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Muneshwar Bhimabai Subhash [α] & Dr. Vaishali Khaparde [σ]

Abstract- The present study has been done by using webometric methods. Each Social Media web site was searched in Alexa databank and relevant data including traffic rank, pages viewed, links, bounce percentage, time on site, search percentage, and Indian/other users were collected. Social media has become something that is important to enhance social networking and sharing of information through the website. Social media have not only changed social networking, they provide a valuable tool for social organization the website of a Social Media Sites is a platform to exhibit the courses offered by the institution and also about the research activities carried out by that Social Media Site. Prioritizing the content is one of the best ways to make sure the visitors are finding the information the site wants them to find, and that they wants to find, and that they want to find. a total of 64 Popular Social Media Sites were taken up for the study homepage of the Social media were taken up for the study and the various web objects were identified and also their locations in the home page of the Social Media Sites were analyzed and discussed. The study also helps the web designers to improve the usability of websites.

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I. Introduction

Social media is Internet based technology which promotes opportunities to social interaction; among its users. It is enhanced through new communication tools and sites that are called; social networking sites. Internet-based tools and audio-visual technology with the ability to retrieve, store, connect and take the features that make the authors publish their work, including through blogs and receive comments on it Wikis has the ability to promote and facilitate the creation of a common through academic collaboration, Social bookmarking is an online catalog of hyperlinks that help users who want to share Facebook, Twitter, and LinkedIn, including the social networking site called SNS that has the ability of online promotion today websites of any organization/service sector facilitates for the information dissemination and reveals the reputation of the organization since users are becoming net citizens. The content of the websites target the user community and therefore, after ensuring that content is useful, well-written, and in a format that is suitable for the Web, it is important to ensure that the information is clearly organized in the form of different web objects/links in the home page. Therefore content of the home page must be well organized with the necessary information in the home page, grouping related informational elements, etc. The term "webometrics" was coined by Almind and Ingwersen in 1997. Webometricis combination of two words 'web' and 'metric', web is a collection of web pages or text documents including images, video, audio etc. interconnected by hyperlinks and metric means measurement, hence, webometrics is the measurement of web, its structure and application. In this research we used the Alexa Internet tool which was the instrument in the previous studies. (Ambhore, S. P. Khaprde, V.S.and Ranveer, V.B. 2016). The study covers the 64 Popular Social Media Sites It is based on traditional Webometrics methods for ranking of Social Media Sites and analyse the web performances of study.

II. Alexa: A Tool for Website Evaluation

Alexa Internet started in April 1996 by American web entrepreneurs Brewster Kahle and Bruce Gilliat and presently it is a California-based subsidiary company of Amazon.com which provides commercial web traffic data. Currently, Alexa Internet is the most well known tool for evaluating websites that offers a free of charge evaluation service. Alexa data is collected from millions of its Toolbar users. Alexa continually gathers various types of information (from all public websites) such as traffic rankings, number of page views, links pointing to sites, average time on site per user, etc. Alexa Toolbar users access various websites and Alexa computes websites' traffic by analysing the web usage of millions of Alexa Toolbar users and data obtained from other diverse traffic data sources.

The Alexa global traffic rank measures how a website, typically defined at the domain level, is doing in respect to all other sites on the web over the past 3 months. The rank is calculated using a combination of the estimated average daily unique visitors to the site

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and the estimated number of page views on the site over the past months. The site with the highest combination of unique visitors and page views is ranked

a) Definition Analysis

Webometrics:

As the term _Webometrics' Björneborn & Ingwersen, 2001, 2004; Thelwall, 1997, 2008 is combination of two words Web & metrics, we can interpret it as, science of quantitative measurement of websites and its different attributes or contents. The definition of Webometrics is study of quantitative aspects of the construction and use of information resources, structure and technologies on the web drawing on bibliometric and informetric approaches. Alternatively, the field may also be defined the study of web-based content with primarily quantitative methods for social science research goals using techniques that are not specific to one field of study.

Review of Literature:

Catledge and Pitkow (1995)1 conducted a study at Georgia Institute of Technology that captured client-side user events of NCSA's XMosaic. Actual user behaviour, as determined from client-side log file analysis, supplemented our understanding of user navigation strategies as well as provided real interface usage data. Log files analysis also yielded design and usability suggestions for www pages, sites and browsers

Bjorneborn and Ingwersen (2004)2 defined webometrics within the framework of informetric studies and bibliometrics, as belonging to library and information science, and as associated with cybermetrics as a generic subfield. They developed a consistent and detailed link typology and terminology and make explicit the distinction among different Web node levels when using the proposed conceptual framework.

Park (2004)3 traced South Korean Web pages hyper linking pages hosted in Taiwan, using a search engine. The context in which Taiwan appears in South Korean pages was also examined. Specifically, the structure of hyperlink connectivity from South Korea and Taiwan was analysed. It was found that the hyperlink network was very sparsely connected in terms of the number of South Korean Web Pages hyperlinking to the pages of the other country.

Jose, Isidro and Jose (2006)4 conducted a longitudinal study of the evolution and the state of 738 websites in two different points in time (1997 and 2004). It tries to establish the rate of growth and decay of the Web and all the web elements. To this end, the structure and the contents of these websites are extracted through a crawler and compared at the two different moments in time. The main results confirm a growth of web contents and elements in the web, although there is also a high degree of web content decay. The results suggest that in the seven year period covered by this study the web is characterised by both strong dynamism and instability.

Ambhore, S. P. Khaprde, V.S. and Ranveer, V.B. (2016)5 Marathi News Paper Websites: A Webometric Study. Using 'Alexa Internet' the result study show that regarding Marathi News Paper web sites for eight indexes (traffic rank, pages viewed, speed, links, bounce percentage, time on site, search percentage and Indian/foreign users) as obtained from Alexa Internet.

b) Scope of the Study

The scope of the present study is limited to 64 Popular Social Media Web Sites in world.

