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Executive Summary .....	2
Key Findings .....	4
Detailed Results Table .....	7
Methodology – what are the metrics? .....	26
About VisibleThread .....	27

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## The VisibleThread Website Index, Global Education 2016 – Q4

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### Executive Summary

There is a growing global movement for all website content to be clear, concise and relevant. For example, in the UK, the government’s [Digital Service](#), issued its mandatory [content design: planning, writing and managing content guidelines](#). In the USA, the [Plain Language Action and Information Network \(PLAIN\)](#) supports the use of clear communication in government writing. In Australia, the [Office of Parliamentary Counsel](#) has similar goals as does the [Government of Canada](#).

In October 2016, as a part of its ongoing research programme into the use of clear language in Internet communications, VisibleThread undertook a study of 415 randomly sampled universities and colleges in 6 different countries. With over 12,250 universities and colleges world wide VisibleThread’s sample is large enough to be statistically significant and to reflect a confidence level of 95% + or – 5%.

Clear writing helps universities and colleges accomplish two goals:

- **Improve engagement and compliance:** essentially, when more people understand what you want them to do they are more likely to do it,
- **Reduce costs:** When people know what is asked of them, there's a better chance they'll comply. Improved compliance **reduces the need** for costly extra mailings, follow-up calls and even litigation.

In Q2 2016, VisibleThread analysed the web pages of 415 Universities and colleges in the following 6 countries:

- Australia – 91 websites
- Canada – 71 websites
- Ireland – 39 websites
- New Zealand – 44 websites
- United Kingdom – 92 websites
- United States – 79 websites

The analysis measured up to 100 pages on each website, across the following four dimensions:

- [Readability](#) – How readable is the content?
- [Passive Language](#) – Active Language communicates clearly. What proportion of sentences is passive?
- [Long Sentences](#) – What proportion of all sentences are too long?
- Word Complexity Density – How many complex, hard-to-understand words does the content contain?

The results of the analysis are as follows:

The top 5 Universities and Colleges were:

1. [Kaplan Business School](#) (Australia)
2. [National Tertiary Education](#) (New Zealand)
3. [University of Tennessee Knoxville](#) (USA)
4. [Box Hill Institute](#) (Australia)
5. [Avondale College](#) (Australia)

VisibleThread™ Web Index		Education – Q4, 2016		Clear Writing		Readability		Passive		Long		Complex		Num Words
		Num Pages	Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	
1	<a href="http://www.kbs.edu.au/">Kaplan Business School</a>	100	24	33	18	8%	3	12%	28	0.01	47	48312		
2	<a href="http://ntec.ac.nz/">National Tertiary Education</a>	101	29	58	9	8%	62	10%	10	0.00	23	84333		
3	<a href="http://www.utk.edu/">University of Tennessee Knoxville</a>	100	32.73	48	92	4%	16	12%	22	0.00	1	11823		
4	<a href="http://www.boxhill.edu.au/">Box Hill Institute</a>	100	33.23	50	33	9%	46	11%	18	0.01	34	28262		
5	<a href="http://www.avondale.edu.au/">Avondale College</a>	100	34.3	43	112	6%	18	9%	7	0.00	1	13222		

The bottom 5 Universities and Colleges were:

412. [Northumbria University](#) (United Kingdom)
413. [Lancaster University](#) (United Kingdom)
414. [Lincoln University](#) (United Kingdom)
415. [University of South Australia](#) (Australia)
416. [University of Aberdeen](#) (United Kingdom)

VisibleThread™ Web Index		Education – Q4, 2016		Clear Writing		Readability		Passive		Long		Complex		Num Words
		Num Pages	Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	
412	<a href="http://www.northumbria.ac.uk/">Northumbria University</a>	101	362.25	34	365	12%	394	31%	396	0.04	234	289141		
413	<a href="http://www.lancaster.ac.uk/">Lancaster University</a>	101	362.75	38	294	14%	412	31%	398	0.06	347	36111		
414	<a href="http://www.lincoln.ac.uk/">Lincoln University</a>	100	380.25	33	380	11%	377	32%	404	0.08	360	38259		
415	<a href="http://www.unisa.edu.au/">University of South Australia</a>	100	382.5	31	396	11%	371	29%	379	0.10	384	33654		
416	<a href="http://www.abdn.ac.uk/">University of Aberdeen</a>	100	393.75	32	388	13%	404	33%	414	0.08	363	66894		

**Average Scores:** The average scores from the sample group are as follows:

- Readability = 42
- Passive voice = 8%
- Long Sentences = 21%
- Complex sentences = 0.05

It is clear that long sentences and complex phraseology abound in the sample of University and college websites.

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## Key Findings

### Clear Language:

The following guideline definitions will help you understand the information we present in the Key Findings section:

- **Readability** – a score of 60 or higher is the target, approximately a UK year 9 equivalent reading level.
- **Passive language** – 4% or less is the target.
- **Long Sentences** – 5% or less across all content is them target.
- **Word Complexity Density** – How many complex, hard-to-understand words does the content contain?

You can find detailed definitions of ranking criteria in the Methodology section.

### High Fliers and Bottom Dwellers -

Kaplan Business School (Australia) topped the 2016 Educational rankings in this study. It scored moderately well Readability. However, it ranked highly in complexity and passive voice although it was let down somewhat by its use of long sentences.

The National Tertiary Education scored just below the target readability score and performed extremely well for its avoidance of complex language. However, it was let down somewhat by its use of the passive voice and the number of long sentences.

Unfortunately, the University of Aberdeen (UK) website fell well below VisibleThread's target scores in all categories. Amazingly, 39% of all sentences encountered contained more than 25 words. It was also near the bottom for the use of complex sentences. Its readability score was also in the bottom third. These factors combined negatively affected its overall clear writing score.

Similarly, the University of South Australia (Australia) fared poorly in its use of complex sentences. While its use of long sentences was marginally better, its use of active voice ensured that it did not hit the very bottom.

The clear writing index shows a wide distribution of overall scores ranging from 18.25 (good) to 393.75 (very poor). This indicates a lack of consistency in the adoption and implementation of clear writing guidelines, despite a number of universities and colleges publishing their own guidelines.

One such example is Canterbury University (New Zealand) which has published clear guidelines on how to '[improve your content](#)'. Unfortunately, the [Canterbury University](#) falls mid-table at 177<sup>th</sup> out of 417. This largely due to a high percentage of long sentences.

Only three out of the 416 university and college websites managed to achieve a target readability index of 60 or higher. However, the news is not all bad since 42 achieved a score of between 50 and 59. In many cases, simply addressing one of the four areas analysed can help the majority of websites analysed achieve the target clear writing scores.

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### Leaders and losers by category

**Readability:** Only three out of the 416 educational establishment websites (0.72%) achieved a target readability index score of 60 or higher. [Ohio State University](#) (USA) scored a credible 76 [Linguis International Institute](#) (New Zealand) scored 66 and the [University of Oklahoma](#) (USA) 64.

**Passive language:** Forty of the websites analysed (9.6%) met the target Passive Language score of 4%. The pages analysed on the [University of Illinois Urbana Champaign](#) website were almost all written in the active voice and the Kaplan Business School (Australia) only wrote 3% of its content in the passive voice. The [University of Edinburgh](#) (UK) and [Washington University St Louis](#) (USA) came bottom with 19% and 17% of the content analysed using the passive voice respectively.

**Long sentences:** University of Illinois Urbana Champaign (USA) came out top in this category, with the [University of New South Wales](#) close behind. The remaining universities and colleges ranged between 8% and a whopping 42%. The website using the highest percentage of long sentences was (ironically) the [University of Limerick](#). Nearly one half of its website content comprised sentences of more than 25 words.

### **Complex Language:**

[Avondale College](#) (Australia) University of Tennessee Knoxville (USA) and [Capilano University](#) (Canada) came joint first in the complex language category with websites using simple sentences throughout. [Cranfield University](#) (UK), [Griffith University](#) (Australia) and the [University of Newcastle](#) (Australia) were the tail-enders in this category by a clear margin demonstrating the need for significant improvement.

**Room for Improvement:** The worst performing Universities and colleges were [Northumbria University](#) (UK), [Lancaster University](#) (UK), [Lincoln University](#) (UK), [University of South Australia](#) (Australia) and the [University of Aberdeen](#).

Factors making these the worst performers were: high proportion of long sentences (between 29% and 39%), high levels of passive language (11% to 14%) and high degrees of complex language (density between 0.04 and 0.10).

Editors should shorten sentences like this:

“For more than 500 years choral voices have filled Aberdeen's ornate King's College Chapel and now they will be heard around the world with the launch of a new record label.”

**Note:** We found this sentence on the University of Aberdeen website

1 sentence 31 words => 2 sentences, total word count 30.

“For more than 500 years choral voices have filled Aberdeen's ornate King's College Chapel. Now, with the launch of a new record label, people around the world will hear them.”

Or

How someone attempts to prove their lung cancer was caused because they smoked a brand of cigarettes developed by a particular manufacturer is also an example of where complex issues surrounding causation could be raised.

**Note:** We found this sentence on the University of Aberdeen website

1 sentence 35 words => 2 sentences, total word count 25

Complex issues surrounding causation can be raised. For example, how does someone attempt to prove that a particular brand of cigarettes caused their lung cancer.

#### Takeaways:

1. **Wide variability between best and worst performers**

There is very wide variability between the best and lowest scoring websites. This applies across all metrics.

For example, readability ranges from 76 (out of 100) for 1st place Ohio State University in contrast with a 15 (out of 100) for [Case Western Reserve University](#) (USA). This implies that someone reading the Case Western Reserve University website would need a considerably higher level of comprehension; while a person in their fourth year of education are able to make sense of the Ohio State University website.

2. **Universities and colleges can dramatically improve clarity by focusing on a few key areas**

Many websites scored well in certain areas and poorly in others.

