

## Penilaian Sementara UB BLOGMETRICS AWARD 2012

UB Blogmetrics Award 2012, merupakan kegiatan yang diikuti oleh sivitas akademika Universitas Brawijaya baik mahasiswa, dosen dan staff UB dalam rangka mendukung pemeringkatan internasional UB melalui konten blog yang dimilikinya. Upaya ini dilakukan untuk mewujudkan cita-cita UB menjadi World Class University. Ada beberapa badan pemeringkatan internasional yang mengukur peringkat universitas di dunia yang mengacu pada kriteria yang berbeda seperti ARWU, QS Star, Webometrics, dll. Salah satu badan pemeringkatan internasional yang bertugas untuk mengukur kemajuan suatu perguruan tinggi melalui websitenya adalah Webometrics. Hasil penilaian Webometrics diterbitkan dua kali setahun yang menilai lebih dari 20.000 Perguruan Tinggi di seluruh dunia. <http://www.webometrics.info/>

UB Blogmetrics Award 2012 mengusung tema "Meningkatkan Peran Sivitas Akademika Dalam Mewujudkan World Class Entrepreneurial University" yang bertujuan untuk meningkatkan pemanfaatan blog dalam menunjang kegiatan akademik, sarana publikasi, komunikasi serta sebagai sarana memperkenalkan UB di kancah internasional. Kegiatan ini juga bertujuan untuk meningkatkan kualitas dan kuantitas informasi serta pemutakhiran konten blog yang berkeberlanjutan di bawah domain UB sebagai upaya memenuhi standar World Class University.

Penilaian UB Blogmetrics Award 2012 dilaksanakan pada bulan Mei, Agustus dan Nopember 2012 dan pengumuman pemenang UB Blogmetrics Award 2012 akan diumumkan pada bulan Desember 2012. Dalam penilaian webometrics terdapat 4 kriteria yaitu visibility, size, rich files, dan scholar. Di mana visibility merupakan penilaian terhadap jumlah total tautan eksternal link yang diterima dari situs lain yang diperoleh search engine (Yahoo). Sedangkan size adalah penilaian jumlah halaman yang ditemukan search engine (Google, Yahoo, Bing, Exalead). Rich files adalah penilaian terhadap kekayaan ragam file yang dapat ditelusuri oleh masyarakat melalui search engine (Google), file yang dinilai pada webometrics hanya yang berformat Adobe Acrobat (pdf), Ms. Word (doc), Ms. Power Point (ppt), Ms. Excel (xls) dan PostScript (ps). Sedangkan penilaian untuk scholar dengan melihat hasil temuan yang diambil dari Google Scholar yang menyajikan tulisan ilmiah, laporan dan tulisan akademis.

Berdasarkan penilaian sementara yang dilakukan pada bulan Mei 2012, telah ditetapkan 20 peserta dari mahasiswa, dosen dan staff yang berada di 20 peringkat teratas berdasarkan kriteria penilaian yang telah ditetapkan. Nama-nama peserta yang berhasil menduduki peringkat 20 teratas bisa di lihat di daftar bawah ini :

Peringkat Sementara UB Blogmetric Staff (Mei 2012)

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**Peringkat Sementara UB Blogmetric Dosen (Mei 2012)**

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