III. Methodology of the Study

This study consists of the 64 websites of Popular Social Media Web Sites in world.which are listed by taken as a sample for evaluation in the present study. The URLs of these Popular Social Media were collected from the internet. The present study has been done by using webometrics methods with the help of Alexa databank, which is known as the most famous tool for evaluating websites. In this research we selected seven indexes – i.e. traffic rank, pages viewed, links, bounce percentage, time on site, search percentage, Indian and other users. In order to analyse Social Media websites. Using these each Social Media URLs, web site was searched on June, 2018 in Alexa website (www.alexa.com) and all the data were obtained by real-time examination according to prearranged evaluation indexes (Table 1). The data collection process was completed on the same day to decrease possible errors associated with frequent website updates. The downloaded data were further entered into the specially designed Microsoft Excel worksheet. Then data were analyzed and tabulated to relevant findings in accordance with the desired objectives. The Social Media with their URLs, which are coming under the purview of this study, are provided.

a) Objectives of the Study

The objective of this study is given below.

1. The objective of this study is the to Evaluate of Popular Social Media websites based on Alexa indexes they are:

   Traffic rank (India and Foreign)

   - Pages viewed
   - Time on site
   - Links
   - Speed
   - Bounce percentage
   - Search percentage
   - Users Percentage (Indian users).

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2. To study the various Availability of web objects or links that are available in the website of Popular Social Media websites in world
3. Country-Wise percentage of visitors.

Popular Social Media websites in world plays a very important role in the Indian economy, and settings up of adequate number of Social Media were considered very important in India. While the emphasized the importance of a strong research base for Social Media listed in the website are examined and are included. The data regarding Popular Social Media websites for eight indexes (traffic rank, pages viewed, links, speed, bounce percentage, time on site, search percentage and Indian users) as obtained from Alexa Internet is presented in Table 1.

Table 1: Data obtained from Alexa Internet

Sr. No.	Popular Social Media Sites	Global Rank	Rank in others Country	Pages viewed	Links	speed	Bounce rate	Time on site	Search Visits India
1	Facebook	3	United States - 3	3.94	5,047,596	3.324 s	49.90%	9:29	7.70%
2	WhatsApp	54	India - 17	1.27	16,574	0.87 s	81.80%	2:28	12.50%
3	QQ	6	China-2	3.77	315,935	3.898 s	41.70%	3:45	9.20%
4	WeChat	3,007	China-567	1.15	2,275	1.526 s	75.70%	2:25	27.20%
5	QZone	6	China-2	3.77	315,935	3.898 s	41.70%	3:45	9.20%
6	Tumblr	74	United States-44	5.18	849,992	3.693 s	46.10%	7:28	11.20%
7	Instagram	15	United States-11	3.94	1,512,766	1.948 s	62.10%	5:48	5.70%
8	Twitter	11	United States-8	3.22	3,851,643	2.006 s	54.10%	6:24	10.70%
9	Google+	1	United States - 1	10.81	2,467,386	1.33 s	33.20%	8:19	0.70%
10	Baidu Tieba	4	China-1	5.62	145,722	2.549 s	25.00%	7:13	8.50%
11	Skype	418	United States 628	2.92	42,737	1.081 s	38.00%	3:09	15.60%
12	Viber	1,883	Russia 508	1.26	4,362	1.3 s	84.90%	1:40	6.80%
13	Sina Weibo	17	China 8	4.18	112,784	4.008 s	32.80%	5:25	4.20%
14	LINE	266	Japan 48	3.96	108,858	0.805 s	44.60%	7:11	22.10%
15	Snapchat	4,874	United States 2,031	3.20	8,734	2.4 S	41.70%	3:45	26.60%
16	YY	245	China 48	5.07	1,436	4.127 s	27.00%	3:06	1.90%
17	VKontakte (VK)	16	Russia 2	4.71	331,619	2.995 s	50.70%	9:59	3.40%
18	Pinterest	65	United States 28	3.6	1,465,446	3.618 s	54.00%	4:19	28.10%
19	LinkedIn	25	United States 9	4.6	1,378,530	2.677 s	44.10%	6:27	18.50%
20	Telegram	366	India 290	2.00	1,387	0.918 s	74.80%	3:39	13.30%
21	Reddit	21	United States 6	7.30	328,606	3.401	40.30%	1:27	21.20%
22	Taringa	1,244	Argentina 21	3.30	23,408	5.546	64.00%	4:24	39.20%
23	Foursquare	2,286	United States 1753	1.62	10,422	2.159	76.70%	1:30	58.70%
24	Renren	2,208	China 336	3.87	9,743	3.923	52.80%	2:44	27.20%
25	Tagged	1,720	United States 1,485	14.5	4,466	1.849	17.60%	2:45	6.40%
26	Badoo	994	Russia 580	4.23	2,162	(2.666	62.20%	6:03	4.30%
27	Myspace	4,247	United States 1,876	2.53	199,646	3.049	50.60%	2:38	21.80%
28	StumbleUpon	13,881	United States 4,587	1.50	302,461	1.726	63.10%	1:19	18.60%
29	The Dots	63,948	United Kingdom 4,456	2.4	65	4.884	63.20%	2:50	31.50%
30	Kiwibox	129,792	India 15,782	3.6	9,822	4.645	43.30%	3:29	5.00%
31	Skyrock	5,081	France 242	5.07	32,191	1.87 S	56.60%	4:31	48.50%
32	Delicious	149,099	India 25,845	1.70	127,361	2.379	53.20%	1:17	17.80%
33	Snapfish	21,381	United States 5343	5.04	2,138	2.897	27.40%	5:37	22.70%
34	ReverbNation	11,234	United States 4,423	2.21	23,388	2.971	70.80%	2:50	31.00%

