Efficiency analysis of the visibility of Latin American universities and their impact on the ranking web

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Abstract

The study analyzes the factors that contribute to the technical efficiency of the visibility of the universities included in the Top100 of the Latin American Universities Ranking Web published by Webometrics database in January, 2017. Data Envelopment Analysis (DEA) was used to calculate the contributions of input variables to efficiency. As data sources for inputs, the study considers the academic data published on the web of each university, the content and profiles displayed from Google Scholar (GS), data by university published in ResearchGate as a scientific network, and finally, data from social networks as Twitter and Facebook accounts of the respective institutions. The postgraduate offer, visibility in GS, and the use of scientific and social networks contribute favorably to the web positioning of Latin American universities.