

Research on the Evaluation of Information Opening Effect of University Websites in China

Chai Lina

Xi'an University of Finance and Economics, Xi'an 710100 China

Keywords: University website; information disclosure; effect evaluation

Abstract: This paper aims to evaluate the effect of information disclosure on university websites in China. The author uses the combination of qualitative and quantitative methods to make statistics and evaluation. At the level of the Ministry of Education, the Measures for Information Disclosure in Institutions of Higher Learning provide us with evaluation criteria and operational guidelines, and Internet technology provides us with means and means to achieve quantitative analysis. Combined with the construction of university websites and information disclosure, we finally come to the conclusion that although great achievements have been made in university websites information disclosure, it is undeniable that there are still many shortcomings in the actual application and meeting the expectations of teachers and students, which need to be further improved through technical and institutional means.

1. Introduction

With the development of information technology, people pay more attention to information, and the government is constantly improving legislation to protect citizens' right to know information. In this respect, the research on information disclosure and management abroad is more mature than that in China. This is mainly reflected in having a more perfect safeguard bill, a more efficient information system and a more comprehensive open system abroad. The main content of university information publicity is educational information, which guarantees citizens' right to know about education. The reason why the public should have the right to know about educational information is that the financial education funds come from taxation and education has public attributes. Information disclosure in Colleges and universities helps to improve the quality of the people, is of great significance to the construction of a strong educational and cultural country, can improve the participation and satisfaction of the public in education, and plays a positive role.

In recent years, the state has promulgated the Regulations of the People's Republic of China on Information Disclosure and the Measures for Information Disclosure of Colleges and Universities, which regulates the work of information disclosure of the government and universities, improves the degree of information transparency and provides guidance for information disclosure of colleges and universities. It is of great significance for promoting the construction of "transparent universities" to evaluate and study the information disclosure of University websites, and to help universities improve and perfect the information disclosure policy. On the other hand, taking university information disclosure as a research sample will help to provide reference for public sector information disclosure and further improve the level of information disclosure in the whole society.

2. Current Situation of Information Opening of University Websites

As a public educational institution, colleges and universities also belong to the public sector of the government. All countries have formulated necessary laws and regulations for the information disclosure of the education sector. In the Freedom of Information Act, Britain clearly requires the education sector to make administrative, financial and teaching information compulsory public information. The United States has enacted more targeted legislation, the No Child Left Behind (NCLB) Protection of Pupil Rights Amendment (PPRA), requiring schools to provide parents and

students in need with free research and research materials funded by the Ministry of Education, and requiring state governments and school districts to provide assessment and performance. Effectiveness, Course Evaluation Report. Some scholars believe that it is more advantageous to evaluate university information disclosure from a sociological perspective. The advantage is that it can point out the necessary information and missing information in university information disclosure.

China has enacted and promulgated the Measures for Information Disclosure in Colleges and Universities at the level of legislation, and since then, it has promoted the relevant work of the evaluation of information disclosure in Colleges and universities. Yang Qinxin classified the active disclosure of information in Colleges and universities. He pointed out that a number of categories of information, such as major decision-making, enrollment and employment, asset management, teaching and research, personnel work, should be unconditionally disclosed, and personal privacy should be transferred to the public interest, especially in the disclosure of accident information. Yin Xiaomin explained that the exemption from publicity should not be equated with non-publicity. The Measures for Information Disclosure in Colleges and Universities should be taken as a guiding document and a binding condition. Yao Jinju studied the information disclosure of American universities, and proposed that administrative information and teaching and research information should be differentiated and made public, paying attention to the individualization of university information disclosure. Zeng Bing put forward four suggestions on university information publicity, including establishing the legal consciousness of university information publicity, perfecting the responsibility division of university information publicity, establishing a network system for public information inquiry, and providing supporting mechanisms and guarantees. In 2012, the Center for Educational Law Studies of China University of Politics and Law conducted a survey on university information disclosure. The results of the survey are not very satisfactory. From the current research direction, scholars have not paid enough attention to the effect of university information disclosure, and pay more attention to the formulation and improvement of policies and systems.

