

EVALUATION OF THE ASSAMESE LANGUAGE NEWSPAPERS WEBSITES USING ALEXA INTERNET: A WEBOMETRIC ANALYSIS

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Newspaper is one of the oldest forms of print media of this world. However, earlier, the newspapers were available only in print form, but due to the advancement of technology now a days, many of the newspapers are available in both print and non-print form i.e. in online. The main purpose of this study is to evaluate the Assamese language newspapers websites published from different places of Assam based on the seven Alexa indexes of Alexa Internet. However, a total number of 31 newspapers titles were retrieved from the RNI (Office of Registrar of Newspapers for India) website (<http://rni.nic.in/>) but due to the unavailability of 17 newspapers over web, only 14 newspapers websites were taken for the analysis. The study recommends to all the administrators of Assamese language newspapers websites to give more attention towards their websites to attract more visitors.

KEYWORDS: Alexa Internet; Assamese; Assamese language; Assamese Newspaper; India; Newspaper; Webometric Analysis; Website Evaluation

INTRODUCTION

Newspaper is one of the oldest and basic forms of mass communication as well as print media. It is used as one of the most popular tools for dissemination of information and news. Earlier these newspapers were available only in print form but due to the rapid growth of technology, now a days the newspapers are available in both print and non-print forms. At present, many of the newspapers have their own website or webpage. In this era of technological growth, every field is changing and trying to develop by adopting different technological tools to cope up with the changing environment and the publishers of newspapers are also not lagging behind. The rapid growth of technology and popularity of digital information among the people has compelled the newspapers provider to launch their own website or webpage or online version of the print media. Over the last few years, there is a remarkable transition from print to online version of newspapers. The online version of newspapers are generally available as e-paper in PDF form.

Assam has its own tradition of information and news dissemination since the days of different dynasty like Ahom, Koch etc. But in case of newspapers, the history of Assamese newspaper is more than one hundred and seventy years old. The journey of the Assamese newspaper started from “Arunodoi” a monthly newspaper first published in the year 1846. Though a huge numbers of Assamese language newspapers are being published from Assam but most of the newspapers does not have any website or webpage and the newspaper having their own website or webpage is also not showing a satisfactory results. Therefore, it is essential to evaluate and analysis the newspapers website using webometric tools.

In simple, Webometric is the study of quantitative aspects of website/webpage. The term webometrics is first coined by Almind and Ingwersen. It is defined as “The study of the quantitative aspects of the construction and use of information resources, structures and technologies on the Web drawing on Bibliometric and informetrics approaches” (Bjorneborn & Ingwersen, 2004). It is one of the most widely adopted terms in library and information science research. The main aim of this study is to evaluate the Assamese language newspapers websites based on the seven Alexa indexes of Alexa Internet.

Alexa Internet is a web traffic analysis tool or analytics provider that operates a wholly owned subsidiary of Amazon. It is founded as an independent company in 1996 and acquired by Amazon in 1999. At present it is one of the most well known website evaluation tool which collects different data like traffic rank, links on

sites, numbers of pages viewed by users per day, bounce rate etc.

REVIEW OF LITERATURE

Different researchers have carried out different research taking newspaper’s website as base. There has been found different webometric studies in different language newspaper’s website and in institutional website or library website using Alexa Internet. Among those **Hanief Bhat (2013)** evaluated the Indian newspaper websites using Alexa databank. Total 26 newspapers listed by Audit Bureau of Circulations of India were taken for the evaluation. From the study, the researcher found that the newspaper *Dainik Bhaskar* had the highest traffic rank where as *Punjab Kesari* had the highest number of average pages viewed per day and estimated daily time spent on site by the visitors. The newspaper *Herald* had the highest reach amongst the global internet users. **Naheem (2016)** evaluated the Malayalam newspaper web sites using Alexa Internet. Total 13 leading Malayalam newspaper’s websites were taken for the evaluation. From the study, the researcher found that the newspaper Malayala Manorama had the highest traffic rank in India as well as global. The newspaper Siraj had the highest number of average pages viewed per day and estimated daily time spent on site by the visitors. The highest number of foreign users is for Chandrika. Most of the foreign users to Malayalam newspapers came from the Gulf countries like Qatar, UAE, Saudi Arabia and Kuwait. **ODEYEMI (2017)** evaluated total 17 leading newspapers websites of Nigeria using Alexa Internet. The researcher carried out the study to determine the web impact assessment of the websites of the Nigerian newspapers where

