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**RATING AS ASSESSMENT TOOL OF QUALITY AND
COMPETITIVENESS OF UNIVERSITY**

Abstract. The main tasks of the modern university are to increase the quality of educational services and to step up activities in the international educational space. One way related to providing quality education, creating an open information and educational environment through which participants of educational process receive open access to resources from any point and at any convenient time. Openness and publicity activities of the university contributes to its competitiveness, i.e. its rating among higher education institutions, including born healthy competition that fosters competitiveness training specialists. The article analyzes the methodology, relationship and position Borys Grinchenko Kyiv University in the most authoritative international and Ukrainian ratings: Academic Ranking of World Universities (ARWU), QS World University Rankings, Times Higher Education, Webometrics Ranking of World Universities, Ukrainian Rating institutions of higher education by Scopus indicators, «Top-200 Ukraine», Consolidated ranking of universities in Ukraine, Transparency rating of universities (CEDOS), «Bibliometric of Ukrainian science». The indexes and tendencies of Borys Grinchenko Kyiv University on the key ratings and their influence on the quality of education are researched. Discovered mutual performance rating among themselves, including ranking on indicators of performance in Scopus on indicators of Openness and Excellence of Webometrics rating and the rating «Bibliometric of Ukrainian science»; Direct effect of Transparent ranking: Top Universities by Google Scholar Citations on the Webometrics rating. The article describes the ways of influencing on the main indicators of the University's activities in order to increase the positions in international and native ratings and, accordingly, the competitiveness of the University in the educational space.

Keywords: university rating; open educational and informational environment; Webometrics; profile of a scientist; quality of education; openness

The main tasks of the modern university are to increase the quality of educational services and to step up activities in the international educational space. One of the approaches related to quality assurance of education is ranking of leading universities.

The study of rating as a tool for assessing the quality of educational activities is undertaken not only by foreign scholars but also by Ukrainian scholars, in particular V. Luhovyi, N. Morze, O. Sluisarenko, Z. Talanova. World rankings as a tool for evaluating the quality and openness of educational activities are considered in scientific works of L. Valenkevych, T. Kahanovska, N. Kravchenko, Y. Radzikhovska, A. Skrypnyk, O. Cherevko. Methodological approaches to the calculation of international ratings of higher education institutions and the main indicators of improving the quality of educational services are analyzed in the works of A. Kaidalova, S. Kurbatova, O. Levashova, O. Posylkina.

The conducted analysis of scientific literature and educational activities of universities has shown that the ratings objectively and reliably represent indicators of the quality of educational services, as well as form a single international view of students, teachers, and

employers for high-quality higher education. Rating systems provide conditions for transparency for external evaluation of the activities of higher educational institutions; inform society about the development of higher education (Kahanovska, 2015), (Morze, Varchenko-Trotsenko, 2016). With the help of ratings, each university has the opportunity to evaluate its place in the system of higher education. Due to this, among the universities there is a healthy competition for improving the academic quality and reputation that is necessary for successful training of specialists for competitiveness in the labor market (Kurbatov, 2015).

The most authoritative international ratings of universities include the Academic Ranking of Universities of the World (Shanghai Rating), the Worldwide QS Rankings, the Rankings of World Universities Times Higher Education and Webometrics Ranking of World Universities.

The Academic Ranking of World Universities (ARWU), or, as it is often called the Shanghai Rating, is issued annually since 2003 by the team of the Center for World-Class Universities of Shanghai Jiao Tong University (CWCU) of the Academy of Higher Education (formerly the Higher Education Institute) of the Shanghai University of Jiao Tun, China. About 1200 universities are ranked annually in the ARWU ranking, of which 500 are published (“Academic Ranking of World Universities”, 2018).

The Shanghai rating is primarily aimed at assessing the outstanding achievements of university research and is based on six indicators:

1. Number of alumni winning Nobel Prizes and Fields Medals (Alumni) – 10%.
2. Number of staff winning Nobel Prizes and Fields Medals (Award) – 20%.
3. Number of highly cited researchers selected by Clarivate Analytics (HiCi) – 20%.
4. Number of articles published in journals of Nature and Science (N&S) – 20%
5. Number of articles indexed in Science Citation Index - Expanded and Social Sciences Citation Index (PUB) – 20%
6. Per capita performance of a university – is obtained by dividing the amount of points by the previous five indicators by the number of equivalents of the full rate of academic staff (PCP) – 10%.

The greatest weight of QS rating – 40% has an academic reputation of the institution. It takes into account the expert findings of more than 70,000 people on the quality of teaching and research at world universities. The indicator is based on the views of professors and academics conducting research, as well as university leadership, on which educational institutions in the world carry out scientific research in their area of expertise at the highest level. Respondents call the best universities in each area of research and the best universities in those regions with which they are familiar (“Worldwide university rankings, guides & events. Top Universities”, 2018).

The “Employer Reputation Indicator” (10%) is based on responses of employers on quality issues in order to identify the institutions from which the most competent, innovative, and efficient graduates come from.

The ratio of the number of students to the teaching staff of the university (20%) assesses how institutions can provide students with significant access to teachers and curators, and determines the quality of educational activities.

The quality of research activities is determined by the citation index (20%), which takes into account the number of quotes during the last five years, not including the year of issue of the article. Sources of quotations are obtained using the Scopus Elsevier database, the world’s largest academic data logger database.

The share of foreigners among the total number of students (5%) reflects the degree of attractiveness of the educational institution in the international arena. Students who are citizens of countries other than the country of study are enrolled and who study at a university for at least a semester and are not exchange students.

The share of foreigners in the teaching staff (5%) – includes teachers working full-time or part-time employment, and spends at least one semester in the university.

The ranking of world universities Times Higher Education is built on an annual basis based on 13 indicators that reflect the five main activities of universities (“Times Higher Education (THE). Academic & University News”, 2018):

1. Education (30%) – includes five indicators: a reputational study on teaching – 15%, a ratio of students and teaching staff – 4,5%, the ratio of awarded degrees and PhD degrees – 2,25%, the number of awarded PhD degrees per teaching staff – 6%, the ratio of income of the university and the number of teaching staff – 2.25%.

2. Research work (30%) – includes three indicators: reputational research on the research activities of universities – 18%, the ratio of income from research and the number of teaching staff – 6%, the ratio of the number of articles and the number of teaching staff – 6%.

3. Citation (30%) – one indicator is included – the impact factor of scientific citation (normalized average citation value per article).

4. Internationalization (7,5%) – includes three indicators: the ratio of foreign Scientific staff member and Scientific staff member – citizens of the country – 2,5%, the proportion of publications of Scientific staff member in scientific periodicals, published in co-authorship with at least one foreign author, in the total number of publications of Scientific staff member of University for a five-year period – 2,5%, the ratio of foreign students and students-citizens of the country – 2,5%;

5. Funds attraction from industry (2,5%) – Innovation indicator estimates the revenue from research at the request of industrial enterprises per one Scientific staff member.

