

USE OF NEWS ARTICLES AND ANNOUNCEMENTS ON OFFICIAL WEBSITES OF UNIVERSITIES

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ABSTRACT

Since corporate websites have become indispensable tools of public relations in parallel with the increase in the number of Internet users, they offer remarkable opportunities for universities as well. University websites are operated in a more professional manner due to increasing number of visits by not only students and the academic staff, but also by various target groups such as families of students, potential students, persons and institutions who would like to take advantage of services offered, and media and public institutions. Official websites have a potential to create a better communication between universities and societies that they are part, as well as bringing academic knowledge to the public agenda more often. In this research, most-visited official websites of universities in Turkey are compared with most-visited official websites of universities in the world in order to better utilize this potential. A content analysis has been done in order to determine differences between most-visited official websites of universities in Turkey and in the world in terms of current news and announcements.

Key words: Internet, News paper, Web Sites

1. INTRODUCTION

We are witnessing the rise of the ‘new’ media associated with digital technologies, convergence and networking. (Flew , 2007) Today, no one would dispute that the internet has been an important part of our communicative infrastructure for some years. (Brügger, 2009) The internet is a medium of information and communication, first of all. (Van Dijk, 2005) The Internet medium and particularly the World Wide Web were designed for the free exchange of information and to maximize ease of access to information.(Lemke, 1999) The web is made up of billions of individual webpages, typically organized into more or less coherent collections called websites. (Park, Thelwall, 2006) One of the most significant developments for media in recent decades has been the emergence of the internet and the World Wide Web. (Gorman, McLean, 2003) Institutions create their own websites along with media organization.

Institutions have gained a new media organ with corporate websites. Institutions are able to explain in detail to their target audience who they are, what services they offer, who they can communicate with and how, if they would like to utilize their services. People who would like to follow the institution and its activities could reach up-to-date information through their corporate websites in a fast and economical manner. Corporations are able to convey their messages with no limitations of space, time and in an economical way. Another important characteristic of websites is that they help build a direct communication between the institution and its target audience.

Gerhards and Schäfer note that the structure of internet communication is fundamentally different from the old media and senders may find it easier to present themselves and their issues online. (Gerhards and Schäfer, 2010) Internet has the potential of breake up the monopoly of the culture industry. (Holmes, 2005) Internet sometimes calls “alternative media” too. But internet should produce alternative content to be alternative media.(Atabek, 2005)

Corporate websites are becoming more and more important for institutions that would like to better communicate with their target audiences. Corporate websites enable various departments within institutions, such as production, distribution, human resources or marketing, carry out their tasks in a more economical manner; furthermore, corporate websites have become an indispensable staple of public relations practices. Although corporate websites could carry different characteristics in accordance with the purpose of the institution and the sector it is in, most of them carry common purposes. These are listed by Haig as: (Sayimer, 2008)

- Attracting new visitors
- Communicating with existing visitors
- Ensuring repeat visits
- Drawing visitors’ attention
- Creating a positive image of the corporation in visitors’ minds

Messages containing desired content and style could be broadcast on the corporate websites whenever wished. Corporations are able to see messages sent by their visitors through their websites, as well as quickly gathering

information about the tendencies of their target audiences through visitor number and information's based on rate of clicks.

Corporate websites are developing and changing daily as a result of the development of Internet network, the decrease in the cost of technology, and the increase of Internet users. Potentials of the Internet are better understood with new Internet applications entering our lives every day. "However, sole technology usage does not contribute to building of a beneficial communication between institutions and their target audiences. Reciprocal communication concept and how technology is being used is more important" (Park and Reber) (Güçdemir, 2010). One of the most important problems presented to companies who would like to use their websites in a more effective manner and to compete with their rivals on the Internet is the preparation of content being published on the website.

Scott tells that site owners become so concerned about technology and design but they totally forget that great content is the most important aspect of any web site. Scott note that the best web sites focus primarily on content.(Scott, 2009) The web sites should be prepared by considering a wide range of audiences such as researchers, teachers, students and others who want to be informed.(Kutluca, Aydın, Baki, 2009) A systematic study that is done in a professional way is needed in order to research the information that is going to be conveyed to the target audience, verifying its accuracy, finalizing the text in an easier way for the target audience to understand, preparing it to be launched on the website when desired, its publishing, updating of this information when needed and for removing it. Efforts made with regards to publishing policy of the official website that is prepared in accordance with the purposes of the institution as well as needs and desires of the institution's target population should continue with regards to visitor numbers and new Internet applications.