the researcher found that the newspaper Vanguard and The Punch had the highest traffic rank in Nigeria as well as as global perspective. The maximum numbers of Nigerian users were for the newspaper PM News. The study also recommended to all the administrators of Nigerian newspapers websites to do the overhauling of their websites to attract more visitors. **Muthuraja and Veerabasavaiah (2018)** in their study evaluated the Kannada language newspaper web sites using Alexa Internet. They took top 10 leading Kannada language newspapers websites for the evaluation. From the study, they found that the newspaper Vijayakarnataka had the highest traffic rank in India whereas the newspaper Udayavani had the highest traffic rank in global. Vijayakarnataka had highest number of average pages viewed per day and estimated daily timespent on site by the visitors. **Das and Aich (2021)** conducted an evaluative study on Bengali newspaper's websites published from West Bengal, Tripura and Assam taking eight Alexa indexes of Alexa Internet as base. Total 30 Bengali newspapers were evaluated in that study using Alexa Internet. They found that Ei Samay Sangbadpatra and Anandabazar Patrika had the highest traffic rank. Rashtriyo Khobor Bangla Dainik had the highest number of average pages viewed per day and estimated daily time spent on site by the visitors. They concluded that most of the Bengali newspaper websites do not act strongly on the web and need much more attention for those newspapers. **Mondal and Basu (2021)** in their study evaluated the world top daily newspaper websites selected from newspaperland.com. Newspaperland.com was a web directory of world newspapers, magazines, news sites, and newspaper publishers. Total 20 newspaper

websites were selected by the researchers for the evaluation using Alexa Internet. In that study they found that in case of home traffic rank (i.e., publication country) Daily Nation published from the Country Kenya and Philippine Daily Inquirer published from the Country Philippines both had the highest traffic rank i.e. Rank: 05 whereas China Daily published from the Country China ranked lowest i.e. Rank: 206. But, in global traffic ranking New York Times published from the country United States ranked first. The Asahi Shimbun published from Japan had the highest percentage of home country users.

OBJECTIVES OF THE STUDY

The main objectives of this study are as follows:

- 1) To identify the appropriate URL extension of Assamese newspaper websites.
- 2) To conduct a critical evaluation of Assamese newspaper websites based on the following seven Alexa internet indexes, the indexes are as follows:
 - a) Traffic Rank (India and Global)
 - b) The average number of Pages viewed by users
 - c) Links
 - d) Bounce percentage
 - e) Time on site
 - f) Search percentage
 - g) Users Percentage (India and Global)

METHODOLOGY

Methodology adopted for this study was completely web-based. The titles of the registered newspapers published in Assamese language were collected from the Office of Registrar of Newspapers for India (RNI) website (<http://rni.nic.in/>). Total 31 newspapers titles were extracted from the website. After that, an

attempt was taken to collect URLs/ web addresses of all those newspapers from the internet for the webometric analysis. It was found that out of total 31 newspapers only 14 newspapers are having their own URLs/ web addresses whereas 17 newspapers doesn't have any web address. In this study, only the 14 newspapers having their own URLs/ web addresses are taken for analysis.

After collecting the titles and URLs/ web addresses, a webometric analysis was carried out with the help of Alexa Internet. All the 14 newspaper's websites were searched in the Alexa Internet databank on 15th July, 2021 and all the required data were collected according to prearranged Alexa indexes. The data collection process was carried out on a single day to reduce the possible errors associated with frequent

website updates. To satisfy the objectives of the study all the obtained data were analyzed in tabulated form.

Table 1 lists all the 31 newspapers titles obtained from the Office of Registrar of Newspapers for India website (<http://rni.nic.in/>) with the place of publication details and URLs/ web address. Though all the 31 newspapers are listed in Table 1 but many of those are not having their own URL/web address.

As mentioned earlier that out of total 31 newspapers, only 14 newspapers have been found with their own URLs/web addresses. All those newspapers having their own URL/ Web address are listed in table 2 with their place of publication and URLs/ Web addresses.