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35	Flixster	91,155	United States 27,721	1.40	3,051	1.56	81.60%	1:14	41.10%
36	Care2	22,718	United States 9,372	2.66	11,782	4 s	70.20%	3:23	34.40%
37	CafeMom	16,145	United States 3451	2.42	4,665	1.764	43.60%	2:34	29.70%
38	Ravelry	4,524	United States 1,487	11.10	16,713	0.978	33.30%	7:30	8.70%
39	Nextdoor	1,521	United States 245	2.08	776	1.477	57.10%	3:41	7.50%
40	Wayn	224,123	Nm	1.70	2,317	NM	60.20%	1:46	8.10%
41	Cellufun	1,770,280	NM	8.30	117	NM	66.70%	1:44	18.50%
42	YouTube	2	United States 2	5.06	1,924,665	2.763	56.00%	8:50	11.30%
43	Vine	32,863	United States 11,231	1.44	1,787	0.721	77.30%	1:32	20.00%
44	Classmates	14,640	United States 2,554	2.67	1,894	1.718	52.20%	3:27	21.00%
45	MyHeritage	5,876	United States 2,227	5.02	3,567	2.011	52.20%	7:29	17.10%
46	Viadeo	11,819	France 554	1.83	18,467	3.196	70.50%	1:51	55.50%
47	Xing	1,692	Germany 72	4.1	11,800	1.611	44.90%	4:09	23.90%
48	Xanga	190,257	United States 77,152	2.8	14,890	1.557	45.70%	1:57	22.80%
49	LiveJournal	222	Russia 16	2.7	34,689	2.027	69.30%	4:48	8.60%
50	Friendster	344,462	United States 304307	1.00	20,296	NM	88.80%	0:53	52.40%
51	Funny or Die	50,005	United States 12,609	1.76	9,656	2.086	63.00%	3:00	21.80%
52	Gaia Online	11,923	United States 2,936	15.8	9,280	2.641	20.90%	1:12	9.70%
53	We Heart It	3,438	India 1,408	5.12	61,822	2.645 S	40.00%	6:34	22.30%
54	Buzznet	59,092	United States 23,276	8.4	10,753	1.341 S	41.80%	4:19	8.50%
55	DeviantArt	185	United States 119	7.79	134,681	2.044 S	35.20%	8:18	13.60%
56	Flickr	361	United States 273	4.45	483,071	3.208 S	56.10%	4:53	17.30%
57	MeetMe	15,183	United States 4,560	4.63	1,046	1.665	54.90%	6:37	16.90%
58	Meetup	944	United States356	4.03	32,245	2.126	39.90%	4:18	19.60%
59	Tout	665,293	United States 214,712	1.9	503	NM	52.30%	1:56	18.00%
60	Mixi	2,823	Japan 172	3	15,552	1.827	41.30%	6:14	11.20%
61	Douban	122	China 34	6.42	9,253	1.246	45.70%	5:25	23.80%
62	Vero	230,566	United States 130,542	1.9	110	NM	59.20%	2:00	44.70%
63	Quora	80	United States 47	1.81	13,465	1.737 S	69.30%	2:52	58.40%
64	Spreely	347,755	United States 156,013	3.6	55	NM	42.90%	5:08	6.90%

i. *Traffic Rank*

With regard to the attribute traffic rank in world, the best-ranked Global Rank Social Media websites in world are The Cellufun (1,770,280), with traffic ranks respectively. The Tout shows high Global traffic ranks in (665,293), which reflects their weak performance on this account. Out of the 64 Social Media websites, only 3 have traffic rank of less than Google+(1), YouTube(2), Facebook(3) which projects their good performance in this attribute while compared to others. In the case of Global traffic rank, All Social Media websites i.e., have traffic rank more than reaming all are shown very weak performance in this attribute (Table.1).

ii. *Page views*

Concerning to this attribute, Social Media websites, Gaia Online the highest number of average pages viewed by users per day (15.8), followed by Ravelry, Social Media websites (11.10) and Google+ Social Media websites (10.81). The lowest number of average pages viewed is Friend ster Social Media websites 1.00 for Telegram Social Media websites 2.00 all others have shown bad function in this attribute.

iii. *Downloading Speed*

Concerning the downloading speed Taringa Social Media websites and The Dots Social Media

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websites have the highest speed (5.546 Seconds and 4.884 Seconds, each respectively). WhatsApp Social Media websites has the slowest downloading speed of 0.87 Seconds followed by Vine Social Media websites and Ravelry Social Media websites The overall downloading speeds are in the range of 0.721 Seconds – 0.978 Seconds (Table 1), which clearly indicate the weak performance of the Social Media websites in this attribute.

iv. *Links*

Regarding the number of links that each Social Media websites has received, Facebook Social Media websites has received the highest number of links (5,047,596), which is considerably different from other Social Media websites. This websites has covered a various range of which has probably made it much more popular than others. Twitter Social Media websites with 3,851,643 links occupy second place. Google+ with 2,467,386 links is the last in the queue (Table 1). Majority of the Social Media websites have less than thousand links shows their poor performance in this attribute.

v. *Bounce percentage*

Friendster Social Media websites has the high bounce percentage (88.80%), followed by Viber Social Media websites with (84.90%) and WhatsApp Social Media websites (81.80%), and Tagged Social Media websites shows the lowest rate of bounce percentage (17.00%) shows its weak performance (Table 1). The higher bounce rate in most of the Social Media websites indicates their weak performance in this attribute.

vi. *Time on site*

The estimated daily time spent on site by the visitors is highest for VKontakte (VK) Social Media websites (9.59), Face book Social Media websites occupies second place with (9.29) followed by YouTube Social Media websites with (8.50) and the lowest in this category is for Friendster Social Media websites (0.53). The time spent on the rest of the (Table 1).

vii. *Search Visitors percentage*

The highest percentage of visits that came from search engines is for The Search Visits in India Quora Social Media websites with (58.40%) and the lowest is Kiwibox Social Media websites (5.00%) for (Table 1).

