | | | | | | | | | | | | | Total | percentage |
| | Flexibility | | Compatibility | | | | | Interactive | | | | | Security and privacy | | | |
	Access speed	Simplicity	Design flexibility	Support Browsing	time Download	URL Title/ Domain	Clarity	Auxiliary programs	questions and answers	Internal Search tool	Feedback	Availability of service RSS	Safety	Privacy		
Baghdad	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	13	%92.8
Basra	✓	✓	✓	✓	✓	✓	✓				✓			✓	9	%64.2
Mustansiriyah	✓	✓	✓	✓	✓	✓	✓			✓	✓		✓	✓	11	%78.5
Technology	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	12	%85.7
Kufa	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓		11	%78.5

Table (4) shows the evaluation of the standard of ease of dealing with the sites of Iraqi universities

Table (4) shows the evaluation of the Iraqi governmental university sites about the ease of dealing criterion and the total elements of the evaluation of the standard with an explanation of the percentage of the element

After reviewing and completing the evaluation phase of the Iraqi university sites that were evaluated according to the general content standard, the degrees of evaluation that were achieved on the websites of the sample of the study varied. As for the standard of ease of dealing that was applied to a group of Iraqi university sites where the percentages varied, as a university site was obtained (Baghdad) had the highest percentage (92.8%), the university site (technology) scored (85.7%), the university site (Kufa, Al-Al - Mustansiriyah) got the rate (78.5%), and the (Basra) university website got (64.2%). The ease of dealing criterion consists of a set of sub-elements, including (flexibility - compatibility - interactivity - privacy, and safety). The flexibility component includes a set of indicators (speed of access - simplicity). Basra - Al-Al - Mustansiriyah - Technology - Kufa). As for the compatibility component, it includes a set of indicators, including (- design flexibility - support for browsing - download time - address or domain: URL / - clarity) and from the universities that support these indicators, all the universities in the study sample support these indicators, which are the university (Baghdad - Basra - Al-Al - Mustansiriyah - Technology – Kufa).

As for the interactive component, it includes a set of indicators, including (auxiliary programs - questions and answers - an internal research tool - feedback - availability of RSS) where the level of support varied, so the University of Baghdad supported indicators (questions and answers - an internal research tool - feedback - availability of RSS service) As for Basra University, supports indicators (feedback), Al-Al - Mustansiriyah University supports an index (internal research tool - feedback), technology university supports indicators (internal research tool - feedback - provides RSS service) and the University of Kufa supports indicators (questions and answers - internal research tool - nutrition Feedback).

As for the safety and privacy component, it consists of a set of indicators, including (safety - privacy) and from the universities that support them (safety) index, including the University of Baghdad, Al-Al - Mustansiriyah University, the Technology University, and the University of Kufa, and among the universities that do not support this indicator, including the University of Basra. As for the privacy index, among the universities that support this index are the University of Baghdad, Basra University, Al-Al - Mustansiriyah University, and the Technology University. As for the universities that do not support this index, including the University of Kufa.

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3-1-5-Compared to the results of the analysis of data sites e-government Iraqi

Table (5) shows the comparison of results between the universities of the research sample

Iraqi universities sites	Standards				
	General structure	**Look and design**	**Public content**	**Ease of handling**	**General Average**
Baghdad	**%75**	**%75**	**%100**	**%92.8**	**%85.7**
Basra	**%50**	**%100**	**%72.2**	**%64.2**	**%71.6**
Mustansiriyah	**%100**	**%50**	**%94.4**	**%78.5**	**%80.7**
Technology	**%100**	**%75**	**%94.4**	**%85.7**	**%89**
Kufa	**%50**	**%87.5**	**%88.8**	**%78.5**	**%76.2**

Fourth: Findings and Recommendations

4-1- Results

After reviewing the sites of the Iraqi public universities, analyzing and evaluating them in terms of the general structure, shape, design, general content, and ease of dealing, the following was reached:

1-The University of Technology website recorded the highest percentage of representation for all criteria, and the percentage of representation was (89%), and then came the site of Baghdad University and Al-Al - Mustansiriyah University.

2-Among the universities' sites that obtained a high evaluation rate for the general structure standards are the Al-Al - Mustansiriyah University website and the Technology University website.

3-The application of the shape and design standard came at higher rates at the Basra University site, then the Kufa University site, with lower rates, while the percentage was weak at the Al-Al - Mustansiriyah University site.

4-Among the universities' websites that obtained a high evaluation rate for general content standards, the University of Baghdad website, followed by the Al-Al - Mustansiriyah University website and the Technology University website.

5-The rate of evaluation of the ease of dealing criterion varied between the sites of Iraqi public universities, as the University of Baghdad site occupied the highest evaluation rate, then the site of the Technology University with a lower rate.

6-On all sites, the assistant programs indicator was ignored, as the results of the analysis showed that no site used this service.

4-2- Recommendations

The study presents a set of recommendations to those in charge of governmental university sites that would increase the efficiency of these sites:

1- Adopting the criteria suggested by the researcher in evaluating governmental and non-governmental university sites to raise the efficiency of those sites.

2- The periodic evaluation of the sites of Iraqi public universities by specialists in computer systems and programming to raise the efficiency of the site and compete with Arab and international sites.

3-Paying attention to the sites of Iraqi public universities and considering them an important electronic resource.

4- The necessity to provide services for people with special needs for all governmental and non-governmental university sites.

5-Reconsidering the design of some university websites and not being satisfied with the symbolic presence on the Internet without active participation in providing the necessary services to the beneficiaries.

6- Providing an independent budget for the websites of Iraqi governmental universities to promote websites according to international standards.

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