Table 1: Newspapers in Assamese Language collected from RNI Website

Sl.No.	Title of the Newspaper	Place of Publication	URL/ Web Address
1	Rajdhani Khabar	Guwahati	Website Not Found
2	Asomiya Khabar	Guwahati, Jorhat	https://www.assamiyakhabor.com
3	Doornitir Darpan	Dhubri	http://epaper.doornitirdarpan.in
4	The Dainik Janambhumi	Guwahati, Jorhat, Tinsukia	https://dainikjanambhumi.co.in
5	Amar Asom	Guwahati, Jorhat, North Lakhimpur	https://www.glpublishations.in
6	Khabar Prabah	Sonitpur	Website Not Found
7	Fehujali	Guwahati	Website Not Found
8	Pahariya Khabar	Karbi Anglong	Website Not Found
9	Sankar Jyoti	Guwahati	https://sankarjyoti.com
10	Adinor Sambad	Guwahati	Website Not Found
11	Aami Asomor Janagan	Guwahati, Jorhat	Website Not Found
12	Jansadharan	Guwahati, Dibrugarh	Website Not Found
13	Pratikshan	Dibrugarh	Website Not Found
14	Dainik Agradoot	Guwahati, Jorhat, Tezpur	https://dainikagradoot.in
15	Suryyas Kiran	Guwahati	Website Not Found
16	Lohit	Dibrugarh	Website Not Found
17	Axomiya Gana Adhikar	Guwahati	Website Not Found
18	Niyomiya Barta	Guwahati, Dibrugarh, Biswanath Chariali, Goalpara	https://niyomiyabarta.com

19	Dainik Karbi	Karbi Anglong	Website Not Found
20	Ajir Dainik Batori	Guwahati, Sivasagar, Dibrugarh, Silchar and Lakhimpur	https://ajirdainikbatori.com
21	Dainik Asam	Guwahati, Dibrugarh	https://dainikasam.assamtribune.com
22	Asom Aditya	Dibrugarh	https://epaper.asomaditya.com
23	Dainik Pratibedan	Karbi Anglong	Website Not Found
24	Dainandin Barta	Guwahati, Dibrugarh	https://www.dainandinbartagroup.in
25	Gana Sangbad	Kokrajhar	Website Not Found
26	Solangdo	Karbi Anglong	Website Not Found
27	Dainik Gana Adhikar	Guwahati	https://ganaadhikar.com/
28	News 30	Guwahati	Website Not Found
29	Ganajiwan	Guwahati	Website Not Found
30	Asomiya Pratidin	Guwahati, Bangaigaon, Dibrugarh, North Lakhimpur	https://www.asomiyapratidin.in
31	Dainik Batori Kakot	Guwahati	http://batorikakot.abpublication.co.in

Table 2: Newspapers in Assamese Language (with URL/Web Address)

Sr. No.	Title of the Newspaper	Place of Publication	URL/ Web Address
1	Asomiya Khabar	Guwahati, Jorhat	https://www.assamiyakhabor.com
2	Doornitir Darpan	Dhubri	http://epaper.doornitirdarpan.in
3	The Dainik Janambhumi	Guwahati, Jorhat, Tinsukia	https://dainikjanambhumi.co.in
4	Amar Asom	Guwahati, Jorhat, North Lakhimpur	https://www.glpublications.in
5	Sankar Jyoti	Guwahati	https://sankarjyoti.com
6	Dainik Agradoot	Guwahati, Jorhat, Tezpur	https://dainikagradoot.in
7	Niyomiya Barta	Guwahati, Dibrugarh, Biswanath Chariali, Goalpara	https://niyomiyabarta.com
8	Ajir Dainik Batori	Guwahati, Sivasagar, Dibrugarh, Silchar and Lakhimpur	https://ajirdainikbatori.com
9	Dainik Asam	Guwahati, Dibrugarh	https://dainikasam.assamtribune.com
10	Asom Aditya	Dibrugarh	https://epaper.asomaditya.com
11	Dainandin Barta	Guwahati, Dibrugarh	https://www.dainandinbartagroup.in
12	Dainik Gana Adhikar	Guwahati	https://ganaadhikar.com/
13	Asomiya Pratidin	Guwahati, Bangaigaon, Dibrugarh, North Lakhimpur	https://www.asomiyapratidin.in
14	Dainik Batori Kakot	Guwahati	http://batorikakot.abpublication.co.in

SCOPE AND LIMITATION OF THE STUDY

In this study, total 14 Assamese language newspapers websites have been taken though 31 numbers of Assamese language newspapers titles was collected. This study is limited to the daily newspapers of Assam published in Assamese language.