Table 2: Availability of Web objects

Sr. No.	Web objects	Available	%	Not Available	%
1	About Us	37	57.81	27	42.19
2	Accessibility Statement	1	1.56	63	98.44
3	AdChoices	1	1.56	63	98.44
4	Add your business	1	1.56	63	98.44
5	Ads info	4	6.25	60	93.75
6	Advertising	11	17.19	53	82.81
7	Album	1	1.56	63	98.44
8	Analytics	1	1.56	63	98.44
9	ananasonastick	1	1.56	63	98.44
10	Announcements	1	1.56	63	98.44
11	Annual Meeting	1	1.56	63	98.44
12	apathycollusion	1	1.56	63	98.44
13	API	1	1.56	63	98.44
14	Apps & Tools	7	10.94	57	89.06
15	Articles	3	4.69	61	95.31
16	ARTIST OF THE DAY	1	1.56	63	98.44
17	Attribution	1	1.56	63	98.44
18	avva	1	1.56	63	98.44
19	Badoo	1	1.56	63	98.44
20	Baidu homepage	1	1.56	63	98.44
21	Beans	1	1.56	63	98.44
22	Beauty live	1	1.56	63	98.44
23	Beauty salon reservation	1	1.56	63	98.44
24	Benefits Plus	1	1.56	63	98.44
25	Blogs	17	26.56	47	73.44

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26	Board of Directors	1	1.56	63	98.44
27	Brand Marketing	5	7.81	59	92.19
28	Browse	1	1.56	63	98.44
29	Browse channels	1	1.56	63	98.44
30	Businesses	7	10.94	54	84.38
31	Calendars	2	3.13	62	96.88
32	Campus	1	1.56	63	98.44
33	CANVAS PRINTS	1	1.56	63	98.44
34	CARDS	1	1.56	63	98.44
35	Career change site	1	1.56	63	98.44
36	Careers	10	15.63	54	84.38
37	Channels	2	3.13	62	96.88
38	Charts	2	3.13	62	96.88
39	Cities	1	1.56	63	98.44
40	City	1	1.56	63	98.44
41	classification	1	1.56	63	98.44
42	Coaches + Trainers	1	1.56	63	98.44
43	Collections	2	3.13	62	96.88
44	Commissions	1	1.56	63	98.44
45	Committee Composition	1	1.56	63	98.44
46	Communities	2	3.13	62	96.88
47	Community	12	18.75	52	81.25
48	Company	11	17.19	53	82.81
49	Connections	1	1.56	63	98.44
50	Contact Us	10	15.63	54	84.38
51	Constellation	1	1.56	63	98.44
52	Cookies	5	7.81	59	92.19
53	COPPA	1	1.56	63	98.44
54	Corporate Governance	1	1.56	63	98.44
55	Create	1	1.56	63	98.44
56	Crowd Picks	1	1.56	63	98.44
57	Culture	3	4.69	61	95.31
58	Current Team	1	1.56	63	98.44
59	Customer service	1	1.56	63	98.44
60	Daily Deviations	1	1.56	63	98.44
61	Deals	1	1.56	63	98.44
62	Devblog	1	1.56	63	98.44
63	Developer Information	1	1.56	63	98.44
64	Developer Portal	1	1.56	63	98.44
65	Developers	7	10.94	57	89.06
66	Deviations	1	1.56	63	98.44
67	Directory	3	4.69	61	95.31
68	Discover	3	4.69	61	95.31
69	DMCA	1	1.56	63	98.44
70	DNA	1	1.56	63	98.44

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71	Docs & Films	1	1.56	63	98.44
72	Douban	1	1.56	63	98.44
73	Downloads	5	7.81	59	92.19
74	dr_guillotin	1	1.56	63	98.44
75	Education	1	1.56	63	98.44
76	Efforts of soundness	1	1.56	63	98.44
77	Employers	1	1.56	63	98.44
78	Entertainment	4	6.25	60	93.75
79	Events	8	12.50	56	87.50
80	Every Block FAQs	1	1.56	63	98.44
81	EVERYBODY LOVES A LIST!	1	1.56	63	98.44
82	Everyone DSP	1	1.56	63	98.44
83	Everyone mobile client download	1	1.56	63	98.44
84	Everyone's charity	1	1.56	63	98.44
85	Everyone's financial management	1	1.56	63	98.44
86	Everyone's staging	1	1.56	63	98.44
87	Executives	1	1.56	63	98.44
88	Fashion	1	1.56	63	98.44
89	Family Apps	1	1.56	63	98.44
90	Family tree	1	1.56	63	98.44
91	Family Tree Builder	1	1.56	63	98.44
92	FAQ	2	3.13	62	96.88
93	Features	5	7.81	59	92.19
94	feedback	1	1.56	63	98.44
95	Financials	2	3.13	62	96.88
96	Follow us on Twitter	1	1.56	63	98.44
97	Foursquare City Guide	1	1.56	63	98.44
98	Foursquare for Good	1	1.56	63	98.44
99	FREE LUNCH	1	1.56	63	98.44
100	Free Stuff	1	1.56	63	98.44
101	Freelance	1	1.56	63	98.44
102	Found	1	1.56	63	98.44
103	Fun everyone	1	1.56	63	98.44
104	Funding Rounds	1	1.56	63	98.44
105	FM	1	1.56	63	98.44
106	Games	5	7.81	59	92.19
107	Get help	1	1.56	63	98.44
108	Gift Guides	1	1.56	63	98.44
109	Google+	2	3.13	62	96.88
110	Governance Documents	1	1.56	63	98.44
111	Groups	4	6.25	60	93.75
112	Guidelines	2	3.13	62	96.88
113	Happy car	2	3.13	62	96.88
114	Hardware	1	1.56	63	98.44
115	Hashtags	1	1.56	63	98.44