Corporate websites have become important tools for various institutions, as well as universities. These websites, that are visited by thousands of students, by the academic staff, as well as by people who would like to take advantage of services being offered, are being managed in a more professional manner every day. Universities carry big importance for the society because of the education they offer and scientific research they conduct; as a result of this, universities are at the top of the list of the institutions that can utilize the Internet in the most productive way possible in terms of creating knowledge and sharing of it. When compared with examples from abroad, it is seen that universities in our country do not use make use of these resources presented by the Internet. Official websites have the potential to create a stronger communication between universities and the societies they are in and to bring scientific knowledge to masses. In order to take advantage of this potential, most-visited official university websites in Turkey have been compared in our research with the most-visited official university websites in the world. Differences between most-visited official university websites in Turkey and abroad were compared to find out differences in their usage of current news and announcements.

2. PURPOSE AND METHOD

In this research, 10 most-visited official university websites in Turkey and abroad have been analyzed. In order to confirm data, Content Analysis method described by Berelson (1952) as "depiction of communication from an objective, systematic and quantitative way" have been used in the research. (Bilgin, 2000)

Located in Spain, the Cybermetrics Lab that is a part of the Centro de Ciencias Humanas y Sociales (CCHS), that is contained within National Research Council the Consejo Superior de Investigaciones Científicas (CSIC), ranks the official most-visited university websites in the world. According to the "Webometrics Ranking of World Universities" prepared by the Cybermetrics Lab., these are the 10 most-visited university websites: Massachusetts Institute of Technology, Harvard University, Stanford University, University of California Berkeley, Cornell University, University of Wisconsin Madison, University of Michigan, University of Minnesota, University of Washington, University of Pennsylvania. (<http://www.webometrics.info/top12000.asp>, 2011) According to the same research these are the 10 most-visited university websites in Turkey: Middle East Technical University, Bilkent University, Bogazici University, Istanbul Technical University, Hacettepe University, Ankara University, University of Anatolia, Sabanci University, Gazi University, Dokuz Eylül University.(http://www.webometrics.info/rank_by_country.asp?country=tr, 2011)

In order to do the research, a snapshot was taken on March 12, 2011 from the Main Page of official websites of universities. Sections of corporate websites in order to determine what questions are answered have been examined. It is, of course, possible to answer more than one answer in one section in a web site. In this research, however, we have taken into consideration the main question answered in the relevant section. Later, these questions were placed into 4 main categories based on their characteristics. These categories are determined as, information about the university, ways of contacting and communicating with the university,

easier and faster ways of reaching information about the university and services offered, admissions into the university / events, invitations and conditions for using services and resources offered. Questions within each category used in our research are listed below;

A-Information about the University

	QUESTIONS ANSWERED	SECTIONS OF THE WEBSITES THAT ANSWER THE QUESTIONS
1	Who we are?	Name, logo, history of the university
2	What we produce as a result of works we conduct?	Publications done by researchers, research findings, awards, success stories of graduates...
3	What do we do? What services we give?	-Programs offered, researches being conducted, services offered to the public, works in Public Relations and Social Responsibility
4	The infrastructure, life on campus, support services?	-Campuses, administrative units and offices, facilities on campuses, laboratories, museums, galleries, collections, botanical gardens, libraries, bookstores, shopping facilities, food services, housing opportunities, security, health services/hospital, day care, -Artistic and athletic activities on campus, student events -Support Services: counselling services, career services, facilities for the disabled...
5	Who works at the university? What are their work principles?	Administration, administrative policy, Vision/mission and working principles, personnel policies, job opportunities, retirees...

B- Ways of reaching and contacting the University

	QUESTIONS ANSWERED	SECTIONS OF THE WEBSITES THAT ANSWER THE QUESTIONS
6	What are ways of reaching and contacting the university?	Contact Information (telephone, address, fax, email address), directory, map, getting to the university using public transportation, directions....