ANALYSIS AND DISCUSSION

URL Extension

Table 3: Classification of the Assamese Newspapers Websites by URLs Extension (Domain Specific)

Sl. No.	URLs Extension (Domain Specific)	Total Numbers of Assamese Newspapers Website	Percentage
1	.com	5	35.71 %
2	.in	7	50.00%
3	.co.in	2	14.29%

Table 3 Classified the Assamese newspapers websites by URLs extension (Domain specific). It indicates the URL extensions of all the 14 newspapers websites, which is undertaken for this study. From the table 3, it is observed that there are total 3 types of URL extensions. Majority of

the 7, 50% Assamese language newspapers websites used .in out of total 14 newspapers, followed by 5, 35.71% Assamese language newspapers websites used .com as extension. Only 2, 14.29 % of the Assamese language newspapers used .co.in as URL extension.

Analysis of the data retrieved from Alexa Internet

Table 4: Data Retrieved from Alexa Internet Tools

Sl. No.	Title of the Newspaper	Sites Linking in	Pages Viewed	Bounce Rate (%)	Time on Site (Min)	Search (%)	Traffic Rank		Users Percentage	
							Home Country (India) (%)	Global (%)	Home Country (India) (%)	Foreign Country (%)
1	Asomiya Khabar	176	4.9	30.2	4:06	—	68,711	398,367	94.5	5.5
2	Doornitir Darpan	9	—	—	—	—	—	—	—	—

3	The Dainik Janambhumi	148	8.0	2.9	7:10	22	12,401	86,821	99	1
4	Amar Asom	190	7.1	21.9	7:06	17	37,662	205,489	99.6	0.4
5	Sankar Jyoti	10	–	–	–	–	–	–	–	–
6	Dainik Agradoot	9	1	–	–	–	–	2,718,848	–	–
7	Niyomiya Barta	4	8.3	16	4:12	–	59,440	295,538	100	0
8	Ajir Dainik Batori	34	–	–	–	–	–	–	–	–
9	Dainik Asam	730	8.2	17.8	4:42	59	2,383	29,141	96.5	3.5
10	Asom Aditya	3	2	–	3:11	–	–	2,161,012	–	–
11	Dainandin Barta	24	5	–	18:23	–	–	5,071,209	–	–
12	Dainik Gana Adhikar	124	3	–	5:28	–	–	1,379,003	–	–
13	Asomiya Pratidin	118	3.7	46.4	3:43	36	29,060	228,614	97.7	2.3
14	Dainik Batori Kakot	2	–	–	–	–	–	–	–	–

Links

Links is the measure of reputation that shows the connection of a website or links of a website on other website or webpage (Alexa Internet, n.d.). It is seen from the Table 4 that, As regards to the attribute numbers of link in sites, Dainik Asam has the highest numbers of links i.e. 730 followed by Amar Asom and Asomiya khabar with 190 and 176 links in sites respectively. Dainik Batori Kakot is in the last of this queue with only 2 links. Majority of the Assamese newspapers websites have very small numbers of links, which show very low performance in this attribute.

The Average Numbers of Pages Viewed by Users

It is an estimated percentage of global page views. Page views measure the number of pages viewed by site visitors. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the visitors to the site. The three-month change is determined by comparing a site's current page view numbers with those from pages viewed three months ago, which reflects the average number of pages viewed by users in a certain web site. Page

views/user is the estimate of daily unique page views per user (Alexa Internet, n.d.).

From the Table 4 it can be stated that, with reference to this attribute Niyomiya Barta has the highest numbers of average pages viewed by users per day (8.3) followed by Dainik Asam (8.2) and The Dainik Janambhumi (8.0) respectively. Out of 14 newspapers, 4 newspapers showed very low performance in this attribute and that's why data couldn't be found.

Bounce Rate

Bounce rate is the estimated percentage of visits that consist of a single page view (Alexa Internet, n.d.). Table 4 shows that the Assamese language newspaper The Dainik Janambhumi has the lowest bounce rate 2.9% followed by Niyomiya Barta with 16% bounce rate and Dainik Asam with 17.8% bounce rate respectively. One of the most circulated newspapers of Assam Asomiya Pratidin shows 46.4% bounce rate that indicates very low performance of this newspaper's website. Out of total 14 newspapers in Assamese language, majority of 8 newspapers bounce rate data was not found in the Alexa Internet tool.