As can be seen from the analysis of the indicators underlying the most prestigious international rankings, most of the Shanghai Rating criteria rank academic activities of universities, QS polls employers and teachers about the success of higher education, and Times Higher Education estimates only those universities that deal with science. Therefore, it is quite difficult for Ukrainian universities to get into such ratings.

The key indicators that form the universities’ ratings are according to the global analysis: Academic Ranking of World Universities, QS (Quacquarelli Symonds), Times Higher Education World University Rankings, U-MULTIRANK, Webometrics and native (Compass, Scopus, Top 200 Ukraine, Consolidated Ratings of Universities), there are Research ratings – high citations, publications, important publications, research, awards; Academic – educational programs, academic reputation, graduates, teaching staff quality, provision of educational resources, free access to resources, foreign students and partners, international cooperation, mobility, number of teachers per student; Commercial activity – the number of patents, the value of research assets, research revenue, research funding, budget size, income per employee, and Reputation of the institution – the high reputation of the research, the rating of reviews, the volume of traffic, the presence on the network, external links, the rank of web-pages, number of foreign professors, membership in international unions, student assessment, academic reputation by scientists, teacher assessment by students, number of recognized graduates, perceptions of employers. Most rating indicators can be easily measured, but for this they need to be open and accessible. Therefore, universities need to place their open access data, create open educational resources, open content, etc. That is, to create and constantly fill the open information and educational environment, which will reflect all areas of activity and provide an opportunity to effectively cooperate and communicate to all participants in the educational process.

Such an open information and educational environment was built at the Borys Grinchenko Kyiv University. The information and educational environment of the University, the model of which is presented in Fig. 1, combines the key components necessary for its qualitative development – technology, IT infrastructure, participants in the educational process and

educational content, which operate on the principles of consistency, cyclicity and innovation. Each component is a complex subsystem that has its own content, focused on solving its tasks and actions and its members. In fact, the basis of the created environment is the pedagogical system (basic communication, structure, organization of the object), the pedagogical process (actions that occur with the object) and pedagogical technology (indicating exactly how these actions take place) (Morze, Buinytska, 2017, p. 35).

We have used the recommendations of UNESCO, the European Standards of Higher Education, The Law of Ukraine on Higher Education, and the Impact of macro trends on Education, the impact of the main indicators of prestigious ratings on the construction and qualitative development of the information and educational environment.

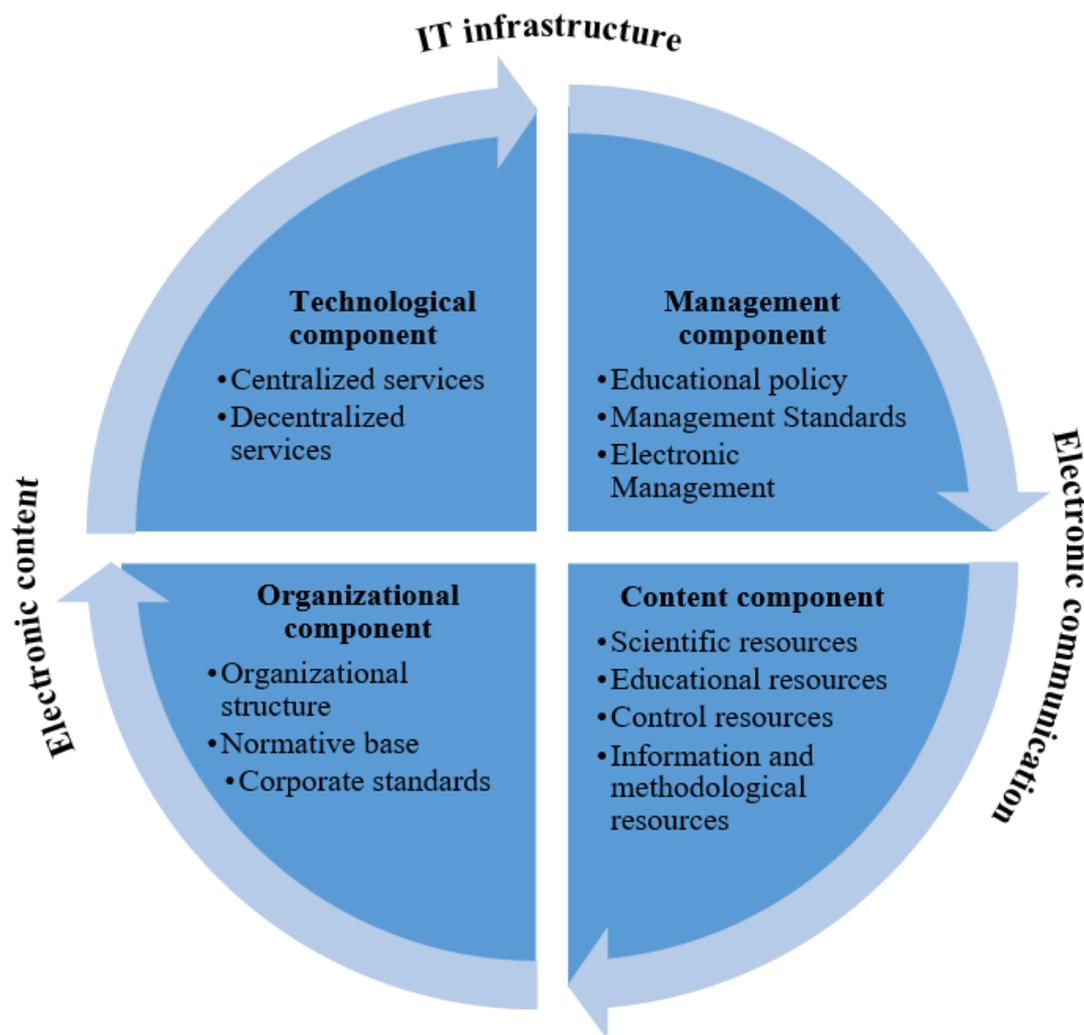


Fig. 1. Model of Information and Educational space of Grinchenko University

Thanks to the open information and educational environment created by Borys Grinchenko Kyiv University became recognizable in the educational space. It's represented in international rankings such as Webometrics, Transparent ranking: Top Universities by Google Scholar Citations, and ratings of Ukrainian universities such as the Consolidated Rating of Higher Educational Institutions of Ukraine, Ukrainian Higher Educational Institutions Ratings by Indices Scopus, "Top-200 Ukraine" rating, University of Transparency (CEDOS), "Bibliometrics of Ukrainian Science".