C-Easier and faster access to information relating to the university and to services offered

	QUESTIONS ANSWERED	SECTIONS OF THE WEBSITES THAT ANSWER THE QUESTIONS
7	Media organs to reach information pertaining to the university	Magazines, Newspapers, Mail, Blog, Podcast, Social Media, Website...
8	What are practices that provide access to services and information from the University?	Being informed about services and events at the university through university's own e-mail system, SMS and website, to be able to reach desired information and to send information to the related persons, a search engine built into the website, special pages prepared for its target audience (Graduates, business world and entrepreneurs, potential students, academic staff and employees, media, students other than university students, parents and friends, visitors, Media, donators, job seekers, neighbours) Online directory, Online library catalogue ...

D- Admissions to the University. Announcements and conditions to join events, services and resources

	QUESTIONS ANSWERED	SECTIONS OF THE WEBSITES THAT ANSWER THE QUESTIONS
9	How are admissions conducted?	Special pages what contain information needed by future students, admissions conditions, Fees and Scholarships, Information for those who might wish to visit the campus, Information for those who might wish to donate to the university, how to rent university facilities, campus tours...

Secondly, current news and announcements that were on the official websites of universities on March 12, 2011 were analysed according to: their amounts, whether they contained photographs, existence of a news-source being used and what questions they tried to answer.

The question our research tried to answer is as such;

“What are the differences in the 10 most-visited official websites of universities in Turkey and the 10 most-visited official websites of universities in the world in terms of news articles and announcements on their main pages?”

We tried to answer our question by evaluating the quantitative data collected by content analysis.

3. FINDINGS

When current articles are analysed, it will be determined that that are not differences in the total number of the most-visited official university websites abroad and in Turkey. There are 95 published current articles in the world’s most-visited official university websites and 96 published current articles in Turkey’s most-visited official university websites. However, there are major differences in types of these articles. News pieces are prominent in the world’s most-visited official university websites, and announcements are prominent in Turkey’s most-visited official university websites.

	Announcements							Transcripts of Opening Speeches	University in the News	Other	Total
	News	for Events	pertaining to Support Services	Official	Condolatory	Messages					
10 most-visited official university websites of the world	40	34	-	-	-	7	-	6	4	91	
10 most-visited official university websites of Turkey	10	51	8	14	1	-	1	1	-	86	

Table 1-Distribution of articles published on University official websites

While there were 40 news articles and 34 announcements in the world’s most-visited official university websites, while there were 10 news articles and 74 announcements in Turkey’s most-visited official university websites. University websites also contain news articles where the name of the university appears in social communication media. It was noticed that there were 6 times where a news article from a social communication media was used on the 10 most-visited official university websites abroad, and there were once where a news article from social communication media was used on the 10 most-visited official university websites in Turkey. Messages of Presidents pertaining to current topics and events were also included on the 10 most-visited official university websites the world. This is not a practice for most-visited official websites of Turkish universities. One website contains the transcript of a speech previously made by the Rector of the university

	News	Current announcements	Photograph with Captions or explanations	Photograph
10 most-visited official websites of universities abroad	4	2	3	1
10 most-visited official websites of universities in Turkey	-	1	-	9

Table 2- Types of first photographs published on the main pages of official websites of universities

Secondly the first photographs that are published on the main pages of official websites of universities have been analysed and categorized. 4 photographs published on the 10 most-visited official websites of universities in the world were related to news articles and the 2 were related to current announcements. Other 4 were taken at

different locations of the campus. 3 photographs out of 4 contained caption/explanations, and 1 was published without any caption.

Upon closer look, the fact that none of the first photographs were news-related on the 10 most-visited official university websites in Turkey, and one was related to a current announcement. Other 9 were taken at various locations of the campus without any caption/explanation.

		Analysis of the News in terms of what question they answer.						
	Total Number of News	1- Who are we?	2-What do we accomplish with our studies?	3-What types of studies do we work on? What services do we offer?	4-The infrastructure, life on campus and support services?	5-Who are the academic staff? What are their work ethics?	News where perspectives of a news source is being used	Number of news related to hot agenda
10 most-visited university websites in the world	40 (29 with photos)	2	17 (12 with photos)	10 (9 with photos)	10 (7 with photos)	1 (1 with photos)	32	6
10 most-visited university websites in Turkey	10	1	2	3	2	2	6	-

Table 3- News published on the main page of official websites of universities

When main pages of 10 most-viewed official university websites of the world are viewed, it is determined that 29 of the 40 news articles are published with photos. On the other hand; when main pages of 10 most-viewed official university websites of Turkey are viewed, it is determined that none of the 10 news that are published on the main page contained any photos. This proves that 10 most-viewed official university websites of the world support current news with photos and are prepared in a more effective way in drawing the visitors' attention.