For instance, the [University of York](#) (UK) ranks 302<sup>nd</sup> overall. However, it ranks a much higher 213<sup>rd</sup> on the use of passive voice but very poorly (394<sup>th</sup>) in the use long sentences. Rapid improvement to University and College websites is possible by paying a little extra attention to the relevant key metrics.

3. **Sites catering to non-native English speakers have room for improvement**

Education is now a multi-cultural, global industry. For example, at [New York University](#), foreign students account for 30 percent of the student body. Our results indicate that, while the majority of websites analysed perform adequately, there remains considerable work to do to bring all University and College websites up-to-scratch.

4. **Improving online clarity can reduce costs**

University and College websites, which have improved the clarity of their online content, can save significant sums of money and can make themselves more attractive to prospective students. When prospective students can find information, understand content and complete enrolment online, Universities can reduce telephone support costs and free up staff time to work on other important tasks.

## Detailed Results Table

We show the full detailed table below.

Colour-coding helps us to understand sites where one or two specific scores may be dragging down the overall ranking. Flagging specific areas (for instance, passive language) pinpoints areas for improvement.

KEY: **Green** = On or near target, **Amber** = Some work needed, **Red** = Well below target level

VisibleThread™ Web Index			Education – Q4, 2016										Num Words
Rank	Site	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex	
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
1	Kaplan Business School	<a href="http://www.kbs.edu.au/">http://www.kbs.edu.au/</a>	100	24	53	18	3%	3	12%	28	0.01	47	48312
2	National Tertiary Education	<a href="http://ntec.ac.nz/">http://ntec.ac.nz/</a>	101	25	58	5	6%	62	10%	10	0.00	23	84333
3	University of Tennessee Knoxville	<a href="http://www.utk.edu/">http://www.utk.edu/</a>	100	32.75	46	92	4%	16	12%	22	0.00	1	11823
4	Box Hill Institute	<a href="http://www.boxhill.edu.au/">http://www.boxhill.edu.au/</a>	100	33.25	50	35	5%	46	11%	18	0.01	34	29262
5	Avondale College	<a href="http://www.avondale.edu.au/">http://www.avondale.edu.au/</a>	100	34.5	45	112	4%	18	9%	7	0.00	1	15222
6	University of New South Wales	<a href="http://www.unsw.edu.au/">http://www.unsw.edu.au/</a>	100	39.25	46	92	3%	4	7%	2	0.01	59	43528
7	All Hallows College	<a href="http://www.allhallows.ie/">http://www.allhallows.ie/</a>	100	44.25	52	24	3%	6	15%	68	0.01	79	17372
8	Iowa State University	<a href="http://www.iastate.edu/">http://www.iastate.edu/</a>	100	49.5	55	10	5%	35	17%	113	0.01	40	13240
9	University of Oklahoma	<a href="http://www.ou.edu/">http://www.ou.edu/</a>	100	53.5	64	3	4%	15	14%	61	0.02	135	57946
10	Edenz Colleges	<a href="http://www.edenz.ac.nz/">http://www.edenz.ac.nz/</a>	100	54.5	46	92	5%	44	13%	34	0.01	48	23800
11	Melbourne College of Advanced Education	<a href="http://www.cae.edu.au/">http://www.cae.edu.au/</a>	100	55	58	5	5%	52	10%	11	0.02	152	18863
12	Linguis International Institute	<a href="http://www.linguisinternational.ac.nz/">http://www.linguisinternational.ac.nz/</a>	100	57.25	66	2	5%	38	10%	13	0.02	176	12411
13	New Zealand Institute of Education	<a href="http://www.nzie.ac.nz/">http://www.nzie.ac.nz/</a>	100	59	55	10	5%	26	17%	122	0.01	78	26098
14	University of Southern California	<a href="http://www.usc.edu/">http://www.usc.edu/</a>	100	61.5	46	92	6%	65	8%	3	0.01	86	16146

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
14	Sydney Institute Colleges TAFE NSW	<a href="http://sydneytafe.edu.au/">http://sydneytafe.edu.au/</a>	100	61.5	53	18	5%	25	11%	20	0.03	183	15845	
16	Thompson Rivers University	<a href="http://www.tru.ca/">http://www.tru.ca/</a>	100	63.25	46	92	6%	96	10%	8	0.01	57	33073	
17	Monash College	<a href="http://www.monashcollege.edu.au/">http://www.monashcollege.edu.au/</a>	100	66	49	46	5%	45	10%	12	0.02	161	36178	
18	Ohio State University	<a href="http://www.osu.edu/">http://www.osu.edu/</a>	100	67.5	76	1	3%	7	20%	195	0.01	67	29717	
19	University of Illinois Urbana Champaign	<a href="http://illinois.edu/">http://illinois.edu/</a>	100	72.5	48	62	2%	2	5%	1	0.03	225	22473	
20	Western Institute of Technology at Taranaki	<a href="http://www.witt.ac.nz/">http://www.witt.ac.nz/</a>	100	78.75	49	46	7%	149	16%	90	0.01	30	32729	
21	Auckland University of Technology	<a href="http://www.aut.ac.nz/">http://www.aut.ac.nz/</a>	101	80	49	46	5%	37	13%	37	0.03	200	40067	
22	Menzies School of Health Research	<a href="http://www.menzies.edu.au/">http://www.menzies.edu.au/</a>	100	80.75	44	133	5%	42	13%	39	0.02	109	56583	
23	Unitec New Zealand	<a href="http://www.unitec.ac.nz/">http://www.unitec.ac.nz/</a>	100	83	55	10	7%	129	16%	101	0.01	92	37985	
23	NZMA	<a href="http://www.nzma.ac.nz/">http://www.nzma.ac.nz/</a>	101	83	58	5	4%	8	17%	104	0.03	215	64015	
25	Te W?nanga o Aotearoa	<a href="http://www.twoa.ac.nz/">http://www.twoa.ac.nz/</a>	100	84.25	55	10	4%	10	16%	78	0.03	239	23515	
26	Concordia University Montréal	<a href="http://www.concordia.ca/">http://www.concordia.ca/</a>	100	87.75	51	29	8%	243	14%	44	0.01	35	43556	
27	Te W?nanga o Raukawa	<a href="http://www.wananga.com/">http://www.wananga.com/</a>	100	89	55	10	6%	73	11%	17	0.04	256	48147	
28	Waikato Institute of Technology	<a href="http://www.wintec.ac.nz/">http://www.wintec.ac.nz/</a>	100	93.75	57	8	6%	69	18%	143	0.02	155	32785	
29	Université de Montréal	<a href="http://www.umontreal.ca/">http://www.umontreal.ca/</a>	99	95	45	112	1%	1	20%	204	0.01	63	31284	
30	Oxford Brookes University	<a href="http://www.brookes.ac.uk/">http://www.brookes.ac.uk/</a>	100	95.5	49	46	5%	40	15%	66	0.03	230	25112	
31	Sheffield Hallam University	<a href="http://www.shu.ac.uk/">http://www.shu.ac.uk/</a>	100	98.25	45	112	5%	33	17%	120	0.02	128	33377	
32	Algonquin College	<a href="http://www.algonquincollege.com/">http://www.algonquincollege.com/</a>	100	98.75	45	112	6%	92	16%	83	0.02	108	25151	
33	Open Colleges	<a href="http://www.opencolleges.edu.au/">http://www.opencolleges.edu.au/</a>	100	100	43	166	4%	18	18%	152	0.01	64	133952	
34	Gordon Geelong Institute of TAFE	<a href="http://www.thegordon.edu.au/">http://www.thegordon.edu.au/</a>	100	100.5	53	18	8%	217	11%	19	0.02	148	29285	
35	University of New Mexico	<a href="http://www.unm.edu/">http://www.unm.edu/</a>	100	102.25	45	112	5%	29	14%	58	0.03	210	28407	
36	Royal Holloway University of London	<a href="http://www.royalholloway.ac.uk/">http://www.royalholloway.ac.uk/</a>	100	102.5	40	253	5%	30	14%	55	0.01	72	127992	
37	Eastern Institute of Technology Hawke's Bay and Tair?whiti	<a href="http://www.eit.ac.nz/">http://www.eit.ac.nz/</a>	100	102.75	53	18	6%	107	13%	41	0.04	245	28058	



