

The Quality of Kenyan University Websites: A Study for the Re-engineering of the Masinde Muliro University Website

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Abstract

With the increasing uptake of websites by universities, competition is no longer limited to physical campuses but has also shifted online, where each university seeks to create a high quality website. Online promotion and communication is even more important for African universities, which are spread on large territories, as it presents an opportunity for them to promote their existence and achievements, collaborate with other institutions, and deliver online education to students. Challenges facing Africa's higher education institutions include: cultural differences, funding problems, language issues, and governance problems. In this paper we present the results of the evaluation of the website quality of three representative

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