Which of the questions in section one were answered by analysing the news published on the main pages of 10 most-visited official university websites were tried to determine. According to this; it was determined that 17 of the 40 news articles answered question (2) "What do we accomplish with our studies?", 10 answered question (3) "What types of studies do we work on?" / "What services do we offer?", 10 answered question (4) "The infrastructure, life on campus and support services.", 1 answered question (1) "Who are we?", and 1 answered question (5) "Who are the academic staff?" / "What are their work ethics?"

The questions answered by 10 news articles published on the 10 most-visited official university websites of Turkey are: 3 of them answered question (3) "What types of studies do we work on?" / "What services do we offer?" 2 of them answered question (4) "The infrastructure, life on campus and support services.", 2 of them answered question (5) "Who are the academic staff?" / "What are their work ethics?"

From these numbers, we can draw the conclusion that the current news published on the 10 most-visited official university websites are mostly prepared in order to answer question (2) "What do we accomplish with our studies?" Current news articles also are used frequently in order to answer question (3) "What types of studies do we work on?" / "What services do we offer?" and question (4) "The infrastructure, life on campus and support services." Usage of these news in conjunction with photographs, allows the visiting audiences to notice these news easily.

There are 32 news articles that are published on the 10 most-visited official university websites that contain the opinion of news source among university staff. This shows that university websites also try to convey messages of university staff through current news. When a content-analysis is done on these news articles, it will be noticed that 6 of the articles were about the 9.0 earthquake that struck Japan and the subsequent tsunami

that took place on March 12, 2011 one day before the analysis was done. 3 of the 6 news articles published on the website answered question (3) “What types of studies do we work on?” / “What services do we offer?” and 3 of them answered question (4) “The infrastructure, life on campus and support services”. This shows that 6 of the 10 most-visited official university websites of the world let their visitors reach news that concern the entire world, and information given by the university on these events.

When the 10 news articles that are published on the main page of the 10 most-visited official university websites in Turkey are examined, we can see that none of it appears on the main page with photographs. News articles are not supported by photographs in order to be perceived by the visitor in an easier way. 3 of the news answer question (3) “What types of studies do we work on?” / “What services do we offer?”, 2 of them answer question (2) “What do we accomplish with our studies?”, 2 of them answer question (4) “The infrastructure, life on campus and support services?”, and 2 of them answer question (5) “Who are the academic staff?” / “What are their work ethics?”, 1 answer question (1) “Who are we?” 6 news articles contain opinions of a news source among university staff. There are no mentions of the earthquake in Japan or other actual events among the news articles.

		Number of current announcements	Distribution of announcements according to the question they answer					
			1-Who are we?	2-What do we accomplish with our studies?	3-What types of studies do we work on? What services do we offer?	4-The infrastructure, life on campus and support services?	5-Who are the academic staff? What are their work ethics?	9-What are methods of admission to the university?
10 most-visited university websites in the world	Event announcements	34(13 with photos)	-	-	5 (3 with photos)	29 (10 with photos)	-	-
10 most-visited university websites in Turkey	Event announcements	51	-	-	26 (1 with photos)	25	-	-
	Announcements pertaining to support services	8	-	-	2	5	1	-
	Official announcements	14	-	-	8	-	5	1
	Condolatory announcements	1	-	-	-	-	1	-

Table 4- Announcements published on the main page of official university websites

When we compare announcements published on main pages of official university websites; we can see that 10 most-visited official university websites of Turkey have a lot more current announcements than the 10 most-visited official university websites abroad.

While 10 most-visited websites of the world only have announcements pertaining to events, 10 most visited websites of Turkey have announcements pertaining to support services, official announcements, and condolatory announcements, aside from announcements pertaining to events.

13 of the 34 current announcements (38%) published on the 10 most-visited official university websites of the world are published with photographs. On the other hand, only 1 of the 74 current announcements (1.3%) published on the 10 most-visited official university websites in Turkey appear along with photographs. This shows that, when compared with Turkish university websites, announcements appearing on the 10 most-visited official university websites of the world are supported by photographs and that photographs are utilized to attract the visitors’ attention on a very high rate.