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116	Health New	1	1.56	63	98.44
117	Help Center	13	20.31	51	79.69
118	hewontgo	1	1.56	63	98.44
119	Historical records	1	1.56	63	98.44
120	History	1	1.56	63	98.44
121	Home	21	32.81	43	67.19
122	How To	1	1.56	63	98.44
123	image	2	3.13	62	96.88
124	Instagram	1	1.56	63	98.44
125	International	1	1.56	63	98.44
126	Investor Events	1	1.56	63	98.44
127	Investor Relations	2	3.13	62	96.88
128	Investors	1	1.56	63	98.44
129	iPad client	1	1.56	63	98.44
130	iPhone App	1	1.56	63	98.44
131	iPhone/Android	1	1.56	63	98.44
132	Job Board	1	1.56	63	98.44
133	Jobs	11	17.19	53	82.81
134	JoinSign In	1	1.56	63	98.44
135	Journals	1	1.56	63	98.44
136	Kit	1	1.56	63	98.44
137	know	1	1.56	63	98.44
138	Languages	2	3.13	62	96.88
139	lawofcosines	1	1.56	63	98.44
140	layrrin	1	1.56	63	98.44
141	Learning	3	4.69	61	95.31
142	Legal	1	1.56	63	98.44
143	Legal Notices	2	3.13	62	96.88
144	Lens Studio	1	1.56	63	98.44
145	Library	2	3.13	62	96.88
146	Licensing & Reprints	1	1.56	63	98.44
147	Lifestyle	2	3.13	62	96.88
148	LINE	1	1.56	63	98.44
149	LINE Out	1	1.56	63	98.44
150	LINE Pay	1	1.56	63	98.44
151	LINE STORE	1	1.56	63	98.44
152	Links	1	1.56	63	98.44
153	Live	1	1.56	63	98.44
154	Live broadcast	1	1.56	63	98.44
155	log in	4	6.25	60	93.75
156	Log in with XING	1	1.56	63	98.44
157	M&A Details	1	1.56	63	98.44
158	Main Sections	1	1.56	63	98.44
159	Management	1	1.56	63	98.44
160	Map	1	1.56	63	98.44

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161	Marketing	3	4.69	61	95.31
162	Mashable	1	1.56	63	98.44
163	Mashable Australia	1	1.56	63	98.44
164	Mashable Careers	1	1.56	63	98.44
165	Mashable Deals	1	1.56	63	98.44
166	Mashable ME	1	1.56	63	98.44
167	Mashable SE Asia	1	1.56	63	98.44
168	Mashable Shop	1	1.56	63	98.44
169	Mashable UK	1	1.56	63	98.44
170	Meditation	1	1.56	63	98.44
171	Meet the team	1	1.56	63	98.44
172	Meetup	1	1.56	63	98.44
173	Meetup Pro	1	1.56	63	98.44
174	Member directory	1	1.56	63	98.44
175	Members	1	1.56	63	98.44
176	military	1	1.56	63	98.44
177	message board	1	1.56	63	98.44
178	mixi community	1	1.56	63	98.44
179	mixi games	1	1.56	63	98.44
180	mixi news	1	1.56	63	98.44
181	mixi page	1	1.56	63	98.44
182	mixi word	1	1.56	63	98.44
183	Mobile	3	4.69	61	95.31
184	Mobile & desktop apps	1	1.56	63	98.44
185	Mod Help Center	1	1.56	63	98.44
186	Mod Support	1	1.56	63	98.44
187	Mom Support	1	1.56	63	98.44
188	Monst	1	1.56	63	98.44
189	More	8	12.50	56	87.50
190	Movies	2	3.13	62	96.88
191	Music	4	6.25	60	93.75
192	My show	1	1.56	63	98.44
193	NBA	1	1.56	63	98.44
194	Neighborhoods	1	1.56	63	98.44
195	Network	1	1.56	63	98.44
196	New Videos	1	1.56	63	98.44
197	News	6	9.38	58	90.63
198	Notes	2	3.13	62	96.88
199	NOW ON VERO	1	1.56	63	98.44
200	Occasions	1	1.56	63	98.44
201	Open platform	1	1.56	63	98.44
202	Operating company	1	1.56	63	98.44
203	Opportunities	1	1.56	63	98.44
204	Other products	1	1.56	63	98.44
205	Other topics	1	1.56	63	98.44

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206	Our Products	2	3.13	62	96.88
207	Our team	1	1.56	63	98.44
208	Overview	1	1.56	63	98.44
209	Paramétrer les cookies	1	1.56	63	98.44
210	Parenting	1	1.56	63	98.44
211	Partnerships	2	3.13	62	96.88
212	physical education	1	1.56	63	98.44
213	Personal file	1	1.56	63	98.44
214	Past Team	1	1.56	63	98.44
215	PC & Mobile	1	1.56	63	98.44
216	PHOTO BOOKS	1	1.56	63	98.44
217	PHOTO GIFTS	1	1.56	63	98.44
218	Photos	7	10.94	57	89.06
219	Pictures of children	1	1.56	63	98.44
220	Pilgrim SDK	1	1.56	63	98.44
221	Pinpoint / Audiences	1	1.56	63	98.44
222	Pinterest	2	3.13	62	96.88
223	Places	1	1.56	63	98.44
224	Platform	1	1.56	63	98.44
225	Policies	2	3.13	62	96.88
226	Politique de confidentialité	1	1.56	63	98.44
227	Politique de cookies	1	1.56	63	98.44
228	Polls	1	1.56	63	98.44
229	Pottfolio	1	1.56	63	98.44
230	PORTRAITS	1	1.56	63	98.44
231	Post an ad	1	1.56	63	98.44
232	Posts	8	12.50	56	87.50
233	Premium	2	3.13	62	96.88
234	Premium perks	1	1.56	63	98.44
235	Press Releases	9	14.06	55	85.94
236	Price list	1	1.56	63	98.44
237	Pricing	1	1.56	63	98.44
238	PRINTS	1	1.56	63	98.44
239	Privacy policy	19	29.69	54	84.38
240	ProBusiness	1	1.56	63	98.44
241	Products	2	3.13	62	96.88
242	Products & Solutions	1	1.56	63	98.44
243	Profiles	2	3.13	62	96.88
244	ProFinder	1	1.56	63	98.44
245	ProJobs	1	1.56	63	98.44
246	Public agencies	1	1.56	63	98.44
247	Public Homepage	1	1.56	63	98.44
248	Q&A	1	1.56	63	98.44
249	Questions to members	1	1.56	63	98.44
250	Reading	2	3.13	62	96.88