Time on Site

Time on site denotes estimated daily spending time on site (mm:ss). Table 4 reveals that the expected daily time spent on the Assamese language newspapers websites by the visitors was maximum for Dainandini Barta (18:23), The Dainik Janambhumi is in the second position with (7:10) followed by Amar Asom (7:06) and lowest for Asom Aditya (3:11). Out of total 14 Assamese language newspapers, data could not be found for 5 newspapers.

Search Percentage

Search percentage denotes estimated percentage of visits that came from a search engine. Concerning to this attribute, the highest percentage of visits that came from search engines is for Dainik Assam with 59% and for Asomiya Pratidin with 36%. Dainik Asam and Asomiya Pratidin both the newspapers are among the leading and most circulated newspapers of Assam. The lowest search percentage came from search engine is for Amar Asom with 17 %. Out of total 14 Assamese language newspapers, Majority of 10 newspapers search percentage attributes data hasn't been found.

Traffic Rank (India and Global)

It is an estimate of popularity in a specific country. Alexa computes web sites' traffic by analyzing the web usage of millions of Alexa toolbar users and data obtained from other diverse traffic data sources. The traffic is based on three months of aggregated historical traffic data and is a combined measure of pages viewed and users (reach) (Alexa Internet, n.d.). After calculating websites' traffic, Alexa ranks all covered websites based on this traffic. Therefore, the best websites are those with the lowest numbered rank. The closer a website gets to 1, the more reliable its traffic ranking becomes, while traffic rankings of 100,000 and above are not reliable (Alexa Internet, n.d.).

Table 4 indicates that with the attribute traffic rank in India, Dainik Asam is the best traffic ranked newspaper in Assamese language that has the highest traffic rank 2,383 and at the same time, the newspaper Asomiya Khabar has the lowest traffic rank 68,711. Dainik Asam is the only newspapers in Assamese language that

showed traffic rank of less than 5,000 and only this newspaper shows good performance in this attribute compared to others. Out of total 14 newspapers, only 1 have traffic rank of less than 5,000, 8 newspapers shows traffic rank of below standard (No data Available) and 5 newspapers have traffic rank more than 10,000. Similarly, in case of global traffic rank also Dainik Asam has the highest traffic rank of 29,141.

Users Percentage (India and Foreign)

User percentage is the percentage of site visitors who visit the website (locally and globally). From the Table 4, it reflects that the newspaper website Asomiya Khabar has the highest percent of visitors from foreign country i.e. 5.5% followed by Dainik Asam and Asomiya Pratidin which has 3.5% and 2.3% visitors from foreign country. The newspaper Niyomiya Barta website does not have any foreign visitors as well as this newspaper has the highest numbers of visitors 100% from its home country i.e. from India followed by Amar Asom and The Dainik Janambhumi with 99.6% and 99% visitors from India Respectively.

FINDINGS AND CONCLUSION

The results of this study depicts an overall picture of the Assamese language newspapers websites status in terms of their performance on web based on the seven indexes of Alexa Internet tool. The key findings of this study are as follows:

- Majority of the Assamese language newspapers does not have any website or web page. However, total 31 numbers of Assamese language registered newspapers titles were retrieved from the RNI website,

but among those only 17 newspapers were found having their website/webpage.

- Most of Assamese newspapers websites used .in as URL extension.
- The newspaper Dainik Asam website has the highest numbers of sites link i.e. 730.
- The newspaper Niyomiya Barta has the highest numbers of average pages viewed by users per day i.e. 8.3.
- The Dainik Janambhumi has the lowest bounce rate 2.9% whereas a one of the most circulated newspaper Asomiya Pratidin has very high bounce rate which show very weak performance of this newspaper's website.
- For the newspaper Dainik Asam, the highest percentage of visit came from search engine i.e. 59%.
- Dainik Asam is the best traffic ranked newspaper in Assamese language both in India and global.
- Asomiya Khabar has the highest percent of visitors from foreign country where as the newspaper Niyomiya Barta website shows lowest percent of visitors from foreign country.

With the advancement of internet and technology, everything is changing and adopting new trends and technology but in this case, the newspapers of Assamese language are still lagging behind. This study reflects that most of the Assamese language newspapers websites need more attention as most of those newspapers website do not act successfully. Some very popular newspapers are showing very low performance in some major attributes. Data retrieved for some newspapers were not satisfactory. Many of the newspapers different data has not been found due to the low performance of those newspapers over web. It is

recommended to all the administrators of Assamese language newspapers websites to give more attention towards their website to attract more visitors.

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