Webometrics Ranking of World Universities is the most effective tool for comparative assessment of the quality of education in accordance with generally accepted world criteria for Ukrainian universities (Buinytska, Smirnova, Stepura, 2016), (Hrytseliak, Tiutiunyk, 2013).

Webometrics ranking evaluates the representation of universities in the global Internet space. The Webometrics rating feature is a constant change in the weight of the indicators in order to improve the ranking methodology and provide better results that reflect not only the visibility in the web space (55%), but also the recognition of university research (45%) (“Ranking Web of Universities”, 2018).

The ranking methodology is based on four indicators:

- **Visibility** (Impact) (50%), number of links from external resources and source domains calculated using web tools Ahrefs i Majestic.
- **Presence** (5%), the number of web pages hosted on the institution's official web domain, so it's important that you place all web resources in a single domain.
- **Openness** (Transparency) (10%), citing articles in the top 10 affiliate profiles in Google Scholar Citations, who have joined their profiles to the institution. Transparency data (Transparent ranking: Top Universities by Google Scholar Citations);
- **Excellence** (35%), Number of papers amongst the top 10% most cited in 26 disciplines according to research laboratory SCImago. Data for the five-year period (2011-2015).

During 2016-2018 years there is a tendency to reduce the impact of Presence (5%) and Openness (Transparency) (10%), which takes into account the number of webpages of the official domain of the institution, including downloaded files indexed by search engines and citation of articles in the Google Scholar Citations, linked profiles with the domain of the relevant university. As well as increasing the impact of the Excellence (35%), which takes into account the number of scientific papers published in influential international journals (fig. 2).

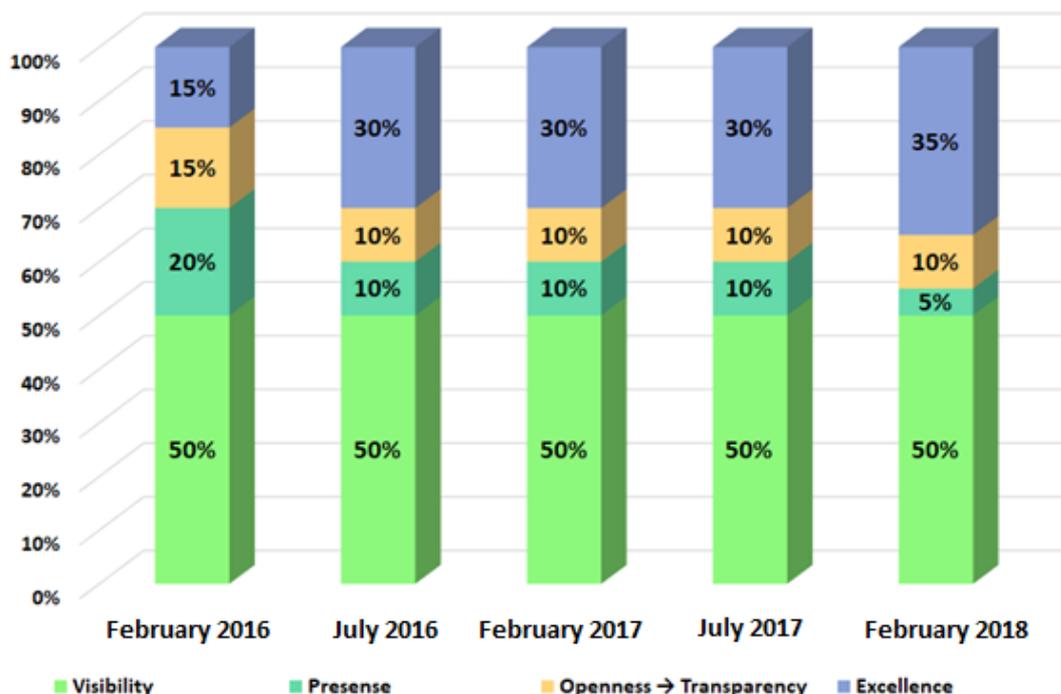


Fig. 2. The dynamics of the change in the weight of the Webometrics ranking in the period 2016-2018

Analyzing the values of indicators of Borys Grinchenko Kyiv University in the Webometrics ranking, we see that between June 2016 and June 2017 there is a positive dynamics for the Presence indicator, which increased by 1193 points, thanks to the policy of

informational openness of the university, the creation of new sites in the domain, the active loading of scientific publications into the institutional repository, the filling of the university wiki-portal, etc. However, due to update of the template of the main portal of the university, the value of the indicator in February 2018 decreased by 1987 points.

Positive dynamics is observed for Visibility (Impact) and Excellence, which increased by 561 points, for 12 points respectively (fig. 3).

However, due to a radical change in the method of determination and weight of the Openness index, its value has decreased.

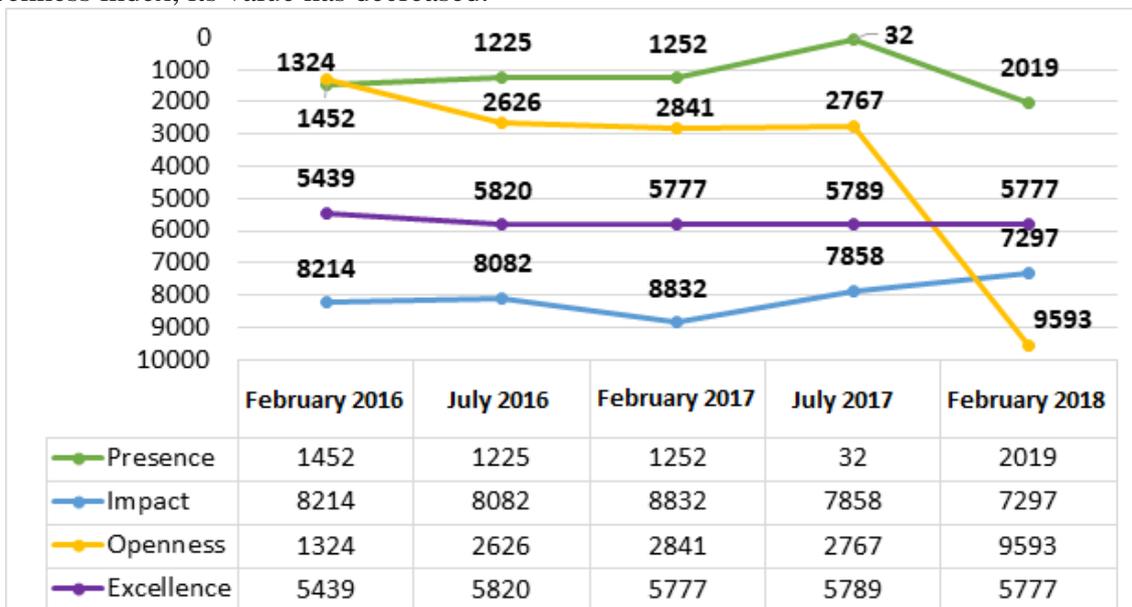


Fig. 3. Dynamics of indicators of the Grinchenko University in the Webometrics rating in the period 2016-2018

In general, the ranking of the Grinchenko University for Webometrics indicators in 2018 deteriorated among Ukrainian universities by 49 positions (fig. 4) and by 3558 positions among the world universities (fig. 5).