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251	Real estate advertising	2	3.13	62	96.88
252	Recent News & Activity	1	1.56	63	98.44
253	Recruiter	1	1.56	63	98.44
254	Recruiting with XING	1	1.56	63	98.44
255	Recruitment	2	3.13	62	96.88
256	Reddit Coins	1	1.56	63	98.44
257	Reddit Gifts	1	1.56	63	98.44
258	Reddit Mobile App	1	1.56	63	98.44
259	Reddit Premium	1	1.56	63	98.44
260	Reddit.com	1	1.56	63	98.44
261	registered	2	3.13	62	96.88
262	Related Hubs	1	1.56	63	98.44
263	Renren	1	1.56	63	98.44
264	Reporting process	1	1.56	63	98.44
265	Resources	2	3.13	62	96.88
266	Reviews	1	1.56	63	98.44
267	RSS	1	1.56	63	98.44
268	Safety	3	4.69	61	95.31
269	Salaries	1	1.56	63	98.44
270	Salary	1	1.56	63	98.44
271	Salary check	1	1.56	63	98.44
272	Sales	1	1.56	63	98.44
273	Science	2	3.13	62	96.88
274	Security	3	4.69	61	95.31
275	Self-service advertising	1	1.56	63	98.44
276	Series	1	1.56	63	98.44
277	Service terms	2	3.13	62	96.88
278	Settings	4	6.25	60	93.75
279	Share videos	1	1.56	63	98.44
280	Sharing	1	1.56	63	98.44
281	Shop	1	1.56	63	98.44
282	Shows	1	1.56	63	98.44
283	Sign up	2	3.13	62	96.88
284	Sign up for free	1	1.56	63	98.44
285	Sitemap	1	1.56	63	98.44
286	Sites	1	1.56	63	98.44
287	Skype	1	1.56	63	98.44
288	Skype for Business	1	1.56	63	98.44
289	Skype for content creators	1	1.56	63	98.44
290	Skype for developers	1	1.56	63	98.44
291	Skype Interviews	1	1.56	63	98.44
292	Skype Manager	1	1.56	63	98.44
293	Skype Number	1	1.56	63	98.44
294	Skype Support	1	1.56	63	98.44
295	Skype to Phone	1	1.56	63	98.44

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296	Skype with Alexa	1	1.56	63	98.44
297	SME	1	1.56	63	98.44
298	smitrich	1	1.56	63	98.44
299	Snapcodes	1	1.56	63	98.44
300	Social Good	2	3.13	62	96.88
301	Social Good Summit	1	1.56	63	98.44
302	Social Theater	1	1.56	63	98.44
303	Solutions	1	1.56	63	98.44
304	Spectacles	1	1.56	63	98.44
305	Sports	1	1.56	63	98.44
306	Spotify Playlist	1	1.56	63	98.44
307	Spotlight	1	1.56	63	98.44
308	Status	2	3.13	62	96.88
309	Status Updates	1	1.56	63	98.44
310	stewie_e	1	1.56	63	98.44
311	Stock Information	1	1.56	63	98.44
312	Stories	3	4.69	61	95.31
313	Submit News	1	1.56	63	98.44
314	Subscription	1	1.56	63	98.44
315	Suggestions?	1	1.56	63	98.44
316	Superuser Tools	1	1.56	63	98.44
317	Support	4	6.25	60	93.75
318	SUPPORT & HELP	1	1.56	63	98.44
319	Swarm	1	1.56	63	98.44
320	Talent	1	1.56	63	98.44
321	Tech	2	3.13	62	96.88
322	Terms	11	17.19	53	82.81
323	Technology	1	1.56	63	98.44
324	Terms & Conditions	1	1.56	63	98.44
325	Terms of service	3	4.69	61	95.31
326	TERMS OF USE	3	4.69	61	95.31
327	Terms of Use & Privacy	1	1.56	63	98.44
328	THE APP	1	1.56	63	98.44
329	Ticketing and event promotion	1	1.56	63	98.44
330	Time	1	1.56	63	98.44
331	Tools	1	1.56	63	98.44
332	TOP 8	1	1.56	63	98.44
333	Topics	3	4.69	61	95.31
334	Training	1	1.56	63	98.44
335	Travel	1	1.56	63	98.44
336	Trending	1	1.56	63	98.44
337	Troubleshooting	1	1.56	63	98.44
338	Universities	1	1.56	63	98.44
339	Unlock Charts	1	1.56	63	98.44
340	Updated	1	1.56	63	98.44
341	User Help Community	1	1.56	63	98.44