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Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
38	Langara College	<a href="http://langara.ca/">http://langara.ca/</a>	100	103	42	190	7%	126	15%	74	0.00	22	22716	
39	Institute of Technology Blanchardstown	<a href="http://www.itb.ie/">http://www.itb.ie/</a>	100	103.5	52	24	8%	223	14%	48	0.02	119	29328	
40	Otago Polytechnic	<a href="http://www.op.ac.nz/">http://www.op.ac.nz/</a>	100	103.75	43	166	7%	134	17%	102	0.00	13	81984	
41	Brandon University	<a href="http://www.brandonu.ca/">http://www.brandonu.ca/</a>	100	105.5	34	364	5%	36	9%	5	0.00	17	32043	
42	University of New Brunswick	<a href="http://www.unb.ca/">http://www.unb.ca/</a>	100	107	51	29	6%	67	13%	38	0.04	294	51649	
43	London South Bank University	<a href="http://www.lsbu.ac.uk/">http://www.lsbu.ac.uk/</a>	100	108	48	62	7%	179	19%	163	0.01	28	33524	
43	Nottingham Trent University	<a href="http://www.ntu.ac.uk/">http://www.ntu.ac.uk/</a>	100	108	59	4	5%	32	16%	93	0.05	303	36587	
45	TAFE NSW Degrees	<a href="http://www.tafensw.edu.au/">http://www.tafensw.edu.au/</a>	100	108.75	44	133	7%	177	16%	82	0.01	43	38279	
46	Nelson Marlborough Institute of Technology	<a href="http://www.nmit.ac.nz/">http://www.nmit.ac.nz/</a>	100	109.75	56	9	4%	21	13%	32	0.09	377	23043	
47	Telford Rural Polytechnic	<a href="http://www.telford.ac.nz/">http://www.telford.ac.nz/</a>	82	110.5	47	76	9%	264	14%	53	0.01	49	23746	
48	Whitireia Polytechnic	<a href="http://www.whitireia.ac.nz/">http://www.whitireia.ac.nz/</a>	100	110.75	45	112	8%	186	12%	30	0.02	115	24286	
49	Christian Heritage College	<a href="http://www.chc.edu.au/">http://www.chc.edu.au/</a>	100	111	34	364	5%	47	12%	24	0.00	9	91678	
50	Nothern Alberta Institute of Technology	<a href="http://www.nait.ca/">http://www.nait.ca/</a>	101	111.5	49	46	6%	84	11%	14	0.05	302	23919	
51	University of Northern British Columbia	<a href="http://www.unbc.ca/">http://www.unbc.ca/</a>	100	114.25	50	35	7%	162	14%	46	0.03	214	27244	
52	Douglas College	<a href="http://www.douglascollege.ca/">http://www.douglascollege.ca/</a>	100	115	44	133	8%	232	13%	42	0.01	53	33385	
53	Cornell University	<a href="http://www.cornell.edu/">http://www.cornell.edu/</a>	101	115.75	51	29	8%	252	8%	4	0.02	178	28506	
54	University of Wollongong	<a href="http://www.uow.edu.au/">http://www.uow.edu.au/</a>	100	117	47	76	4%	20	12%	27	0.06	345	31446	
55	The College of Law	<a href="http://www.collaw.edu.au/">http://www.collaw.edu.au/</a>	100	118	48	62	7%	121	20%	214	0.01	75	35647	
56	Charles Darwin University	<a href="http://www.cdu.edu.au/">http://www.cdu.edu.au/</a>	101	118.25	42	190	8%	221	13%	35	0.01	27	50605	
56	RMIT University	<a href="http://www.rmit.edu.au/">http://www.rmit.edu.au/</a>	100	118.25	44	133	3%	5	12%	25	0.05	310	68024	
58	NorthTec - Northland Polytechnic	<a href="http://www.northtec.ac.nz/">http://www.northtec.ac.nz/</a>	100	120.25	53	18	8%	201	17%	117	0.02	145	49127	
59	Limerick Institute of Technology	<a href="http://www.lit.ie/">http://www.lit.ie/</a>	100	121.25	44	133	8%	223	15%	71	0.01	58	43875	
60	Perth Central Metropolitan College TAFE	<a href="http://central.wa.edu.au/">http://central.wa.edu.au/</a>	100	122.25	50	35	8%	193	12%	23	0.03	238	61857	

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			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
61	Taylors College	<a href="http://www.taylorscollege.edu.au/">http://www.taylorscollege.edu.au/</a>	100	127.75	46	92	8%	192	12%	26	0.03	201	25479	
62	Victoria University	<a href="http://www.vu.edu.au/">http://www.vu.edu.au/</a>	100	128.25	47	76	4%	17	10%	9	0.59	411	39195	
63	Birmingham City University	<a href="http://www.bcu.ac.uk/">http://www.bcu.ac.uk/</a>	100	128.75	49	46	5%	51	18%	150	0.04	268	47495	
64	SAE Institute Qantm College	<a href="http://sae.edu.au/">http://sae.edu.au/</a>	100	131	50	35	5%	50	14%	51	0.12	388	45515	
64	Trinity College Dublin	<a href="http://www.tcd.ie/">http://www.tcd.ie/</a>	100	131	51	29	7%	163	21%	243	0.01	89	30735	
66	Georgia Institute of Technology	<a href="http://www.gatech.edu/">http://www.gatech.edu/</a>	100	131.25	33	379	5%	55	16%	90	0.00	1	9860	
67	Queensland University of Technology	<a href="http://www.qut.edu.au/">http://www.qut.edu.au/</a>	100	131.5	46	92	4%	13	11%	15	0.33	406	64857	
68	International College of Hotel Management	<a href="http://www.ichm.edu.au/">http://www.ichm.edu.au/</a>	100	131.75	50	35	6%	81	19%	188	0.03	223	45371	
69	School of Oriental and African Studies University of London	<a href="http://www.soas.ac.uk/">http://www.soas.ac.uk/</a>	100	132.25	38	293	5%	53	16%	100	0.01	83	40855	
70	Capilano University	<a href="http://www.capilanou.ca/">http://www.capilanou.ca/</a>	100	134	43	166	9%	293	15%	76	0.00	1	26764	
71	Bay of Plenty Polytechnic Tauranga	<a href="http://www.boppoly.ac.nz/">http://www.boppoly.ac.nz/</a>	100	134.75	49	46	10%	328	17%	115	0.01	50	35320	
72	University of the Fraser Valley	<a href="http://www.ufv.ca/">http://www.ufv.ca/</a>	100	135	49	46	10%	308	16%	98	0.01	88	30859	
73	Taratahi Agricultural Training Centre	<a href="http://www.taratahi.ac.nz/">http://www.taratahi.ac.nz/</a>	100	135.25	47	76	9%	300	17%	110	0.01	55	44238	
74	University of Adelaide	<a href="http://www.adelaide.edu.au/">http://www.adelaide.edu.au/</a>	100	135.75	40	253	5%	47	15%	64	0.02	179	20277	
75	University of Massachusetts Amherst	<a href="http://www.umass.edu/">http://www.umass.edu/</a>	100	136	47	76	6%	66	21%	231	0.02	171	46978	
76	Australian Catholic University	<a href="http://www.acu.edu.au/">http://www.acu.edu.au/</a>	100	136.5	40	253	6%	76	12%	21	0.03	196	18448	
76	Institute of Technology Tallaght	<a href="http://www.it-tallaght.ie/">http://www.it-tallaght.ie/</a>	100	136.5	45	112	8%	199	18%	151	0.01	84	24474	
78	Napier University Edinburgh	<a href="http://www.napier.ac.uk/">http://www.napier.ac.uk/</a>	100	137	45	112	5%	53	15%	74	0.05	309	26907	
79	Syracuse University	<a href="http://www.syr.edu/">http://www.syr.edu/</a>	100	138	39	274	5%	41	16%	87	0.02	150	33378	
80	Kangan Batman Institute	<a href="http://www.kangan.edu.au/">http://www.kangan.edu.au/</a>	100	138.25	52	24	6%	87	15%	70	0.09	372	33452	
81	Monash University	<a href="http://www.monash.edu/">http://www.monash.edu/</a>	101	138.75	44	133	4%	9	19%	181	0.03	232	64912	
82	Institute of Public Administration Ireland	<a href="http://www.ipa.ie/">http://www.ipa.ie/</a>	100	140.25	42	190	6%	90	15%	65	0.03	216	30118	
83	University of Rochester	<a href="http://www.rochester.edu/">http://www.rochester.edu/</a>	101	141.25	44	133	7%	166	20%	193	0.01	73	36273	