29 of the current announcements that are published on the 10 most-viewed official university websites of the world answer question (4) “The infrastructure, life on campus, and support services.”, and 5 of them answer question (3) “What types of studies do we work on?” / “What services do we offer?”

36 of the current announcements that are published on the 10 most-viewed official university websites of Turkey answer question (3) “What types of studies do we work on?” / “What services do we offer?” 30 of them answer the question (4) “The infrastructure, life on campus, and support services?”, 7 of them answer question (5) “Who are the academic staff?” / “What are their work ethics?”, and 1 of them answer question (9) “What are the methods of admission into the university?”

		Distribution of messages from University administrators pertaining to current matters they try to answer						
	Total of messages	1- Who we are?	2-What do we accomplish with our studies?	3-What types of studies do we work on? What services do we offer?	4-The infrastructure, life on campus and support services?	5-Who are the academic staff? What are their work ethics?	9-What are methods of admission into the university?	Number of messages pertaining to the hot agenda
10 most-visited official university websites of the world	7 (5 with photos)	-	1 (1 with photos)	1	3 (3 with photos)	1	1 (1 with photos)	3
10 most-visited official university websites of the world	-	-	-	-	-	-	-	-

Table 5- Messages published on the main page of the official university websites from the university administrators pertaining to current topics

As opposed to 10 most-visited official university websites in Turkey, 10 most-visited official websites of the world publish messages from high-ranking university administrators pertaining to current topics. 7 messages of this type in our message were detected. 5 of these messages were published along with photographs. 3 of them were pertaining to the earthquake in Japan and the Tsunami. It is seen that high-ranking administrators at the university are in an effort to link direct communication with their audiences through messages they publish on their official websites.

3 of these messages answer question (4) “The infrastructure, life on campus and support services?”, 1 answers question (2) “What do we accomplish with our studies?”, 1 answers question (3) “What types of studies do we work on?” / “What services do we offer?”, 1 answers question (5) “Who are the academic staff?” / “What are their work ethics?” and 1 answers question (9) “What are methods of admission into the university?”

	Total number of “University in the News Sections”	Distribution of “University in the News” sections according to the questions they answer					Number of University in the News where opinions of the news source is used	Number of University in the News pertaining to Hot Agenda
		1- Who are we?	2-What do we accomplish with our studies?	3-What types of studies do we work on? What services do we offer?	4- The infrastructure, life on campus and support services?	5-Who are the academic staff? / What are their work ethics?		
10 most-visited official university websites of the world	6	-	-	6	-	-	5	1
10 most-visited official university websites in Turkey	1	-	1	-	-	-	1	-

Table 6- “University in the News” sections that are published on the main page of the University websites

University official websites not only publish news articles prepared by under the umbrella of university, but they also publish news articles prepared by the mass media on their websites. 6 news articles prepared and published by the mass media were included on the 10 most-visited university websites of the world. All of the news articles answer question (3) “What types of studies do we work on?” / “What services do we offer?” 1 of them is about the earthquake disaster in Japan. Only 1 news article prepared and published by the mass media was included on the 10 most-visited university websites in Turkey. This news articles answer question (2) “What do we accomplish with our studies?” From these findings, it can be said that information about what types of studies are done within the body of the university, what is produced as a result of these studies can be reached by target audiences through news stories prepared by mass media published on the main pages of official university websites.

4. ARGUMENT AND CONCLUSION

In this research, most-visited official university websites in Turkey have been compared with the most-visited official university websites in the world in respect to published current news and announcements. The purpose of the research was to find an answer to the question “what are the differences in the 10 most-visited official websites of universities in Turkey and the 10 most-visited official websites of universities in the world in terms of news articles and announcements on their main pages?” with an evaluation of quantitative findings gathered through content analysis. The most important tool on the main page of official websites of universities is the biggest photograph used on the top of the page. This photograph that is the important element in explaining the purposes of the institution’s works, its works in progress, its work ethics, infrastructure and, most importantly, its success gained through its works to the masses is not utilized effectively on the 10 most-visited official websites of universities in Turkey.