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342	User stories	1	1.56	63	98.44
343	Users	1	1.56	63	98.44
344	VALUES	1	1.56	63	98.44
345	Viadeo services	1	1.56	63	98.44
346	Viadeo.com	1	1.56	63	98.44
347	Viber Out	1	1.56	63	98.44
348	Videos	15	23.44	49	76.56
349	Web page	1	1.56	63	98.44
350	WhatNerd	1	1.56	63	98.44
351	WhatsApp Web	1	1.56	63	98.44
352	XING News	1	1.56	63	98.44
353	XING SE	1	1.56	63	98.44
354	XING share button	1	1.56	63	98.44
355	Yoga	1	1.56	63	98.44
356	Your Account	1	1.56	63	98.44
Total	356	702		22088	

Majority of the web objects are available in the Social Media websites. The web objects that are not available in the Social Media websites were also calculated. Chart Control method has been generally adopted for identifying the quality control of the attribute. Normally different charts used are p chart, np chart, c chart, and u chart. In this study, np chart is used to identify the quality control of the attribute. Np charts may be defined as the Fraction of non-conformants which is the ratio of the number of nonconforming objects found to the total number of web pages actually taken up for the study. Np charts are statistical process control tools used to evaluate the items of non-conformity in a process.

The value of p is calculated using the formula

$$P = \frac{\sum np}{\sum n}$$

$$P = \frac{Total\ number\ of\ web\ objects\ available}{Total\ number\ of\ universities\ \chi\ Number\ of\ web\ objects}$$

While putting the Values in above formula we calculate Control Limits, such as Upper Control Limit (UCLnp) and Lower Control Limit (LCLnp).

$$P = \frac{\sum 22088}{\sum 22088/64x356}$$

P= 0.9694

N= Total No of University x p (16 x 1.1071)

NP= 17.7136

Control Limit=$np \pm 3\sqrt{(n\,p\,(1-p))}$

$$62.0416 \pm 3\sqrt{62.0416(1-0.9694)x}$$

62.0416+3x1.23

62.0416+65.73

Control Limit = 127.7716

Upper Control Limit = 127.7716+62.0416

UCLnp = 189.8132

Lower Control Limit = 127.7716-62.0416

(LCLnp) = 63.73

Using the formula, Control Limit was found to be 127.7716 and Upper Control Limit is Value we get 189.8132, and Lower Control Limit is (LCLnp) = 63.73 for web objects is shown.

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Table 3: Country-Wise percentage of visitors

Sr. No.	Popular Social Media Sites	PERCENTAGE OF VISITORS
1	Facebook	United States 25.2% Japan 4.4% United Kingdom 4.4% India 4.2% Germany 3.5%
2	WhatsApp	India 17.6% Brazil 11.9% Indonesia 5.6% Mexico 5.4% Iran 4.5%
3	QQ	China 93.5% Japan 2.1% United States 1.3% South Korea 0.6%
4	WeChat	China 55.2% Hong Kong 7.7% United States 6.2% Japan 5.3% Malaysia 3.6%
5	QZone	China 93.5% Japan 2.1% United States 1.3% South Korea 0.6%
6	Tumblr	United States - 33.7% Japan - 7.6% United Kingdom - 4.9% India 3.8%
7	Instagram	United States - 23.7% Russia - 7.8% Japan 5.2% Iran - 4.3%
8	Twitter	United States - 31.3% Japan 16.2% United Kingdom 6.1% India 3.4% Canada 3.3%
9	Google+	United States 21.2% India 9.0% Japan 5.3% Brazil 3.2% China 3.1%
10	Baidu Tieba	China 94.9% Japan 1.6% United States 0.9% Hong Kong 0.6% Taiwan 0.5%
11	Skype	United States 15.2% India 10.5% Japan 9.1% Russia 5.3% Germany 3.5%
12	Viber	Russia 15.8% Ukraine 9.7% Poland 5.4% United States 4.4% Germany 4.3%
13	Sina Weibo	China 94.1% Japan 2.1% United States 1.4% Taiwan 0.7% South Korea 0.5%
14	LINE	Japan 39.1% Taiwan 27.8% Thailand 23.8% Indonesia 2.9% China 1.6%
15	Snapchat	United States 41.9% Saudi Arabia 7.8% United Kingdom 5.2% India 4.3% France 4.0%
16	YY	China 96.8% Japan 1.3% United States 1.0%
17	VKontakte (VK)	Russia 52.3% Germany 5.2% China 4.6% Kazakhstan 3.2% Netherlands 2.9%
18	Pinterest	United States 45% India 7.7% Brazil 5.0% Japan 3.1% Iran 2.2%
19	LinkedIn	United States 40.5% India 8.0% United Kingdom 4.4% Canada 3.8% Japan 3.1%
20	Telegram	India 10.4% United States 6.9% Germany 4.7% Italy 4.6% China 4.3%
21	Reddit	United States 54.0% United Kingdom 8.2% Canada 6.4% Australia 3.2% Germany 2.5%
22	Taringa	Argentina 35.4% Mexico 15.5% Spain 10.9% Colombia 6.4% Chile 5.6%
23	Foursquare	United States 24.7% Turkey 9.6% Brazil 5.0% Japan 4.4% Mexico 4.2%
24	Renren	China 86.6% Japan 5.0% United States 2.4% Taiwan 0.9% Hong Kong 0.9%
25	Tagged	United States 24.3% United Kingdom 4.2% Mexico 4.1% India 3.7% Egypt 3.4%
26	Badoo	Russia 8.9% Italy 8.1% Brazil 7.7% Spain 6.8% France 6.0%
27	Myspace	United States 40.1% India 19.3% United Kingdom 3.3% Italy 3.2% Germany 3.1%
28	StumbleUpon	United States 45.9% India 18.1% Japan 8.6% China 4.2% South Korea 4.0%
29	The Dots	United Kingdom 53.2% India 9.7% United States 8.6% Germany 2.9% Pakistan 2.4%
30	Kiwibox	India 59.9% Pakistan 6.5% United States 4.8% Vietnam 4.8% Iran 4.3%
31	Skyrock	France 53.1% Algeria 5.5% India 4.1% Belgium 3.4% Morocco 2.8%
32	Delicious	India 44.6% United States 19.6% Turkey 2.9% Pakistan 2.8% Philippines 2.2%
33	Snapfish	United States 73.9% India 12.4% United Kingdom 2.4% Germany 1.4% Canada 1.3%
34	ReverbNation	United States 37.1% Japan 6.6% India 6.5% United Kingdom 6.4% Indonesia 3.5%
35	Flixster	United States 53.2% United Kingdom 6.5% India 3.6% Canada 3.6% Australia 2.3%
36	Care2	United States 43.4% India 9.9% Austria 6.1% Canada 5.8% United Kingdom 4.4%
37	CafeMom	United States 68.4% Canada 3.9% India 2.4% China 2.0% Brazil 1.4%
38	Ravelry	United States 54.9% Germany 8.5% United Kingdom 6.2% Canada 4.7% France 3.4%
39	Nextdoor	United States 96.7% France 1.1% Spain 0.5% Australia 0.5%
40	Wayn	United States 32.7% India 28.6% Poland 10.0% Pakistan 2.1% Kenya 0.9%

