

EFFECT OF UNIVERSITY'S WEB PAGES TO STUDENTS IN PREFERENCE PERIOD

Assist. Prof. Dr. Mustafa COŞAR
Hitit University
Çorum- TURKEY

ABSTRACT

Preferences of students taking university entrance preparation is known to affect multiple factors. Among the most important ones; want to see the city and university student education, family orientation, tutoring and guidance teachers redirects, close to the joint decision of friends, standings and finally the university may be able to introduce themselves criteria. The decisions of the students to increasing the number of universities in preferred period since the 2000's has captured quite. In this case, students and parents have been making universities are researching gather broad information about them. Web pages of universities that are highly effective in influencing the availability of this information gathering phase and preferences is of utmost importance.

In this study, students who choose the University of Hitit, were tried to be determined the level of receiving information from the web page. First, during the preference period, the web page's clicked reports was taken. Then, some information collected with survey the students. This information has been interpreted and evaluated with the help of statistical analysis. This study as a decision support system can help students and universities.

Keywords: Web design, High education, Preference, Google analytics, Decision support system.