It was determined that out of the photographs appearing on the first pages of the world’s 10 most-visited official university websites, 4 were related to news articles, 2 were related to current announcements, 3 were taken at various locations around the campus with no explanations beside them while only one was a photograph with no explanation at all. On the other hand, out of the photographs appearing on the first pages on 10 most-visited official university websites in Turkey, 1 was related to a current announcements, and 9 were photographs taken at various locations around the campus with no explanations at all. This means that the photographs seen by the visitors when they first reach the main pages of the 10 most-visited official university websites in Turkey are out of date. Furthermore, lack of a caption or an explanation with these campus photos makes it harder for visitors

to assign any value to these. Many events that take place on campus are not conveyed effectively and the university image comes across as a stagnant one, as opposed to a dynamic one.

When analysed quantitatively, predominantly news articles appear on the world's most-visited official university websites; meanwhile, predominantly announcements appear on Turkey's most-visited official university websites.

Current news and announcements are supported visually in order to draw the visitors' attention on the world's 10 most-visited websites of universities. It is seen that, while 29 news articles of the 40 that appear on the main pages of the 10 most-visited official university websites of the world contain photos, none of the 10 news articles that appear on the main pages of the 10 most-visited official university websites in Turkey contain any photographs. A similar situation is observed in current announcements. 13 of the 34 current announcements that appear on the main pages of the 10 most-visited official university websites of the world contain photographs. On the other hand, only 1 announcements out of the 74 existing ones on main pages of the 10 most-visited official university websites in Turkey contain photographs.

It is seen that current news articles appearing on the 10 most-visited official university websites of the world are included mainly to answer question (2) "What do we accomplish with our studies?" 17 of the 40 news articles published on the main pages give an answer to this question. 12 of these 17 articles appear on the main page along with photographs. When evaluated in terms of the question they answer, news articles appearing on the main pages of the 10 most-visited university websites on the Internet in Turkey do not focus on one question. The most effective way for an institution, to explain to the visitors of their websites what they accomplish with their efforts, is preparing comprehensive news articles that pertain to successes they have achieved. The best method to make these articles more appealing to the website visitors is to publish them on the main page along with photographs. However, it is seen that this method is not used on the 10 most-visited university websites in Turkey as effectively as it is used on the 10 most-visited university websites in the world.

Both 10 most-visited university websites in Turkey and abroad use news articles to publish messages of the academes. More than half of these news articles are published with a news source among the academes.

6 of the news articles that were published on the 10 most-visited university websites in the world pertained to the 9.0 earthquake that struck Japan and the subsequent Tsunami that took place on March 12, 2011, one day before the research was done. This shows that the visitors of 6 out of the 10 most-visited university websites in the world can reach information given by these universities pertaining to a current event that concerns the whole world. There were no news articles that were published on Turkish university websites that pertained to the earthquake that struck Japan or any other current events.

It is observed that high-ranking university administrators use their official websites to build direct communication with their target population. As opposed to their Turkish counterparts, the 10 most-visited university websites in the world include messages from high-ranking administrators pertain to matters at hand. 5 of these 7 messages are included on the main page along with photographs.

The 10 most-visited university websites in Turkey and abroad can communicate to their target population, what types of studies are done within the university and what is accomplished as a result of these studies by publishing news articles on their websites that are prepared by mass-media.

Corporate websites have become indispensable tools of public relations with their ever-increasing importance parallel to increasing Internet users. Corporate websites have the potential to answer needs and desires of various target populations, if managed professionally. Design of the corporate website and preparation of the published content are just as important as technical infrastructure in order to unlock this potential. Problem of communicating their messages to their target populations have become history with corporate websites. The biggest problem at this point is the preparation of messages that will be published on these websites in a way that will be in accordance with the purposes of the institution, as well as needs and desires of their target population.

With their corporate websites, corporations not only have a new public relations tool, but a new media organ that is active 24/7; furthermore, corporations should work like news agencies in order to utilize this potential. Persons responsible with this field, should approach this topic professionally, prepare a broadcasting policy for the corporate website that is in accordance with the purposes of the institution and needs and desires of their target population, build a communication network between the institution and its target population which will notify them of current events, research information, evaluate this information, and prepare these articles in a language that will make it more interesting and easier to understand by the target audiences. These texts should

be supported visually with pictures, photographs and videos. Texts that are published on the websites should be updated with changes with the subject matter and/or should be removed from the main page and archived.

Universities are included in these institutions that use corporate websites. Websites that can help universities build a more effective communication with societies and also have a potential to bring academic knowledge to society's agenda more often. In today's mass media, where scientific news and news prepared with a scientific approach are not published enough; universities can help fill this hole by sharing their accumulation of knowledge with society through their official websites.

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