# The VisibleThread Website Index, Global Education 2016 – Q4



## Education – Q4, 2016

Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
84	University of Canterbury New Zealand School of Forestry	<a href="http://www.forestry.ac.nz/">http://www.forestry.ac.nz/</a>	90	141.5	34	364	5%	30	18%	146	0.01	26	34731	
85	Trinity Western University	<a href="http://www.twu.ca/">http://www.twu.ca/</a>	101	141.75	44	133	6%	67	18%	130	0.03	237	29546	
85	Raffles College of Design and Commerce	<a href="http://www.raffles.edu.au/">http://www.raffles.edu.au/</a>	100	141.75	47	76	10%	329	17%	111	0.01	51	46670	
87	ACS Distance Education	<a href="http://www.acs.edu.au/">http://www.acs.edu.au/</a>	100	142	45	112	8%	241	20%	203	0.00	12	132021	
88	Independent Colleges	<a href="http://independentcolleges.ie/">http://independentcolleges.ie/</a>	100	142.5	44	133	6%	97	17%	114	0.03	226	28674	
89	Centennial College Toronto	<a href="http://www.centennialcollege.ca/">http://www.centennialcollege.ca/</a>	100	143	41	223	6%	114	15%	72	0.02	163	35582	
90	Saint Thomas University	<a href="http://w3.stu.ca/">http://w3.stu.ca/</a>	100	143.75	44	133	6%	97	22%	258	0.01	87	48097	
90	University of Leicester	<a href="http://le.ac.uk/">http://le.ac.uk/</a>	100	143.75	49	46	7%	177	21%	238	0.02	114	73326	
92	University of Victoria British Columbia	<a href="http://www.uvic.ca/">http://www.uvic.ca/</a>	101	145.5	43	166	5%	28	14%	57	0.06	331	30442	
92	Australian Institute of Music	<a href="http://www.aim.edu.au/">http://www.aim.edu.au/</a>	100	145.5	47	76	5%	59	16%	80	0.08	367	28548	
92	Australian International College of Art	<a href="http://www.aica.edu.au/">http://www.aica.edu.au/</a>	100	145.5	50	35	15%	412	14%	45	0.01	90	22970	
95	University of Windsor	<a href="http://www.uwindsor.ca/">http://www.uwindsor.ca/</a>	100	146.5	45	112	7%	140	21%	223	0.02	111	24638	
95	Griffith College Ireland	<a href="http://www.griffith.ie/">http://www.griffith.ie/</a>	100	146.5	50	35	10%	351	18%	129	0.01	71	27441	
97	National College of Ireland	<a href="http://www.ncirl.ie/">http://www.ncirl.ie/</a>	100	146.75	42	190	6%	111	16%	84	0.03	202	28962	
98	Manukau Institute of Technology	<a href="http://www.manukau.ac.nz/">http://www.manukau.ac.nz/</a>	101	147	54	16	10%	333	14%	52	0.03	187	31282	
99	Wilfrid Laurier University	<a href="http://www.wlu.ca/">http://www.wlu.ca/</a>	100	147.25	42	190	5%	43	23%	286	0.01	70	45857	
100	University of Hertfordshire	<a href="http://www.herts.ac.uk/">http://www.herts.ac.uk/</a>	100	148.5	49	46	7%	140	14%	54	0.07	354	25362	
101	Boston University	<a href="http://www.bu.edu/">http://www.bu.edu/</a>	100	148.75	46	92	5%	39	20%	198	0.04	266	25710	
101	Dalhousie University	<a href="http://www.dal.ca/">http://www.dal.ca/</a>	100	148.75	47	76	6%	105	15%	62	0.07	352	30639	
103	University of Vermont	<a href="http://www.uvm.edu/">http://www.uvm.edu/</a>	101	149	44	133	7%	143	21%	235	0.01	85	40742	
104	University of Sydney	<a href="http://sydney.edu.au/">http://sydney.edu.au/</a>	100	150	50	35	6%	79	20%	206	0.04	280	44769	
105	University of Western Ontario	<a href="http://www.uwo.ca/">http://www.uwo.ca/</a>	100	150.25	39	274	7%	142	19%	165	0.00	20	23859	
106	Law Society of South Australia	<a href="http://www.lawsocietysa.asn.au/">http://www.lawsocietysa.asn.au/</a>	100	150.5	43	166	9%	288	18%	147	0.00	1	42909	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Website	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
107	Royal Irish Academy of Music	<a href="http://www.riam.ie/">http://www.riam.ie/</a>	100	151.25	42	190	9%	259	18%	135	0.00	21	23139	
108	Niagara College	<a href="http://www.niagaracollege.ca/">http://www.niagaracollege.ca/</a>	100	151.5	40	253	6%	86	13%	36	0.03	231	43750	
109	Media Design School Auckland	<a href="http://www.mediadesignschool.com/">http://www.mediadesignschool.com/</a>	100	152	50	35	8%	205	18%	148	0.03	220	46240	
110	Southern Cross University	<a href="http://scu.edu.au/">http://scu.edu.au/</a>	100	152.5	42	190	8%	227	18%	132	0.01	61	42322	
110	Royal Military College Canada	<a href="http://www.rmcc-cmrc.ca/">http://www.rmcc-cmrc.ca/</a>	100	152.5	44	133	7%	180	21%	235	0.01	62	42030	
110	Irish Management Institute	<a href="http://www.imi.ie/">http://www.imi.ie/</a>	100	152.5	44	133	6%	87	18%	123	0.04	267	58100	
113	Australian College of Applied Psychology	<a href="http://www.acap.edu.au/">http://www.acap.edu.au/</a>	101	153.25	44	133	8%	227	22%	252	0.00	1	69264	
114	University of Southern Queensland	<a href="http://www.usq.edu.au/">http://www.usq.edu.au/</a>	100	153.5	42	190	10%	309	16%	78	0.01	37	42116	
114	The Tax Institute	<a href="http://www.taxinstitute.com.au/">http://www.taxinstitute.com.au/</a>	100	153.5	43	166	7%	145	19%	166	0.02	137	46957	
116	James Cook University	<a href="http://www.jcu.edu.au/">http://www.jcu.edu.au/</a>	100	153.75	34	364	6%	79	14%	50	0.02	122	57653	
117	University of Pittsburgh	<a href="http://www.pitt.edu/">http://www.pitt.edu/</a>	100	155.75	38	293	6%	70	18%	158	0.02	102	53004	
118	University of Virginia	<a href="http://www.virginia.edu/">http://www.virginia.edu/</a>	100	156.5	44	133	7%	174	13%	40	0.04	279	35583	
119	University of Alberta	<a href="http://www.ualberta.ca/">http://www.ualberta.ca/</a>	100	158.25	37	320	7%	145	17%	108	0.01	60	32286	
120	Newcastle University Newcastle upon Tyne	<a href="http://www.ncl.ac.uk/">http://www.ncl.ac.uk/</a>	100	158.5	47	76	8%	186	13%	31	0.06	341	35356	
120	Australian College of Physical Education	<a href="http://www.acpe.edu.au/">http://www.acpe.edu.au/</a>	100	158.5	48	62	6%	83	20%	211	0.04	278	47571	
122	Harvard University	<a href="http://www.harvard.edu/">http://www.harvard.edu/</a>	100	159.25	42	190	6%	103	20%	215	0.02	129	44094	
123	New Zealand School of Education	<a href="http://www.nzse.ac.nz/">http://www.nzse.ac.nz/</a>	90	159.75	48	62	9%	297	15%	69	0.03	211	20922	
124	Institute of Technology Tralee	<a href="http://www.ittralee.ie/">http://www.ittralee.ie/</a>	100	160	45	112	7%	116	17%	106	0.05	306	52847	
125	Edith Cowan University	<a href="http://www.ecu.edu.au/">http://www.ecu.edu.au/</a>	100	160.75	41	223	4%	11	16%	88	0.05	321	62178	
126	Staffordshire University	<a href="http://www.staffs.ac.uk/">http://www.staffs.ac.uk/</a>	100	161.25	49	46	11%	368	20%	200	0.01	31	64919	
127	Auckland Institute of Studies	<a href="http://www.ais.ac.nz/">http://www.ais.ac.nz/</a>	100	162.25	43	166	8%	197	21%	245	0.01	41	65419	
127	University of Cincinnati	<a href="http://www.uc.edu/">http://www.uc.edu/</a>	101	162.25	45	112	8%	215	19%	186	0.02	136	26119	
129	IPU New Zealand Tertiary Institute	<a href="http://www.ipu.ac.nz/">http://www.ipu.ac.nz/</a>	100	162.75	41	223	7%	120	20%	209	0.01	99	34831	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Website	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
130	Whitecliffe College of Arts and Design	<a href="http://www.whitecliffe.ac.nz/">http://www.whitecliffe.ac.nz/</a>	100	163	46	92	10%	318	18%	148	0.01	94	22297	
131	Shannon College of Hotel Management	<a href="http://www.shannoncollege.com/">http://www.shannoncollege.com/</a>	100	163.5	53	18	9%	283	19%	162	0.03	191	18894	
132	Liverpool John Moores University	<a href="http://www.ljmu.ac.uk/">http://www.ljmu.ac.uk/</a>	100	164.25	47	76	5%	55	19%	168	0.07	358	36317	
133	University of Calgary	<a href="http://www.ucalgary.ca/">http://www.ucalgary.ca/</a>	100	164.75	44	133	6%	93	18%	134	0.05	299	28673	
134	Washington State University Pullman	<a href="http://wsu.edu/">http://wsu.edu/</a>	88	165.75	55	10	6%	105	27%	360	0.03	188	116008	
135	Ara Institute of Canterbury	<a href="http://www.ara.ac.nz/">http://www.ara.ac.nz/</a>	100	166.75	48	62	7%	123	16%	92	0.15	390	42559	
136	Southern Alberta Institute of Technology	<a href="http://www.sait.ca/">http://www.sait.ca/</a>	100	167.5	45	112	8%	230	14%	47	0.04	281	42295	
137	University of California Los Angeles UCLA	<a href="http://www.ucla.edu/">http://www.ucla.edu/</a>	100	168	46	92	7%	132	17%	112	0.06	336	27514	
138	Australia College of Nursing	<a href="http://www.acn.edu.au/">http://www.acn.edu.au/</a>	100	170.75	43	166	10%	340	18%	132	0.01	45	63130	
139	University of British Columbia	<a href="https://www.ubc.ca/">https://www.ubc.ca/</a>	100	171.75	42	190	4%	23	23%	282	0.03	192	90359	
140	Indiana University Bloomington	<a href="http://www.indiana.edu/">http://www.indiana.edu/</a>	100	172	45	112	6%	95	22%	263	0.03	218	39791	
141	University of Washington	<a href="http://www.washington.edu/">http://www.washington.edu/</a>	100	172.75	42	190	7%	152	20%	218	0.02	131	69651	
142	Lincoln University Canterbury	<a href="http://www.lincoln.ac.nz/">http://www.lincoln.ac.nz/</a>	100	173.5	41	223	10%	326	15%	77	0.01	68	38808	
143	Nipissing University	<a href="http://www.nipissingu.ca/">http://www.nipissingu.ca/</a>	100	174	51	29	8%	204	14%	56	0.34	407	30551	
143	National College of Art and Design	<a href="http://www.ncad.ie/">http://www.ncad.ie/</a>	100	174	52	24	9%	288	25%	342	0.01	42	64337	
145	Sheridan College Institute of Technology and Advanced Learning	<a href="http://www.sheridancollege.ca/">http://www.sheridancollege.ca/</a>	100	174.5	46	92	7%	129	24%	312	0.02	165	48723	
146	Seneca College	<a href="http://www.senecacollege.ca/">http://www.senecacollege.ca/</a>	100	174.75	43	166	6%	71	24%	309	0.02	153	42418	
147	London School of Hygiene & Tropical Medicine	<a href="http://www.lshtm.ac.uk/">http://www.lshtm.ac.uk/</a>	100	175.25	47	76	9%	276	19%	172	0.02	177	24609	
148	Dun Laoghaire Institute of Art Design and Technology	<a href="http://www.iadt.ie/">http://www.iadt.ie/</a>	100	177	48	62	12%	391	19%	173	0.01	82	33153	
149	University of South Florida	<a href="http://www.usf.edu/">http://www.usf.edu/</a>	100	177.25	40	253	8%	217	17%	106	0.02	133	21322	
150	Saint Nicholas Montessori College Ireland	<a href="http://www.snmci.ie/">http://www.snmci.ie/</a>	100	177.5	41	223	10%	344	18%	142	0.00	1	15310	
151	Indiana University-Purdue University Indianapolis	<a href="http://www.iupui.edu/">http://www.iupui.edu/</a>	101	177.75	36	341	8%	184	17%	121	0.01	65	20422	
152	Concordia University College of Alberta	<a href="http://concordia.ab.ca/">http://concordia.ab.ca/</a>	100	178	23	413	6%	100	9%	6	0.03	193	3723	