3. Research on the Evaluation of the Effect of Information Opening in Colleges and Universities

3.1 The Theoretical Basis of the Research on the Evaluation of the Effect of Information Opening in Colleges and Universities

As the main body and information provider of information disclosure, colleges and universities are obliged to disclose information to students and the public and guarantee citizens' right to know. As one of the basic human rights defined in the Universal Declaration of Human Rights, the right to know has two characteristics: the right to request and the obligation to perform actively. The characteristics of the right of claim ensure citizens' initiative to obtain information, and help to form a strong connection between the subject of information disclosure and citizens. While ensuring citizens' right to know, the subject of information disclosure should still ensure citizens' right to privacy. The parties have the right to decide whether to disclose relevant information concerning themselves, so as to ensure the peace of their lives.

As an agreement reached between universities and the public on information disclosure, information disclosure in Colleges and universities has its costs in advance and afterwards. North pointed out the political theory of transaction cost in his study of Political Theory of Transaction Cost. Later, Ronald Coase pointed out that the cost of market operation led to the replacement of market by modern organizational form, and studied and analyzed the necessity of transaction costs. Butler pointed out that in order to increase transaction costs, the government has designed some political systems, such as bicameral system, federalism and so on, and has conducted in-depth research on the expansion of transaction costs and judging the efficiency of the political market. In the process of information disclosure in Colleges and universities, the tax expenditure as transaction cost has a certain impact on the effect of information disclosure in Colleges and universities, which requires universities to reduce the cost consumption in information disclosure.

In the research of the effect evaluation of university information disclosure, we use information measurement technology to quantify the evaluation. Information metrology is a subject with the vigorous development of Internet technology. By expanding the application of journal influencing factors, the concept of Web Impact Factor (WIF) has been formed, which quantifies the citation of web pages. In the evaluation of the effect of university website information publicity, information metrology is mainly used to investigate the quality of website content and the friendly degree of interface interaction.

3.2 Empirical Study on the Evaluation of the Information Opening Effect of University Websites

As one of the main means of university information publicity, the Internet has strong representativeness and importance in evaluating the effect of website information publicity. This study selects the main university portals for information measurement statistics and research. Through quantitative and qualitative methods, this paper establishes an evaluation model for the effect of university website information publicity, investigates the rationality of university website information publicity connection structure through the number of website links, investigates the quality of university website construction through the speed of website update and improvement, and improves the quality of university website information publicity and the degree of information utilization through the utilization efficiency of university website information publicity. Consider it. Qualitative indicators are mainly formulated in accordance with the relevant provisions of the Measures for Information Disclosure of Colleges and Universities, taking into account such factors as school name, school running regulations, annual planning, subject and specialty settings, investigation of major events, publicity of fee items, etc.

In terms of quantitative indicators, we mainly inspect the total visits, through China rank to inspect the index, reflecting the degree of public demand and dependence on the website; inspect the per capita page views, using China rank to obtain, reflecting the interaction and communication of the public on the website; inspect the total number of pages, using Alta vista to obtain, reflecting the University Information open website. The scale and amount of information; the total amount of links, obtained by Alta vista, reflects the breadth of information disclosure on University websites; the impact factors of the network are investigated, and evaluated by the ratio of the number of links to the number of pages, which reflects the influence of information disclosure on University websites.

In the qualitative evaluation, Fudan University, Nanjing University and Shanghai Jiao tong University ranked first with 5.5 points, while Tsinghua University and Peking University ranked first with 4.9 points. In the quantitative evaluation, based on the data collected on March 1, 2019, the total number of visitors to Peking University was 720 per million, and the per capita page views were 12.6 per person. The total number of pages is 313,000, the total number of links is 311,000, the network impact factor is 0.993, the total number of visits to Tsinghua University is 692 per million, and the per capita number of page views is 11.3 per person. The number of web pages is 340,000, the total number of links is 326,000, the network impact factor is 0.959, the total number of visits to South China University of Technology is 710 per million, and the per capita number of page views is 10.7 per person. The number of web pages is 289,000, the total number of links is 293,000, and the network impact factor is 1.013. Zhejiang University is close to this data, forming the first echelon.

The results show that school affairs information can be fully disclosed without obstacles. This part of information is not sensitive and easy to bring positive impact. Therefore, the effect of university website information disclosure in this respect is very good and there are no obstacles. The scope of information disclosure, such as school charter and development plan, is limited. Because of citizens' willingness to acquire information, system and environmental impact, internal disclosure is generally adopted. Financial information is rarely disclosed on University websites. Because of its high sensitivity and high risk of negative impact, universities generally adopt non-disclosure of such information. There are also regional differences in the effect of information

disclosure on University websites, which are mainly related to the economic development and citizenship awareness of the region.