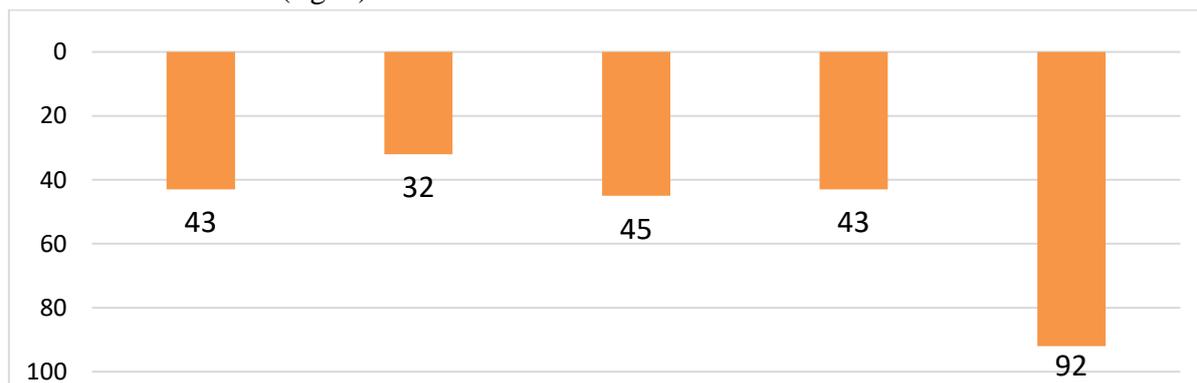


Fig. 4. Dynamics of positions of the Grinchenko University in Webometrics ranking among Ukrainian universities in the period 2016-2018.

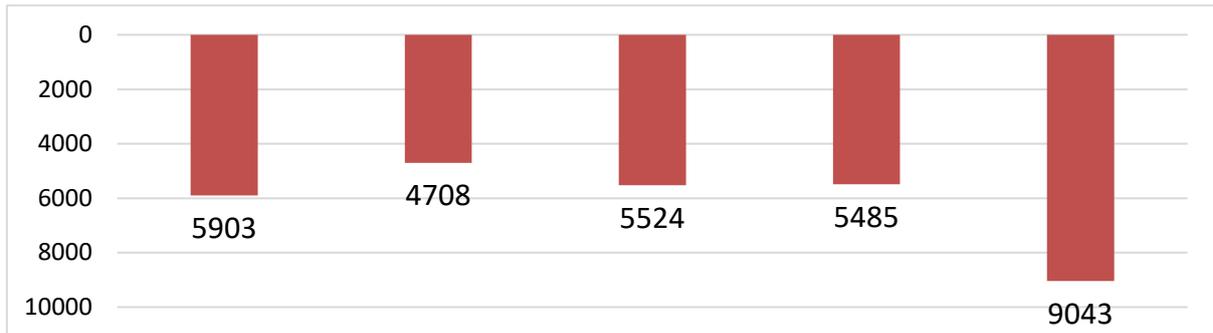


Fig. 5. Dynamics of positions of the Grinchenko University in Webometrics ranking among world universities in the period 2016-2018

Analyzing the reason for a sharp decline in the University's web-metric rating, we looked at profiles in Google Scholar's staff and institutions.

Affiliate profiles in Google Scholar identified issues that negatively affected Webometrics rankings (fig.6):

- Profiles that contain false information;
- The official name of the institution is not correctly indicated;
- In the “Affiliate” field, there are several institutions;
- The presence in the profiles of employees of other people's publications through the automatic updating of profiles;
- Students’ profiles with a verified corporate address that use Google Scholar as an archive and attach others’ profiles to their profiles.

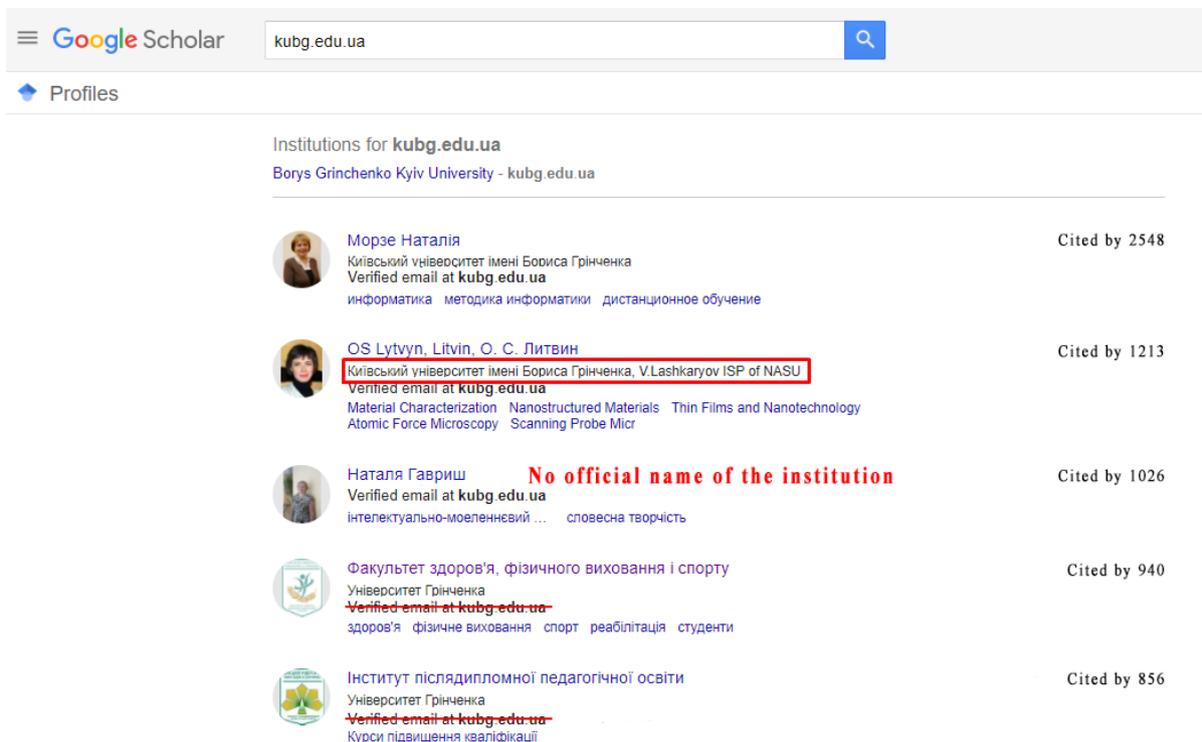


Fig.6. Profiles in Google Scholar of Borys Grinchenko Kyiv University

This led to the Grinchenko University being completely excluded from the Transparent Ranking: Top Universities by Google Scholar Citations in January 2018, while in July 2017 it ranked 17th out of 113 Ukrainian universities (fig. 7).