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41	YouTube	United States 15.6% India 8.2% Japan 4.7% Russia 4.6% China 3.5%
42	Vine	United States 53.1% India 5.5% United Kingdom 5.2% Canada 4.1% Japan 3.6%
43	Classmates	United States 91.2% Canada 3.3% India 0.6%
44	MyHeritage	United States 42.3% United Kingdom 7.7% Canada 4.7% Russia 4.0% Australia 3.8%
45	Viadeo	France 61.9% India 4.2% Morocco 3.7% Algeria 2.7% Tunisia 2.2%
46	Xing	Germany 73.1% Austria 7.1% Switzerland 5.7% India 2.9% United States 1.7%
47	Xanga	United States 43.4% Switzerland 12.7% Hong Kong 12.0% India 11.2% Pakistan 1.4%
48	LiveJournal	Russia 38.5% Germany 7.7% United States 7.3% China 6.1% Netherlands 3.5%
49	Friendster	United States 18.2% India 13.3% Indonesia 12.0% Philippines 8.5% Malaysia 4.9%
50	Funny or Die	United States 59.5% India 8.8% Canada 3.9% United Kingdom 2.8% Australia 1.5%
51	Gaia Online	United States 68.7% Canada 8.0% United Kingdom 3.0% Saudi Arabia 2.5% Italy 1.6%
52	We Heart It	India 17% United States 15.3% Brazil 4.2% Australia 2.7% Algeria 2.7%
53	Buzznet	United States 41.9% Japan 12.0% India 12.0% Canada 10.7% United Kingdom 5.5%
54	DeviantArt	United States 31.4% dom 5.3% Germany 3.9% China 3.9% France Flag France
55	Flickr	United States 29% United Kingdom 6.2% Germany 5.3% India 4.9% Japan 4.8%
56	MeetMe	United States 50.9% United Kingdom 6.8% India 6.0% Italy 5.4% France 2.4%
57	Meetup	United States 48.1% Japan 6.5% United Kingdom 5.6% India 4.4% Canada 4.1%
58	Tout	United States 54.7% India 20.4%
59	Mixi	Japan 98.4%
60	Douban	China 91.6% Japan 2.3% United States 1.4% Hong Kong 1.0% Taiwan 0.9%
61	Vero	United States 28.4% India 13.1% Egypt Flag Egypt Turkey 2.1% Russia 1.3%
62	Quora	United States 34.8% India 21.0% United Kingdom 5.2% Canada 3.9% Japan 3.0%
63	Spreely	United States 61.7% United Kingdom 21.3%
64	Cellufun	NM

Table 3 shows the data on Country-Wise percentage of visitors. Most of the United States user's to Social Media websites like China, India, Japan, United Kingdom, Germany, Pakistan, Hong Kong, Austria, Switzerland, Turkey, Bangladesh, The percentage of people who visit a web site Country-Wise percentage of visitors The top 3 highest percentage of users is for Nextdoor Social Media websites with United States (96.7%), followed by Baidu Tieba Social Media websites, China (94.9%) has the lowest percentage of users in Vero Social Media websites United States (28.4%).

IV. Findings

1. Among the 64 popular social media websites were taken up for the study
2. The web object, Administration, as the other web objects like Logo, Title, etc. was found in almost all the social media websites and it is very much below the control of the websites.
3. The findings of this study provides an overall picture of social media websites status in terms of their performances on the web based on the seven indexes of Alexa internet evaluation tool. Results of show that, most of social media websites do not act successfully on the web and need much attention. Similarly, some high traffic ranking social media websites showed weak performance in some of the attributes whereas some open traffic ranking social media websites performed comparatively better in some of the attributes. The bounce rate of most of the social media websites are not satisfactory, which needs to be given due attention as it could increase the number of visitors for the respective social media and their consequent global reach. Besides administrators of social media, the results of this study will be useful for web site managers in any field including those in charge of library web sites. The study will also help librarians and anyone interested to increase usage of a web site by analyzing the use of web site using Alexa internet.
4. The website of Next door Social Media websites, having the highest United States Users of 96.7% users and Vero Social Media websites United States (28.4%) has the lowest percentage of users in India

V. Conclusion

The web impact factor was developed by Ingwerson to measure the impact of a web area by the

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number of links it receives. WIF calculations were found to be a crude instrument for Webometrics studies Webometrics research want search engines and an academic web crawler have been used. The purpose of this website evaluation using Alexa Internet tool helps the webmaster and the respective Open University websites to improvise the usability of websites. The present study has been exploratory and there is possibility to future research in this area. The result of this study gives an overall preview of the Open University websites traffic and page ranks of local and foreign.

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