4. Suggestions on how to Improve the Effect of Information Disclosure in Colleges and Universities

4.1 Further improve the laws and regulations of University Information Disclosure

The requirement of information disclosure of educational institutions such as schools should be written into the law of information disclosure. As a part of public organs, colleges and universities are obliged to disclose information to the public. The United Kingdom has made clear the obligation of information disclosure of educational institutions through the Law on Information Disclosure; New Zealand has made clear the requirements for information generated by universities through the Law on Government Information; Korea's Law on Information Disclosure has included educational institutions in the concept of government investment institutions; and the United States has made clear the obligation of information disclosure of universities through several specific bills. The relevant provisions of the Higher Education Law provide the legal basis for universities to choose part of the information which is not disclosed, and to a certain extent, weaken the application effect of the "Measures for Information Disclosure in Colleges and Universities".

4.2 Further strengthening the management of information disclosure in Colleges and Universities

We should establish a monitoring platform for university information disclosure and make full use of electronic information technology and Internet technology to evaluate and manage university information disclosure. Through the establishment of transparent information management system for the public and user-friendly operation interface to provide the public with systematic and objective visual data, further reduce the transaction costs caused by information inequality. Integrate and systematize the public information in universities, provide users with information and data at all levels, and further guarantee the public's right to know. The application of electronic information technology and Internet technology can make it possible to stay at home and understand the world, and further improve the efficiency of information disclosure on University websites.

4.3 Further improve the evaluation and supervision assessment mechanism

The Internal Supervision Mechanism of the Ministry of Education is stipulated in the Measures for Information Disclosure in Colleges and Universities, which only requires the evaluation of information disclosure in Colleges and universities from the inside of the system. An external evaluation mechanism should be established to evaluate and put forward opinions on the effect of information disclosure on university websites by the public. Because of the asymmetry of information, only through effective supervision and evaluation can the public protect their right to know and privacy. The extensive social foundation and direct interests of the public determine the necessity of external evaluation and supervision evaluation mechanism.

4.4 Further improve the relief mechanism of civil rights

At present, there is only one remedy for the inadequate disclosure of government information in China, which should be further improved and clearly stipulated in the Law on Information Disclosure. In the Official Information Law of Thailand, the system of information tribunals is regulated, and disciplinary measures are provided for violations of the decisions of the tribunals. Other remedies include administrative reconsideration and the information commissioner system, which further provides safeguards for citizens' right to know.

5. Conclusion

Through the evaluation and Research on the effect of information disclosure on University websites, this paper makes a thorough evaluation of the information disclosure work carried out by

Chinese Universities under the guidance of the Measures for Information Disclosure of Colleges and Universities. The evaluation results show that the effect of information disclosure on university websites still needs to be improved at this stage. Universities will still take the initiative to avoid sensitive information and citizens will seek a single means of relief. The external supervision and evaluation mechanism of the public does lead to the lack of improvement of the effect of information disclosure in Colleges and universities. In view of these problems, this study puts forward four targeted suggestions for improvement, which will help to further improve the effect of university website information disclosure. Admittedly, there are still some problems in the selection of samples and the determination of indicators in this study, but the problems found in the evaluation study of university website information disclosure are obvious to all. Colleges and universities are obliged to further enhance the transparency of information, make full use of network technology and electronic information technology to provide high-quality information disclosure services for the public, and to standardize the standards of information disclosure of University websites, promote the process of information disclosure of university websites in China harmoniously and efficiently.

References

- [1] Ma Haiqun, Zuo Chen. Research on the Construction of Evaluation Index System of Information Opening Effect of University Websites in China [J]. Information Science, 2015 (1): 139-145.
- [2] Lu Hong. An analysis of the progress in the field of University Information Disclosure in China [J]. Science and Technology of Chinese Universities, 2014 (1): 104-107.
- [3] Ma Haiqun, Lu Hong. Investigation and Optimization Countermeasures for the construction of university information publicity websites in China [J]. Library and Information Work, 2012, 56 (5): 128-133.
- [4] He Yanhui. The Construction of Information Opening System in Colleges and Universities in China: Based on the Survey and Analysis of College Websites [J]. Modern Information, 2012, 32 (4): 25-30.
- [5] Rao Bin. [Research on Information Disclosure of University Website of Project 985] [D]. Huazhong University of Science and Technology, 2013.