The ranking uses public institutional university profiles in Google Scholar Citations. Institutional profiles are staff profiles that indicate the full official name of the institution and corporate mail at the university domain. In rating takes into account data from the top 10 university staff profiles in Google Scholar Citations.

UKRAINE	RANK	UNIVERSITY	COUNTRY	CITATIONS
1	1408	National Technical University of Ukraine Kyiv Polytechnic Institute / Національний технічний університет України Київський політехнічний інститут	Ukraine	24832
2	1595	National Taras Shevchenko University of Kyiv / Київський національний університет Тараса Шевченка	Ukraine	19927
3	1653	Kyiv National Economic University Vadym Hetman / Київський національний економічний університет	Ukraine	18421
17	2757	Borys Grinchenko Kyiv University / Київський Університет Бориса Грінченка	Ukraine	6374

Fig.7. Position of the Borys Grinchenko Kyiv University in the Transparent Ranking: Top Universities by Google Scholar Citations as of July 2017

In January 2018, the Transparency Ranking methodology introduced changes in which employee profiles in Google Scholar Citation should meet the following criteria:

- The “Affiliation” field should use the official (normalized) name of the institution.
- Citing 10 leading educational establishments is taken into account. This number of profiles provides a comparison of institutions regardless of their size. To improve representativeness, the first profile is excluded from the list. For the rest of the top 10 (maximum 9 profiles) counted counts, and educational institutions are ordered by the decrease of this indicator.
- The first 10 Google Scholar Citation profiles must contain only personal employee profiles. Educational institutions that contain non-individual profiles (journals, departments, groups) among the 10 most cited are punished with exclusion from the rating (the number of citations is zero).
- If there is more than one record (duplicate) per author, only the best profile is used.
- Any fraudulent activity to increase the number of citations (intentionally adding profiles of scientists who are not employees of the educational institution, adding to the profile of the publications of another author) is punishable by the exclusion of the educational institution from the rating.

Since the Borys Grinchenko Kyiv University has been actively implementing a policy of informational openness, the Google Scholar Citation profiles have been created and actively filled up with their own profiles, some of which were among the 10 most cited profiles, due to which the Grinchenko University was excluded from the Transparency Rating in accordance with new criteria.

It is impossible to delete the structural units profiles as they take part in the rating of the scientific groups of the Ukrainian Science Bibliometry, but in order to include the Grinchenko University in the Transparency Rating in July 2018, it is necessary to remove the bindings to corporate mail in the departments’ profiles (fig. 8).

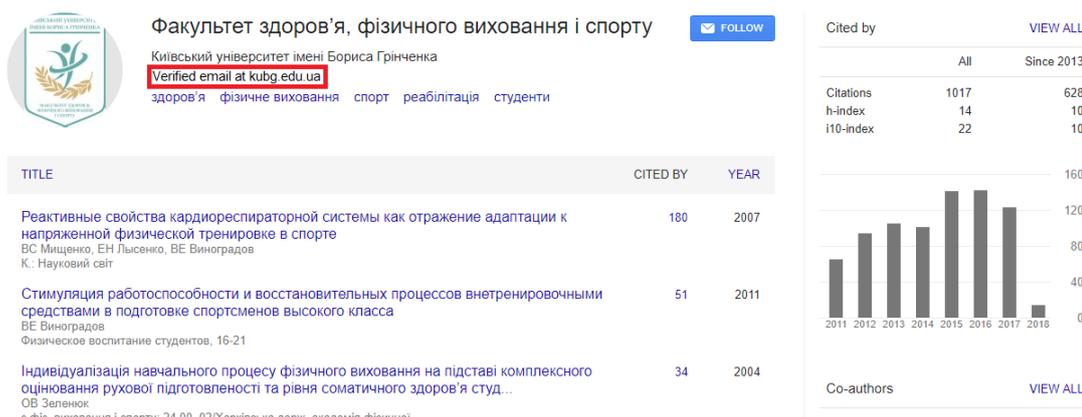


Fig.8. Google Scholar Profile of department in Grinchenko University

For presenting actual and reliable information, as well as raising the position of the university in international rankings, it is important for the University employees to upload their scientific papers in an institutional repository in a timely manner, to maintain their own profiles in their current state, to indicate the correct official name of the university in the "Affiliation" field, to periodically verify the authenticity of the published information, to disable the automatic addition of articles to your profile and add posts manually.

“Ukrainian Science Bibliometry” – system developed by the Center for Social Communication Studies of the V. Vernadskyi National Library of Ukraine, in which the bibliometric profiles created at the Google Academy are also ranked (“Rating of scientific collectives”, 2018).

From the 109 universities and research institutes represented there, our University, in April 2018, ranked 25th (the h-index was 55), and in 2016 it was 15th, indicating a decline in publication activity after 2016.

From the 617 departments, laboratories and centers represented, 16 subdivisions of the University, including the Pedagogical Institute, the Institute of Human Rights, the Institute of Arts and the University College, 8 departments and 2 research laboratories were ranked. Units not in the rating need to send a link to the Google Academy's profile on the e-mail of the Center for Social Communication Studies of the V.Vernadskyi National Library of Ukraine bibliometrics@nbuv.gov.ua.

The leaders among the units of the University in 2017 are the Research Laboratory (h-index – 26), the Pedagogical Institute (h-index – 22) and the Department of Social Education and Social Work (h-index – 19).

During 2016-2017 years, the dynamics of the increase of the index of citation of the h-index for all the university structural units that have fallen into the rating is observed. Of the 326 research-and-teaching staff members ranked in the ranking, the h-index of more than 5 has only 67 of university researchers, while 26 of university researchers h-index is equal to 0 (table 1).