# The VisibleThread Website Index, Global Education 2016 – Q4



## Education – Q4, 2016

Rank	Website	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
152	Simon Fraser University	<a href="https://www.sfu.ca/">https://www.sfu.ca/</a>	100	178	44	133	8%	248	19%	177	0.02	154	23500	
154	University of Illinois Chicago	<a href="http://www.uic.edu/">http://www.uic.edu/</a>	100	179	40	253	6%	63	20%	201	0.03	199	47478	
155	Adelaide Central School of Art	<a href="http://www.acsa.sa.edu.au/">http://www.acsa.sa.edu.au/</a>	101	179.25	43	166	9%	259	21%	246	0.01	46	24539	
156	McGill University	<a href="https://www.mcgill.ca/">https://www.mcgill.ca/</a>	100	181	40	253	7%	149	17%	118	0.03	204	17987	
157	Chisholm Institute	<a href="http://www.chisholm.edu.au/">http://www.chisholm.edu.au/</a>	100	181.25	47	76	6%	87	19%	182	0.09	380	30834	
158	Southern Institute of Technology	<a href="http://www.sit.ac.nz/">http://www.sit.ac.nz/</a>	100	181.5	43	166	7%	136	24%	311	0.02	113	244611	
158	Dublin Institute of Design	<a href="http://www.dublindesign.ie/">http://www.dublindesign.ie/</a>	100	181.5	45	112	11%	377	16%	81	0.02	156	32547	
160	Maynooth University	<a href="http://www.maynoothuniversity.ie/">http://www.maynoothuniversity.ie/</a>	100	182.25	43	166	7%	170	24%	302	0.01	91	30606	
161	Alphacrucis College	<a href="http://ac.edu.au/">http://ac.edu.au/</a>	100	183	38	293	8%	242	17%	116	0.01	81	94019	
162	New Zealand School of Music	<a href="http://www.nzsm.ac.nz/">http://www.nzsm.ac.nz/</a>	100	184.25	41	223	8%	193	19%	187	0.02	134	21314	
163	Careers Australia College of Healthcare	<a href="http://www.careersaustralia.edu.au/">http://www.careersaustralia.edu.au/</a>	100	184.75	48	62	9%	287	20%	215	0.02	175	53920	
164	Saint Francis Xavier University	<a href="http://www.stfx.ca/">http://www.stfx.ca/</a>	100	185.75	44	133	7%	125	18%	136	0.07	349	26829	
165	Cape Breton University	<a href="http://www.cbu.ca/">http://www.cbu.ca/</a>	100	186.25	46	92	8%	227	19%	179	0.04	247	33522	
166	Cambridge International College Australia	<a href="http://cambridgecollege.com.au/">http://cambridgecollege.com.au/</a>	100	187.5	37	320	9%	293	18%	127	0.00	10	46342	
167	University of Toronto	<a href="http://www.utoronto.ca/">http://www.utoronto.ca/</a>	100	187.75	48	62	7%	145	29%	382	0.02	162	22361	
168	University of Surrey	<a href="http://www.surrey.ac.uk/">http://www.surrey.ac.uk/</a>	100	188	40	253	5%	61	19%	185	0.04	253	114243	
169	Saint Patricks Carlow College	<a href="http://www.carlowcollege.ie/">http://www.carlowcollege.ie/</a>	100	188.5	45	112	9%	284	22%	260	0.01	98	34934	
170	Moore Theological College	<a href="http://www.moore.edu.au/">http://www.moore.edu.au/</a>	100	189.5	54	16	11%	380	21%	242	0.02	120	34800	
171	Canberra Institute of Technology	<a href="http://cit.edu.au/">http://cit.edu.au/</a>	100	189.75	40	253	8%	190	19%	176	0.02	140	46588	
171	National University of Ireland Galway	<a href="http://www.nuigalway.ie/">http://www.nuigalway.ie/</a>	100	189.75	42	190	4%	14	24%	300	0.04	255	99335	
173	University of Iowa	<a href="http://www.uiowa.edu/">http://www.uiowa.edu/</a>	100	190	35	356	7%	161	18%	138	0.02	105	13005	
174	Royal College of Physicians of Ireland	<a href="http://www.rcpi.ie/">http://www.rcpi.ie/</a>	100	190.25	44	133	10%	345	20%	217	0.01	66	50346	
175	University of Prince Edward Island	<a href="http://www.upei.ca/">http://www.upei.ca/</a>	101	190.75	32	387	7%	149	17%	103	0.02	124	74308	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
176	University of Canterbury	<a href="http://www.canterbury.ac.nz/">http://www.canterbury.ac.nz/</a>	101	191.25	44	133	10%	341	19%	184	0.02	107	38727	
176	Bristol University	<a href="http://www.bristol.ac.uk/">http://www.bristol.ac.uk/</a>	100	191.25	46	92	8%	199	18%	140	0.06	334	29552	
178	Mount Royal College	<a href="http://www.mtroyal.ca/">http://www.mtroyal.ca/</a>	100	191.5	46	92	9%	256	20%	199	0.03	219	29751	
179	University of South Wales	<a href="http://www.southwales.ac.uk/">http://www.southwales.ac.uk/</a>	100	191.75	41	223	7%	159	25%	333	0.01	52	22731	
179	Leeds Beckett University	<a href="http://www.leedsbeckett.ac.uk/">http://www.leedsbeckett.ac.uk/</a>	100	191.75	41	223	7%	170	21%	232	0.02	142	45510	
181	Polytechnic West	<a href="http://www.polytechnic.wa.edu.au/">http://www.polytechnic.wa.edu.au/</a>	100	192	27	407	5%	58	11%	16	0.04	287	45965	
182	University of Kent	<a href="http://www.kent.ac.uk/">http://www.kent.ac.uk/</a>	101	194	31	395	5%	24	12%	28	0.05	329	27417	
182	Te Whare Wānanga o Awanuiarangi	<a href="http://www.wananga.ac.nz/">http://www.wananga.ac.nz/</a>	100	194	37	320	7%	173	19%	160	0.02	123	28729	
184	University of Essex	<a href="http://www.essex.ac.uk/">http://www.essex.ac.uk/</a>	100	194.5	51	29	6%	101	21%	248	0.26	400	52473	
185	TAFE Queensland	<a href="http://tafeqld.edu.au/">http://tafeqld.edu.au/</a>	100	195	41	223	6%	78	16%	86	0.16	393	69464	
185	University of Delaware	<a href="http://www.udel.edu/">http://www.udel.edu/</a>	103	195	42	190	7%	165	20%	197	0.03	228	69807	
187	Melbourne Institute of Technology	<a href="http://www.mit.edu.au/">http://www.mit.edu.au/</a>	100	195.25	37	320	9%	269	15%	66	0.02	126	28388	
188	Northwestern University	<a href="http://www.northwestern.edu/">http://www.northwestern.edu/</a>	100	195.75	40	253	7%	164	16%	97	0.04	269	27497	
189	University of Brighton	<a href="http://www.brighton.ac.uk/">http://www.brighton.ac.uk/</a>	100	196.25	46	92	9%	279	24%	319	0.01	95	44348	
190	Murdoch University	<a href="http://www.murdoch.edu.au/">http://www.murdoch.edu.au/</a>	100	196.5	44	133	7%	117	18%	154	0.10	382	26119	
191	Carnegie Mellon University	<a href="http://www.cmu.edu/">http://www.cmu.edu/</a>	100	196.75	37	320	6%	104	19%	160	0.03	203	46818	
192	McMaster University	<a href="http://www.mcmaster.ca/">http://www.mcmaster.ca/</a>	100	198.25	42	190	10%	321	19%	178	0.02	104	52358	
193	University of Waterloo	<a href="http://uwaterloo.ca/">http://uwaterloo.ca/</a>	100	198.5	40	253	6%	113	22%	277	0.02	151	33070	
193	Kwantlen Polytechnic University - Kwantlen University College	<a href="http://www.kpu.ca/">http://www.kpu.ca/</a>	100	198.5	42	190	8%	246	22%	257	0.01	101	26951	
195	Okanagan College	<a href="http://www.okanagan.bc.ca/">http://www.okanagan.bc.ca/</a>	100	198.75	44	133	10%	325	23%	299	0.01	38	41982	
196	Waiariki Institute of Technology	<a href="http://www.waiariki.ac.nz/">http://www.waiariki.ac.nz/</a>	100	199.25	38	293	8%	208	18%	155	0.02	141	55881	
196	Bow Valley College	<a href="http://www.bowvalleycollege.ca/">http://www.bowvalleycollege.ca/</a>	100	199.25	41	223	9%	301	16%	99	0.02	174	41659	
196	La Trobe University	<a href="http://www.latrobe.edu.au/">http://www.latrobe.edu.au/</a>	100	199.25	44	133	9%	254	19%	174	0.03	236	29645	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
199	Melbourne Polytechnic	<a href="http://www.melbournepolytechnic.edu.au/">http://www.melbournepolytechnic.edu.au/</a>	100	200.5	41	223	7%	119	16%	94	0.08	366	32558	
199	Athlone Institute of Technology	<a href="http://www.ait.ie/">http://www.ait.ie/</a>	100	200.5	46	92	8%	237	18%	126	0.06	347	25111	
201	University of Central Lancashire	<a href="http://www.uclan.ac.uk/">http://www.uclan.ac.uk/</a>	101	200.75	44	133	8%	235	21%	227	0.03	208	53576	
202	Billy Blue College	<a href="http://www.billyblue.edu.au/">http://www.billyblue.edu.au/</a>	99	201.5	37	320	6%	77	23%	288	0.02	121	86741	
202	MacEwan University - Grant MacEwan College	<a href="http://www.macewan.ca/">http://www.macewan.ca/</a>	100	201.5	39	274	8%	245	18%	157	0.02	130	37531	
204	University of Birmingham	<a href="http://www.birmingham.ac.uk/">http://www.birmingham.ac.uk/</a>	100	201.75	44	133	8%	185	19%	164	0.05	325	51743	
205	Humber College	<a href="http://www.humber.ca/">http://www.humber.ca/</a>	101	202	41	223	10%	336	16%	85	0.02	164	53266	
205	Open Polytechnic of New Zealand	<a href="http://www.openpolytechnic.ac.nz/">http://www.openpolytechnic.ac.nz/</a>	100	202	48	62	8%	239	20%	192	0.05	315	28054	
207	University at Buffalo	<a href="http://www.buffalo.edu/">http://www.buffalo.edu/</a>	100	202.75	38	293	6%	64	15%	63	0.15	391	54498	
207	University of Greenwich	<a href="http://www.gre.ac.uk/">http://www.gre.ac.uk/</a>	100	202.75	47	76	8%	205	23%	280	0.04	250	24972	
209	British Columbia Institute of Technology	<a href="http://www.bcit.ca/">http://www.bcit.ca/</a>	101	204.5	38	293	8%	216	19%	171	0.02	138	51833	
210	Endeavour College of Natural Health	<a href="http://www.endeavour.edu.au/">http://www.endeavour.edu.au/</a>	101	205.25	41	223	8%	212	26%	350	0.01	36	43156	
210	University of New England Australia	<a href="http://www.une.edu.au/">http://www.une.edu.au/</a>	100	205.25	41	223	10%	343	18%	159	0.01	96	42915	
210	Australian Institute of Business	<a href="http://www.aib.edu.au/">http://www.aib.edu.au/</a>	100	205.25	50	35	7%	158	27%	358	0.04	270	39869	
213	University of Alabama Birmingham	<a href="http://www.uab.edu/">http://www.uab.edu/</a>	100	206.25	44	133	7%	153	23%	297	0.03	242	66164	
214	University of Southampton	<a href="http://www.southampton.ac.uk/">http://www.southampton.ac.uk/</a>	100	206.5	44	133	6%	74	21%	246	0.09	373	43435	
215	Robert Gordon University	<a href="http://www.rgu.ac.uk/">http://www.rgu.ac.uk/</a>	100	207.25	48	62	8%	230	21%	230	0.05	307	20970	
216	Letterkenny Institute of Technology	<a href="http://www.lyit.ie/">http://www.lyit.ie/</a>	100	207.5	47	76	9%	296	22%	261	0.03	197	62599	
217	Dublin Institute For Advanced Studies	<a href="http://www.dias.ie/">http://www.dias.ie/</a>	100	207.75	36	341	5%	26	23%	295	0.02	169	90145	
218	Think: Colleges	<a href="http://www.think.edu.au/">http://www.think.edu.au/</a>	100	208.5	45	112	7%	175	25%	334	0.03	213	44884	
219	Bournemouth University	<a href="http://www1.bournemouth.ac.uk/">http://www1.bournemouth.ac.uk/</a>	100	209	47	76	6%	111	22%	264	0.11	385	25310	
220	Temple University	<a href="http://www.temple.edu/">http://www.temple.edu/</a>	100	210	43	166	6%	72	21%	221	0.09	381	25310	
221	Brown University	<a href="http://www.brown.edu/">http://www.brown.edu/</a>	100	210.75	25	410	5%	34	20%	219	0.02	180	40353	



# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

ID	Name	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
222	Yukon College	<a href="http://www.yukoncollege.yk.ca/">http://www.yukoncollege.yk.ca/</a>	100	211	44	133	9%	302	17%	119	0.04	290	38694	
223	Marino Institute of Education	<a href="http://www.mie.ie/">http://www.mie.ie/</a>	100	211.5	37	320	6%	74	14%	49	0.30	403	34944	
223	Australian Maritime College	<a href="http://www.amc.edu.au/">http://www.amc.edu.au/</a>	100	211.5	43	166	8%	186	19%	175	0.05	319	30279	
225	North Carolina State University	<a href="http://www.ncsu.edu/">http://www.ncsu.edu/</a>	100	211.75	41	223	4%	22	24%	304	0.05	298	46523	
226	University of Manitoba	<a href="http://www.umanitoba.ca/">http://www.umanitoba.ca/</a>	100	212.25	38	293	10%	367	16%	96	0.01	93	22572	
227	University of Sheffield	<a href="http://www.sheffield.ac.uk/">http://www.sheffield.ac.uk/</a>	100	212.5	48	62	7%	159	22%	255	0.09	374	25472	
228	University of Portsmouth	<a href="http://www.port.ac.uk/">http://www.port.ac.uk/</a>	101	213.75	39	274	7%	118	23%	296	0.02	167	83585	
228	University of Tasmania	<a href="http://www.utas.edu.au/">http://www.utas.edu.au/</a>	100	213.75	40	253	7%	122	18%	156	0.05	324	73980	
230	Brock University	<a href="http://brocku.ca/">http://brocku.ca/</a>	100	214.5	43	166	12%	383	23%	284	0.01	25	34949	
231	Burren College of Art	<a href="http://www.burrencollege.ie/">http://www.burrencollege.ie/</a>	100	216.5	43	166	10%	317	27%	365	0.00	18	25626	
232	University of the West of Scotland	<a href="http://www.uws.ac.uk/">http://www.uws.ac.uk/</a>	100	217	49	46	9%	306	25%	332	0.03	184	62788	
233	Kingston University London	<a href="http://www.kingston.ac.uk/">http://www.kingston.ac.uk/</a>	100	217.25	46	92	7%	154	23%	290	0.06	333	27952	
234	Goldsmiths University of London	<a href="http://www.gold.ac.uk/">http://www.gold.ac.uk/</a>	100	217.5	49	46	8%	210	25%	337	0.04	277	28549	
235	University of Georgia	<a href="http://www.uga.edu/">http://www.uga.edu/</a>	100	218	37	320	7%	157	23%	279	0.02	116	29640	
235	Deakin University	<a href="http://www.deakin.edu.au/">http://www.deakin.edu.au/</a>	100	218	41	223	8%	243	14%	58	0.07	348	66816	
235	Photography Studies College Melbourne	<a href="http://www.psc.edu.au/">http://www.psc.edu.au/</a>	101	218	42	190	8%	238	32%	400	0.01	44	101979	
238	Nature Care College	<a href="http://www.naturecare.com.au/">http://www.naturecare.com.au/</a>	100	218.5	30	399	4%	12	30%	387	0.01	76	35049	
239	University of Auckland	<a href="http://www.auckland.ac.nz/">http://www.auckland.ac.nz/</a>	100	219	37	320	7%	182	22%	268	0.02	106	19420	
240	University of Regina	<a href="http://www.uregina.ca/">http://www.uregina.ca/</a>	101	220	39	274	8%	190	18%	124	0.04	292	27197	
241	Mohawk College	<a href="http://www.mohawkcollege.ca/">http://www.mohawkcollege.ca/</a>	100	221	41	223	8%	222	18%	127	0.05	312	32597	
242	University of Waikato	<a href="http://www.waikato.ac.nz/">http://www.waikato.ac.nz/</a>	100	221.75	42	190	10%	324	20%	207	0.02	166	48511	
243	University of Newcastle	<a href="http://www.newcastle.edu.au/">http://www.newcastle.edu.au/</a>	100	222.5	36	341	6%	102	13%	32	1.15	415	48375	
244	City University of New York	<a href="http://www.cuny.edu/">http://www.cuny.edu/</a>	102	222.75	34	364	7%	136	20%	209	0.03	182	35839	

The VisibleThread Website Index, Global Education 2016  
– Q4



Education – Q4, 2016

			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
245	George Brown College	<a href="http://www.georgebrown.ca/">http://www.georgebrown.ca/</a>	102	223.75	42	190	5%	55	21%	251	0.23	399	51490	
246	University of Technology Sydney	<a href="http://www.uts.edu.au/">http://www.uts.edu.au/</a>	100	224	39	274	10%	350	18%	140	0.02	132	53368	
247	University of Ulster	<a href="http://www.ulster.ac.uk/">http://www.ulster.ac.uk/</a>	100	224.5	36	341	9%	295	18%	145	0.02	117	53277	
248	New Zealand Tertiary College	<a href="http://www.nztertiarycollege.ac.nz/">http://www.nztertiarycollege.ac.nz/</a>	100	225.25	43	166	10%	361	26%	345	0.01	29	33209	
249	University of South Carolina	<a href="http://www.sc.edu/">http://www.sc.edu/</a>	100	225.75	27	407	5%	49	21%	220	0.03	227	31859	
249	University of Central Florida	<a href="http://www.ucf.edu/">http://www.ucf.edu/</a>	100	225.75	48	62	10%	333	28%	369	0.02	139	25901	
251	Conestoga College	<a href="http://www.conestogac.on.ca/">http://www.conestogac.on.ca/</a>	100	226.25	39	274	12%	395	16%	89	0.02	147	34263	
252	Aston University	<a href="http://www.aston.ac.uk/">http://www.aston.ac.uk/</a>	100	226.75	42	190	8%	239	19%	190	0.04	288	36765	
253	Victoria University of Wellington	<a href="http://www.victoria.ac.nz/">http://www.victoria.ac.nz/</a>	100	227	42	190	10%	358	17%	109	0.04	251	36062	
254	University of Winnipeg	<a href="http://www.uwinnipeg.ca/">http://www.uwinnipeg.ca/</a>	100	227.25	39	274	9%	285	22%	253	0.01	97	21169	
254	Tai Poutini Polytechnic	<a href="http://tpp.ac.nz/">http://tpp.ac.nz/</a>	100	227.25	42	190	10%	309	21%	240	0.02	170	17136	
254	University of Derby	<a href="http://www.derby.ac.uk/">http://www.derby.ac.uk/</a>	100	227.25	48	62	7%	166	25%	325	0.07	356	23400	
257	Australian Film Television and Radio School	<a href="http://www.aftrs.edu.au/">http://www.aftrs.edu.au/</a>	100	228.25	49	46	10%	309	21%	250	0.05	308	29064	
258	University of Oxford	<a href="http://www.ox.ac.uk/">http://www.ox.ac.uk/</a>	100	229.5	42	190	11%	374	24%	315	0.01	39	40199	
259	Purdue University	<a href="http://www.purdue.edu/">http://www.purdue.edu/</a>	100	229.75	38	293	10%	365	21%	237	0.01	24	19100	
260	Mount Saint Vincent University	<a href="http://www.msvu.ca/">http://www.msvu.ca/</a>	101	231.5	40	253	10%	356	20%	205	0.02	112	48976	
261	Vanier College	<a href="http://www.vaniercollege.qc.ca/">http://www.vaniercollege.qc.ca/</a>	101	232.75	45	112	9%	292	24%	320	0.03	207	39300	
261	New Zealand Institute of Studies	<a href="http://www.nzios.ac.nz/">http://www.nzios.ac.nz/</a>	100	232.75	50	35	10%	321	25%	340	0.03	235	136772	
263	Darlinghurst School of Art & Design	<a href="http://www.nas.edu.au/">http://www.nas.edu.au/</a>	100	233.75	42	190	9%	266	27%	361	0.02	118	29513	
264	University of the Sunshine Coast	<a href="http://www.usc.edu.au/">http://www.usc.edu.au/</a>	100	234.75	32	387	13%	399	15%	73	0.01	80	59898	
264	Oregon State University	<a href="http://oregonstate.edu/">http://oregonstate.edu/</a>	101	234.75	40	253	13%	398	21%	234	0.01	54	44425	
266	University of Ontario Institute of Technology	<a href="http://www.uoit.ca/">http://www.uoit.ca/</a>	101	235.75	34	364	7%	132	14%	43	0.30	404	34152	
266	Athabasca University	<a href="http://www.athabascau.ca/">http://www.athabascau.ca/</a>	101	235.75	37	320	7%	168	14%	58	0.21	397	49592	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