Table 1.
H-index for the university structural units 2016-2017

No.	Structural unit	h-index	
		2016	2017
74.	<u>Pedagogical Institute</u>	17	22
109.	<u>Institute of Human Sciences</u>	16	18
311.	<u>Institute of Arts</u>	8	9

522.	<u>University College</u>	4	5
No.	Chair	h-index	
		2016	2017
101.	<u>Chair of Social Education and Social Work</u>	16	19
262.	<u>Chair of General, Age and Pedagogical Psychology</u>	8	11
282.	<u>Chair of English Philology and Translation</u>	7	10
302.	<u>Chair of Special Psychology, Corrective and Inclusive Education</u>	7	10
393.	<u>Chair of Library Studies and Informology</u>	-	7
410.	<u>Chair of Advertising and Public Relations</u>	6	7
436.	<u>Chair of Romance Philology and Comparative-typological Linguistics</u>	3	7
514.	<u>Chair of World Literature</u>	4	5
527.	<u>Chair of Journalism and New Media</u>	3	5
No.	Research Laboratory	h-index	
		2016	2017
51.	<u>Educology Research Laboratory</u>	22	26
380.	<u>IT in Education Laboratory</u>	6	8

The administration of the university should pay attention to the increase of publication activity, citations of employees and registration of all structural units in the "Bibliometrics of Ukrainian Science". This system also generates a rating of agencies and institutions in terms of the number of scientists, h-index is Scopus ≥ 20 . Grinchenko University also does not rank in this ranking, although there are 49 universities in Ukraine and scholars from Kyiv are the leaders among the cities of the country.

We will analyze the rating of Ukrainian higher educational institutions according to Scopus indicators.

The rating of Ukrainian higher educational establishments according to Scopus indicators was compiled by the publishing service "URAN", commissioned by Osvita.ua.

The ranking results are based on the Scopus database, which is a tool for tracking the citation of scientific articles published by the educational institution or its employees. The Scopus database indexes more than 20,000 scientific, medical and humanitarian publications. Also, the database includes publications of scientific journals, materials of conferences and book editions.

The analysis of the indicators of the Grinchenko University in the university ranking by Scopus showed a tendency for growth in the period 2016-2018 – the number of publications increased by 7 in 2017 and by 28 in 2018, the number of citations increased by 8 in 2017 and by 26 in 2018 and the h-index increased by 2 over two years (fig. 9).

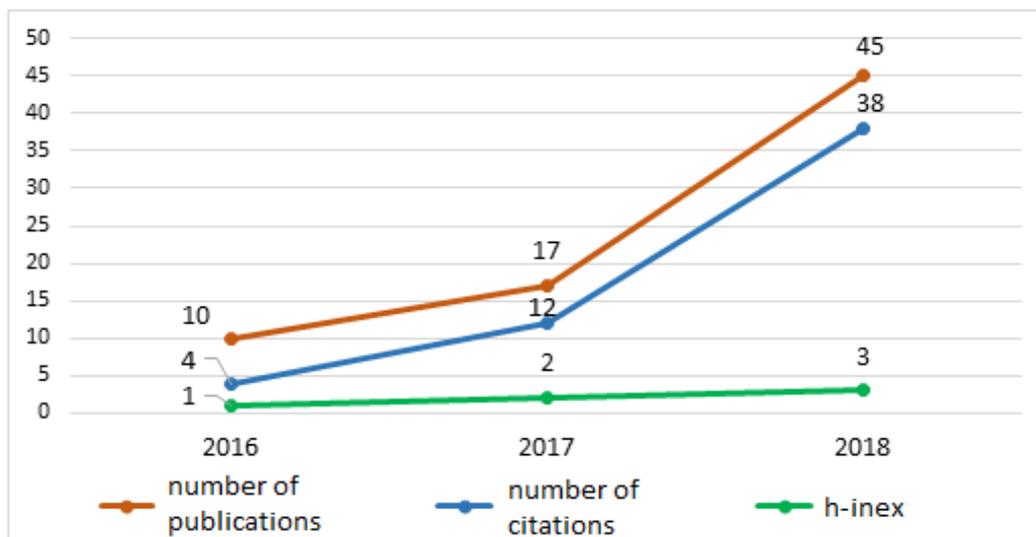


Fig. 9. The dynamics of the Grinchenko University's Ratings by Scopus for 2016-2018

However, the position of the university in the general rating has improved by 1 position during 2016-2017 and worsened by 12 positions in the period 2017-2018, due to the emergence of 26 new universities in the 2018 ranking, of which 15 ranked higher (fig. 10).

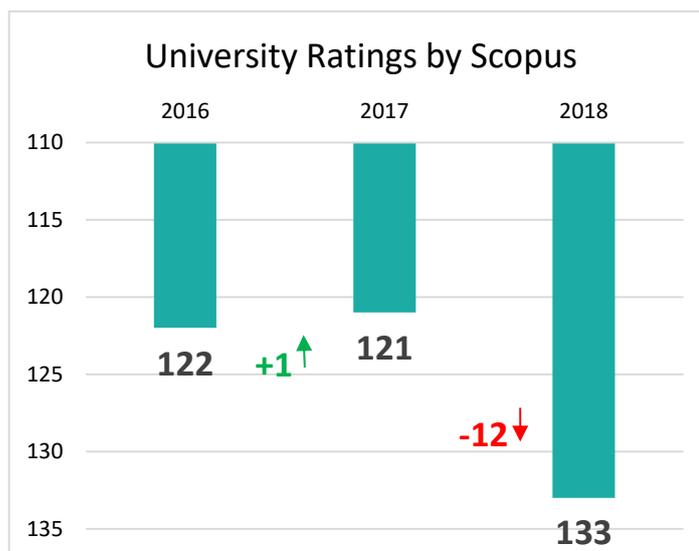


Fig. 10. Comparative Chart of the position of the Grinchenko University in the ranking of universities according to Scopus indicators for 2016 - 2018.

The rating of HEIs based on the data of the scientometric database SciVerse Scopus (table 2).

Table 2.
Data of the scientometric database SciVerse Scopus 2017-2018

No.	Higher education institution	Number of publications 2018	Number of citations 2018	h-index 2018	h-index 2017	Difference (2018-2017)
133 (-12)	Borys Grinchenko Kyiv University	45	38	3	2	1

In order to increase the presence of the institution in the Scopus Score, it is important for the university administration to promote the activities of publishing activity of its employees in major international journals, in particular those that are indexed in Scopus, periodic checks by the employees of the affiliation of their own profiles to the official name of the institution, and to ensure the correctness of the quotes in the publications. This will not only increase the University's Scopus rating, but also improve the Openness and Excellence metrics.

An important point for Ukrainian universities is the Center for Transparency of Universities, an independent, nonprofit CEDOS think-tank that studies state policy and social processes in the fields of education, migration and urban development with the aim of forming progressive institutions and increasing citizens' participation in decision-making ("CEDOS's Transparency Index", 2018).

The degree of transparency of universities is one of the many mechanisms for ensuring the quality of higher education, reflecting the extent to which universities are ready to be open and to inform their own students and teachers and the general public about the educational policy of exclusively national HEIs.

When forming a rating of transparency, the official universities websites are analyzed for the presence or absence of certain information on them. The rating methodology includes 6 indicators: financial transparency (10%), administrative transparency (24%), availability of a strategic plan for the university (10%), information on the content of training (40%), information on employment opportunities (8%), Informing about international exchange opportunities (8%).

In 2017, the Grinchenko University ranked 14th in the transparency rating among 168 universities of Ukraine (fig. 11).

Місце ▲	ВНЗ	Інформування про зміст навчання на сайті ВНЗ (40)	Адміністративна прозорість (24)	Фінансова прозорість (10)	Наявність на сайті стратегічного плану розвитку (10)	Інформування на сайті про можливості працевлаштування (8)	Інформування на сайті про можливості міжнародного обміну (8)	Разом
1	Національний університет „Києво-Могилянська академія”	28.2	19.5	5.5	5	6	8	72.2
2	Національний технічний університет України “Київський політехнічний інститут”	17.4	21.62	9	6	6	7	67
3	Національний університет біоресурсів і природокористування	21.1	22.78	7	7	2	7	66.8
14	Київський університет імені Бориса Грінченка	21.4	24	4	5	1	4	59.4

Fig. 11. CEDOS's transparency ranking of Grinchenko University in 2017.

The most popular domestic ratings providing an independent assessment of the quality and openness of the higher educational institutions are TOP-200 Ukraine Ratings, the Consolidated Rating of Ukrainian Higher Educational Institutions.

The rating "TOP-200 Ukraine" evaluates the activity of higher educational institutions through an integrated index, which is formed on the basis of indicators of direct measurement, expert assessments of quality, as well as using international scientometric and web-metric data. Integrated index contains three complex components: quality indices of scientific and

pedagogical potential, the quality of education index and the index of international recognition (“Ranking universities in Ukraine "Top-200 Ukraine"”, 2018).

In total 24 indicators of direct measurement with a total weight of 80%, indicator of information resources (quality and functional completeness of universities websites) are used for the formation of the indicated indices – 5% and expert estimation with a weighting factor of 15%.

The position of the Grinchenko University in the rating "TOP 200 Ukraine" during 2013-2017 improved by 103 positions (fig. 12).



Fig. 22. Comparative Chart of the position of the Grinchenko University in the rating "TOP 200 Ukraine" during 2013-2017

The consolidated rating of higher educational establishments of Ukraine is made up by the Information Educational Resource "Osvita.ua". As the source data, the most authoritative experts and mass media use the national and international ratings of higher educational institutions in Ukraine: Top 200 Ukraine, Scopus and Webometrics, each of which uses different criteria for assessing higher education institutions. The obtained generalized rating summarizes rating places of higher educational institutions according to the above-mentioned ratings (“Consolidated rating of higher educational institutions of Ukraine”, 2018).

During 2015-2017, the position of the Grinchenko University in the Consolidated Rating of Higher Educational Institutions of Ukraine has improved by 6 positions (fig. 13).

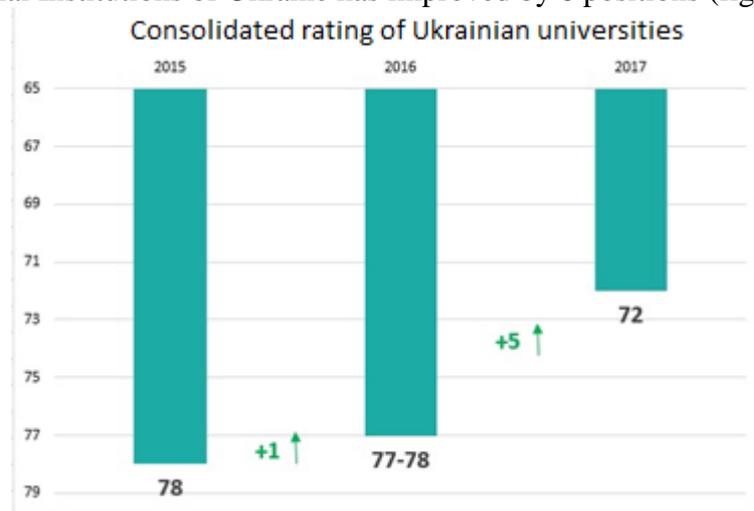


Fig. 33. Comparative Chart of the position of the Grinchenko University in the Consolidated Rating of Ukrainian Universities during 2015-2017

The high position in the rating contributes to increasing the competitiveness of universities, the attractiveness of entrants, young talented scholars who seek to fully disclose their abilities, the credibility of the diploma for employers, which enhances the competitiveness of graduates in the labor market.

Worth being Rating universities for popularity on the internet – world universities web ranking 2018 unirank.

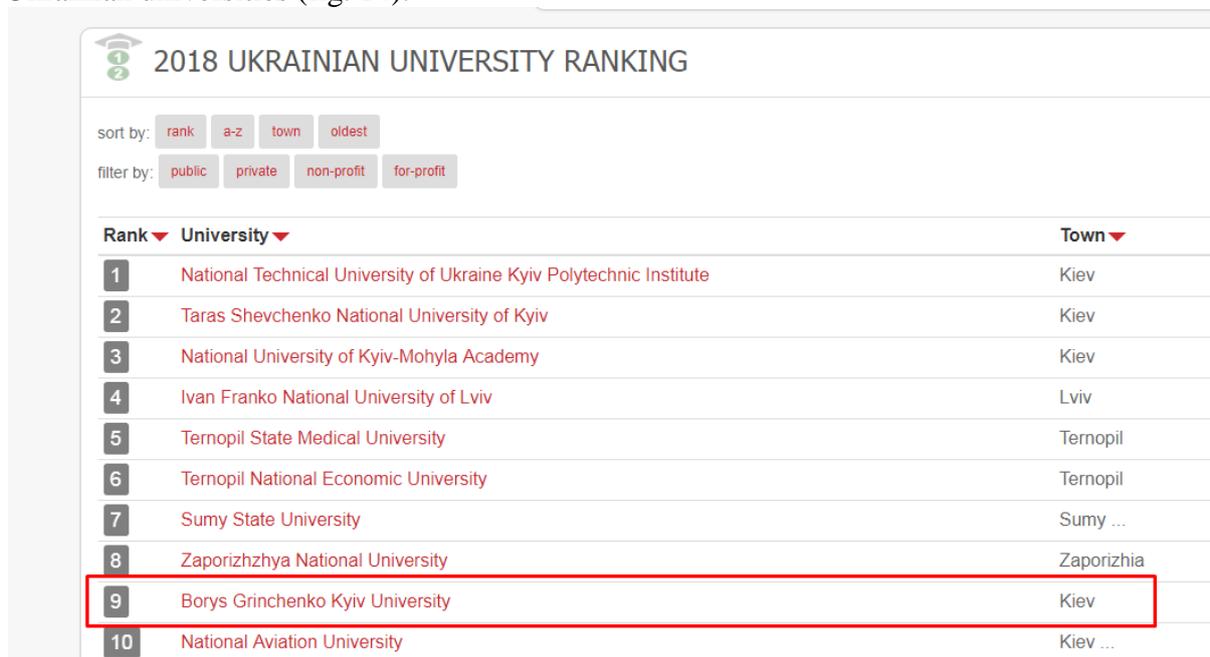
The rating is published by the Australian company 4ICU since 2005, estimating the popularity of more than 11,000 universities in the world and more than 171 higher educational institutions in Ukraine due to the popularity of their web resources. According to rating authors, this helps international students, academics and academics find out how specific HEIs are popular in one or another country (“UniRank: World University Rankings”, 2018).