Rank	Institution	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
268	University of East London	<a href="http://www.uel.ac.uk/">http://www.uel.ac.uk/</a>	101	237.5	49	46	10%	339	23%	292	0.04	273	48861	
269	Holmes Institute	<a href="http://www.holmes.edu.au/">http://www.holmes.edu.au/</a>	101	239	40	253	10%	326	25%	344	0.01	33	30968	
270	Swinburne University of Technology	<a href="http://www.swinburne.edu.au/">http://www.swinburne.edu.au/</a>	100	239.25	36	341	8%	232	16%	95	0.04	289	31895	
270	University of Nebraska Lincoln	<a href="http://www.unl.edu/">http://www.unl.edu/</a>	100	239.25	43	166	7%	139	28%	367	0.04	285	41800	
270	London School of Economics and Political Science	<a href="http://www.lse.ac.uk/">http://www.lse.ac.uk/</a>	100	239.25	45	112	10%	355	29%	380	0.02	110	55943	
273	American College Dublin	<a href="http://www.amcd.ie/">http://www.amcd.ie/</a>	100	239.75	37	320	10%	337	24%	301	0.00	1	34714	
273	Galway Mayo Institute of Technology	<a href="http://www.gmit.ie/">http://www.gmit.ie/</a>	100	239.75	37	320	8%	193	22%	278	0.02	168	39576	
273	OCAD University - Ontario College of Art & Design	<a href="http://www.ocadu.ca/">http://www.ocadu.ca/</a>	103	239.75	38	293	10%	320	19%	189	0.02	157	41708	
273	Imperial College London	<a href="http://www.imperial.ac.uk/">http://www.imperial.ac.uk/</a>	100	239.75	43	166	6%	109	22%	272	0.59	412	20518	
277	International College of Management Sydney	<a href="http://www.icms.edu.au/">http://www.icms.edu.au/</a>	100	240	39	274	8%	186	21%	228	0.04	272	32002	
278	Open University UK	<a href="http://www.open.ac.uk/">http://www.open.ac.uk/</a>	100	240.5	49	46	10%	353	26%	346	0.03	217	40106	
279	Dundalk Institute of Technology	<a href="http://www.dkit.ie/">http://www.dkit.ie/</a>	100	240.75	38	293	7%	168	22%	269	0.03	233	24464	
280	Wayne State University	<a href="http://wayne.edu/">http://wayne.edu/</a>	100	241	44	133	9%	271	21%	222	0.06	338	36613	
281	University of East Anglia	<a href="http://www.uea.ac.uk/">http://www.uea.ac.uk/</a>	100	241.75	43	166	7%	170	23%	289	0.06	342	25587	
282	University of Plymouth	<a href="http://www.plymouth.ac.uk/">http://www.plymouth.ac.uk/</a>	100	242	43	166	7%	143	29%	373	0.04	286	34744	
283	Federation University Australia	<a href="http://federation.edu.au/">http://federation.edu.au/</a>	100	242.25	29	402	9%	255	19%	168	0.02	144	19954	
284	Institute of Cancer Research University of London	<a href="http://www.icr.ac.uk/">http://www.icr.ac.uk/</a>	100	242.5	42	190	8%	249	23%	291	0.03	240	29354	
285	Rice University	<a href="http://www.rice.edu/">http://www.rice.edu/</a>	100	242.75	43	166	5%	60	26%	347	0.22	398	22729	
286	Columbia University New York	<a href="http://www.columbia.edu/">http://www.columbia.edu/</a>	100	243	37	320	8%	202	21%	226	0.03	224	32272	
287	Texas A&M University	<a href="http://www.tamu.edu/">http://www.tamu.edu/</a>	100	244.75	52	24	10%	345	25%	339	0.04	271	27094	
288	London Business School	<a href="http://www.london.edu/">http://www.london.edu/</a>	100	245.25	42	190	7%	134	22%	262	0.17	395	41364	
289	City University London	<a href="http://www.city.ac.uk/">http://www.city.ac.uk/</a>	101	247.25	41	223	8%	247	22%	275	0.04	244	59068	
289	University of Salford	<a href="http://www.salford.ac.uk/">http://www.salford.ac.uk/</a>	100	247.25	42	190	9%	282	20%	213	0.05	304	40716	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
291	Northern Ontario School of Medicine - Laurentian University Lakehead University	<a href="http://www.nosm.ca/">http://www.nosm.ca/</a>	100	249.25	45	112	13%	405	39%	411	0.01	69	48020	
292	Massey University	<a href="http://www.massey.ac.nz/">http://www.massey.ac.nz/</a>	100	250	39	274	6%	110	22%	254	0.08	362	32213	
293	University of Houston	<a href="http://www.uh.edu/">http://www.uh.edu/</a>	101	250.5	46	92	9%	256	24%	317	0.06	337	58635	
294	University of Hull	<a href="http://www.hull.ac.uk/">http://www.hull.ac.uk/</a>	100	250.75	47	76	8%	250	24%	306	0.09	371	29185	
295	Royal Roads University	<a href="http://www.royalroads.ca/">http://www.royalroads.ca/</a>	100	252.25	24	412	9%	304	23%	282	0.00	11	45360	
296	Universal College of Learning	<a href="http://www.ucol.ac.nz/">http://www.ucol.ac.nz/</a>	100	252.75	38	293	9%	256	24%	313	0.02	149	38521	
297	Australian Defence Force Academy at UNSW	<a href="http://www.unsw.adfa.edu.au/">http://www.unsw.adfa.edu.au/</a>	100	253.5	36	341	7%	154	18%	143	0.09	376	34177	
298	Institute of Technology Carlow	<a href="http://www.itcarlow.ie/">http://www.itcarlow.ie/</a>	100	253.75	39	274	10%	315	24%	302	0.02	124	17148	
299	Central Queensland University CQUniversity	<a href="http://www.cqu.edu.au/">http://www.cqu.edu.au/</a>	100	255.5	36	341	7%	126	19%	180	0.09	375	24346	
300	Dublin Institute of Technology	<a href="http://www.dit.ie/">http://www.dit.ie/</a>	100	255.75	41	223	10%	359	19%	182	0.04	259	26387	
300	JMC Academy	<a href="http://www.jmcacademy.edu.au/">http://www.jmcacademy.edu.au/</a>	100	255.75	45	112	9%	281	21%	241	0.13	389	31627	
302	University of Kentucky	<a href="http://www.uky.edu/">http://www.uky.edu/</a>	101	256.75	40	253	12%	388	25%	330	0.01	56	55156	
303	Memorial University of Newfoundland	<a href="http://www.mun.ca/">http://www.mun.ca/</a>	100	257	38	293	11%	375	18%	139	0.03	221	19720	
304	Cardiff University	<a href="http://www.cardiff.ac.uk/">http://www.cardiff.ac.uk/</a>	100	257.5	42	190	10%	357	20%	208	0.04	275	21768	
304	University of California Berkeley	<a href="http://www.berkeley.edu/">http://www.berkeley.edu/</a>	100	257.5	43	166	6%	93	29%	375	0.19	396	32681	
306	Dublin Business School	<a href="http://www.dbs.ie/">http://www.dbs.ie/</a>	100	258	37	320	9%	274	27%	364	0.01	74	172218	
307	Batchelor Institute of Indigenous Tertiary Education	<a href="http://www.batchelor.edu.au/">http://www.batchelor.edu.au/</a>	101	258.25	33	379	10%	342	23%	297	0.00	15	38552	
308	Victorian College of Optometry	<a href="http://www.aco.org.au/">http://www.aco.org.au/</a>	100	258.75	39	274	12%	392	22%	266	0.02	103	46321	
309	University of York	<a href="http://www.york.ac.uk/">http://www.york.ac.uk/</a>	100	259	41	223	8%	213	30%	394	0.03	206	139386	
310	University of Kansas	<a href="http://www.ku.edu/">http://www.ku.edu/</a>	94	259.25	25	410	8%	223	18%	152	0.04	252	38704	
311	University of Otago	<a href="http://www.otago.ac.nz/">http://www.otago.ac.nz/</a>	100	259.5	36	341	8%	252	20%	211	0.03	234	48917	
311	Princeton University	<a href="http://www.princeton.edu/">http://www.princeton.edu/</a>	100	259.5	37	320	8%	193	29%	379	0.02	146	54020	
313	University of Reading	<a href="http://www.reading.ac.uk/">http://www.reading.ac.uk/</a>	100	260.5	42	190	6%	85	29%	381	0.11	386	33642	