The ranking uses citation indicators and attendance at official web representations of the universities of the world. Sources of information are the databases of the international Internet giant Google, the American company Alexa Internet (a subsidiary of Amazon) and the British company Majestic-12.

The current uniRank: World University Rankings is based upon an algorithm including 5 unbiased and independent web metrics extracted from 4 different web intelligence sources:

1. Moz Domain Authority
2. Alexa Global Rank
3. SimilarWeb Global Rank
4. Majestic Referring Domains
5. Majestic Trust Flow

According to the rating, Borys Grinchenko Kyiv University ranked 9th among 171 Ukrainian universities (fig. 14).



Rank	University	Town
1	National Technical University of Ukraine Kyiv Polytechnic Institute	Kiev
2	Taras Shevchenko National University of Kyiv	Kiev
3	National University of Kyiv-Mohyla Academy	Kiev
4	Ivan Franko National University of Lviv	Lviv
5	Ternopil State Medical University	Ternopil
6	Ternopil National Economic University	Ternopil
7	Sumy State University	Sumy ...
8	Zaporizhzhya National University	Zaporizhia
9	Borys Grinchenko Kyiv University	Kiev
10	National Aviation University	Kiev ...

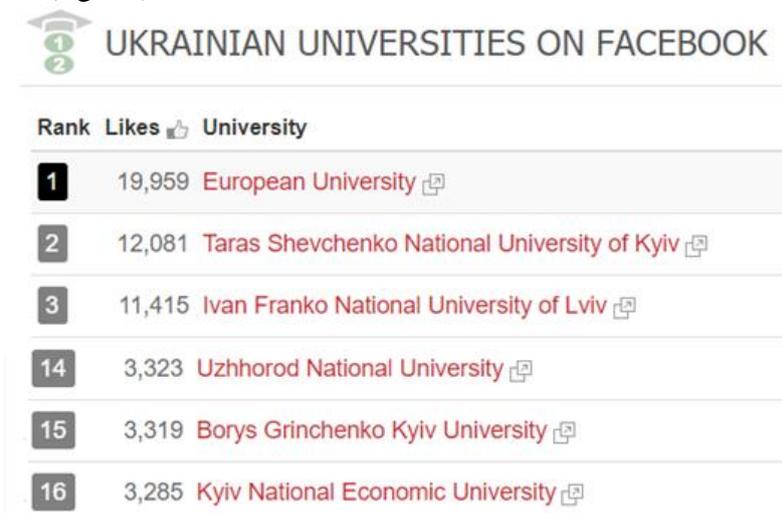
Fig. 44. 2018 Ukrainian University Ranking

Since 2018 this company publish two new university rankings aimed at appraising the social media presence and popularity of higher education institutions in the two main social platforms:

- UniRank Facebook University Ranking
- UniRank Twitter University Ranking

The purpose of the UniRank University University Ranking is to provide an approximate index of the popularity of each university in the Facebook social media platform based on the total number of likes (admirers); it is not intended for the organization of higher education institutions or their programs, the quality of education or the level of academic services provided.

Grinchenko University in Facebook ranked 15th out of 98 universities, and in twitter – 3 of 57 universities (fig. 15).



Rank	Likes	University
1	19,959	European University
2	12,081	Taras Shevchenko National University of Kyiv
3	11,415	Ivan Franko National University of Lviv
14	3,323	Uzhhorod National University
15	3,319	Borys Grinchenko Kyiv University
16	3,285	Kyiv National Economic University

Fig. 55. Ukrainian Universities on Facebook

Openness of rating information at universities is a kind of feedback that helps universities to identify shortcomings in their work and timely adjust their curricula to enhance their relevance to university entrants and their reputation in the eyes of employers. That is why the Borys Grinchenko Kyiv University needs to make every effort to improve its position in domestic ratings and get into the most important international ratings.

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РЕЙТИНГИ ЯК ІНСТРУМЕНТ ОЦІНЮВАННЯ ЯКОСТІ ТА КОНКУРЕНТОСПРОМОЖНОСТІ УНІВЕРСИТЕТУ

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Анотація. Основними завданнями сучасного університету є підвищення рівня якості освітніх послуг та активізація діяльності в міжнародному освітньому просторі. Одним із шляхів, пов'язаних із забезпеченням якості освіти, створення відкритого інформаційно-освітнього середовища, завдяки якому учасники освітнього процесу отримують відкритий доступ до ресурсів з будь якої точки і в будь-який зручний для них час. Відкритість та публічність діяльності університету сприяє його конкурентоспроможності, тобто його рейтингу серед закладів вищої освіти, серед яких зароджується здорова конкуренція, яка сприяє підготовці конкурентоспроможних фахівців. У статті проаналізовано методологію, взаємозв'язок та позицію Київського університету імені Бориса Грінченка в найавторитетніших міжнародних та українських рейтингах: Академічного рейтингу університетів світу (ARWU), QS World University Rankings, Рейтингу світових університетів Times Higher Education, Webometrics Ranking of World Universities, Рейтингу українських вищих навчальних закладів за показниками Scopus, Рейтингу «ТОП-200 Україна», Консолідованого рейтингу вищих навчальних закладів України, Рейтинг прозорості університетів (CEDOS), «Бібліометрика української науки». Досліджено показники та тенденції Київського університету імені Бориса Грінченка за ключовими рейтингами та їх вплив на якість освіти. Виявлено взаємовплив рейтингових показників між собою, зокрема рейтингу за показниками Scopus на показники Openness та Excellence вебметричного рейтингу та рейтингу «Бібліометрика української науки»; безпосередній вплив Рейтингу прозорості Transparent ranking: Top Universities by Google Scholar Citations на вебметричний рейтинг. В статті зазначено шляхи впливу на основні показники діяльності Університету задля підвищення позицій в міжнародних та вітчизняних рейтингах і, відповідно, конкурентоспроможності Університету в освітньому просторі.

Ключові слова: рейтинг університетів; відкрите освітньо-інформаційне середовище; Webometrics; профіль науковця; якість освіти; відкритість