The VisibleThread Website Index, Global Education 2016  
 – Q4



Education – Q4, 2016

			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
314	Governance Institute of Australia	<a href="http://www.governanceinstitute.com.au/">http://www.governanceinstitute.com.au/</a>	100	261.25	32	387	11%	373	22%	271	0.00	14	38633	
315	University of North Carolina Chapel Hill	<a href="http://www.unc.edu/">http://www.unc.edu/</a>	100	263	38	293	7%	136	27%	359	0.04	264	33662	
316	Anglia Ruskin University	<a href="http://www.anglia.ac.uk/">http://www.anglia.ac.uk/</a>	100	263.25	46	92	10%	362	23%	286	0.05	313	44814	
317	University of Canberra	<a href="http://www.canberra.edu.au/">http://www.canberra.edu.au/</a>	100	263.5	39	274	12%	384	17%	105	0.04	291	31741	
318	National Institute of Dramatic Art	<a href="http://www.nida.edu.au/">http://www.nida.edu.au/</a>	100	264	40	253	13%	396	21%	249	0.02	158	109917	
319	Drexel University	<a href="http://www.drexel.edu/">http://www.drexel.edu/</a>	101	266	32	387	6%	82	24%	321	0.04	274	46078	
319	William Angliss Institute	<a href="http://www.angliss.edu.au/">http://www.angliss.edu.au/</a>	100	266	36	341	13%	401	18%	137	0.03	185	35317	
321	Dartmouth College	<a href="http://dartmouth.edu/">http://dartmouth.edu/</a>	100	266.25	38	293	9%	298	20%	191	0.04	283	23357	
321	University of Bradford	<a href="http://www.bradford.ac.uk/">http://www.bradford.ac.uk/</a>	100	266.25	40	253	10%	323	20%	194	0.04	295	58229	
323	University of California San Diego	<a href="http://www.ucsd.edu/">http://www.ucsd.edu/</a>	100	267	32	387	8%	220	18%	131	0.05	330	78348	
324	Keele University	<a href="http://www.keele.ac.uk/">http://www.keele.ac.uk/</a>	100	267.5	41	223	9%	267	30%	391	0.03	189	19185	
325	Pennsylvania State University	<a href="http://www.psu.edu/">http://www.psu.edu/</a>	100	267.75	37	320	10%	360	20%	196	0.03	195	36940	
326	Aberystwyth University - Prifysgol Aberystwyth	<a href="http://www.aber.ac.uk/">http://www.aber.ac.uk/</a>	100	268.25	40	253	9%	263	27%	363	0.03	194	18480	
327	Griffith University	<a href="http://www.griffith.edu.au/">http://www.griffith.edu.au/</a>	100	269	31	395	6%	97	19%	170	1.05	414	21778	
327	University of Notre Dame	<a href="http://www.nd.edu/">http://www.nd.edu/</a>	100	269	38	293	9%	307	29%	376	0.01	100	48435	
329	Hibernia College	<a href="http://hiberniacollege.com/">http://hiberniacollege.com/</a>	100	269.25	41	223	9%	276	27%	366	0.03	212	41589	
330	Dublin City University	<a href="http://www.dcu.ie/">http://www.dcu.ie/</a>	101	269.75	43	166	11%	371	23%	294	0.04	248	25082	
331	Macquarie University	<a href="http://www.mq.edu.au/">http://www.mq.edu.au/</a>	100	272	44	133	10%	366	22%	267	0.05	322	39547	
332	Middlesex University	<a href="http://www.mdx.ac.uk/">http://www.mdx.ac.uk/</a>	100	273.75	30	399	6%	107	23%	284	0.05	305	44933	
332	University of Lethbridge	<a href="http://www.uleth.ca/">http://www.uleth.ca/</a>	101	273.75	40	253	9%	271	19%	166	0.32	405	26385	
334	Royal College of Surgeons of Ireland	<a href="http://www.rcsi.ie/">http://www.rcsi.ie/</a>	100	274	32	387	8%	203	24%	308	0.03	198	33137	
335	University of Edinburgh	<a href="http://www.ed.ac.uk/">http://www.ed.ac.uk/</a>	100	274.5	42	190	19%	415	21%	239	0.04	254	21681	
336	University of Notre Dame Australia	<a href="http://www.nd.edu.au/">http://www.nd.edu.au/</a>	100	274.75	37	320	14%	408	26%	352	0.00	19	25230	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
337	University of Miami	<a href="http://www.miami.edu/">http://www.miami.edu/</a>	100	275	39	274	7%	181	24%	310	0.06	335	37932	
338	Ryerson University	<a href="http://www.ryerson.ca/">http://www.ryerson.ca/</a>	100	275.5	39	274	10%	309	20%	202	0.05	317	23312	
339	University of California Riverside	<a href="http://www.ucr.edu/">http://www.ucr.edu/</a>	100	277	35	356	7%	124	22%	259	0.09	369	34897	
339	Birkbeck University of London	<a href="http://www.bbk.ac.uk/">http://www.bbk.ac.uk/</a>	100	277	46	92	9%	290	27%	362	0.08	364	27789	
341	London Metropolitan University	<a href="http://www.londonmet.ac.uk/">http://www.londonmet.ac.uk/</a>	100	277.5	44	133	9%	303	27%	356	0.05	318	32953	
342	Adelaide Institute of TAFE	<a href="http://www.tafesa.edu.au/">http://www.tafesa.edu.au/</a>	100	281	38	293	12%	387	22%	272	0.02	172	17061	
343	University of Warwick	<a href="http://www.warwick.ac.uk/">http://www.warwick.ac.uk/</a>	100	282	39	274	7%	131	28%	370	0.07	353	38400	
344	University of Maryland Baltimore	<a href="http://www.umd.edu/">http://www.umd.edu/</a>	101	283	29	402	10%	364	21%	223	0.02	143	50421	
344	Trent University	<a href="http://www.trentu.ca/">http://www.trentu.ca/</a>	100	283	38	293	9%	274	22%	265	0.05	300	30573	
346	Emily Carr University of Art + Design	<a href="http://www.ecuad.ca/">http://www.ecuad.ca/</a>	100	284.5	34	364	8%	219	24%	314	0.03	241	35163	
347	University of Bedfordshire	<a href="http://www.beds.ac.uk/">http://www.beds.ac.uk/</a>	100	285	44	133	10%	313	25%	329	0.08	365	27773	
348	National University of Ireland	<a href="http://www.nui.ie/">http://www.nui.ie/</a>	100	285.5	37	320	12%	394	31%	396	0.01	32	32284	
348	De Montfort University	<a href="http://www.dmu.ac.uk/">http://www.dmu.ac.uk/</a>	100	285.5	38	293	8%	234	26%	354	0.04	261	34013	
350	University of Sussex	<a href="http://www.sussex.ac.uk/">http://www.sussex.ac.uk/</a>	100	285.75	35	356	9%	259	28%	368	0.02	160	127139	
351	Queen Mary University of London	<a href="http://www.qmul.ac.uk/">http://www.qmul.ac.uk/</a>	100	286	41	223	10%	349	30%	386	0.03	186	101948	
351	University of Queensland	<a href="http://www.uq.edu.au/">http://www.uq.edu.au/</a>	101	286	41	223	7%	176	26%	353	0.16	392	33346	
353	Melbourne Business School	<a href="http://mbs.edu/">http://mbs.edu/</a>	100	286.25	33	379	6%	91	22%	274	0.28	401	43777	
353	Carleton University	<a href="http://carleton.ca/">http://carleton.ca/</a>	100	286.25	36	341	8%	198	27%	357	0.04	249	19449	
353	Brunel University	<a href="http://www.brunel.ac.uk/">http://www.brunel.ac.uk/</a>	100	286.25	41	223	13%	403	25%	338	0.03	181	39853	
356	University of Huddersfield	<a href="http://www.hud.ac.uk/">http://www.hud.ac.uk/</a>	101	287.75	35	356	6%	115	31%	398	0.04	282	142946	
357	Australian National University	<a href="http://www.anu.edu.au/">http://www.anu.edu.au/</a>	100	289.25	41	223	13%	407	18%	125	0.30	402	39248	
358	Michigan State University	<a href="http://msu.edu/">http://msu.edu/</a>	100	289.75	32	387	9%	271	25%	328	0.02	173	29404	
359	University of Missouri Columbia	<a href="http://missouri.edu/">http://missouri.edu/</a>	98	290	36	341	9%	291	21%	244	0.04	284	25551	

# The VisibleThread Website Index, Global Education 2016

## – Q4



### Education – Q4, 2016

			Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
360	University of California San Francisco	<a href="http://www.ucsf.edu/">http://www.ucsf.edu/</a>	100	292	42	190	10%	337	39%	412	0.03	229	91484	
361	Arizona State University	<a href="http://www.asu.edu/">http://www.asu.edu/</a>	100	293.25	30	399	14%	410	26%	348	0.00	16	68257	
361	University of Nottingham	<a href="http://www.nottingham.ac.uk/">http://www.nottingham.ac.uk/</a>	100	293.25	44	133	10%	330	26%	355	0.07	355	50022	
363	Teesside University	<a href="http://www.tees.ac.uk/">http://www.tees.ac.uk/</a>	101	294.5	41	223	10%	347	23%	281	0.05	327	45888	
364	University of Dundee	<a href="http://www.dundee.ac.uk/">http://www.dundee.ac.uk/</a>	100	294.75	42	190	10%	348	25%	327	0.05	314	38649	
365	Georgetown University	<a href="http://www.georgetown.edu/">http://www.georgetown.edu/</a>	100	295.75	36	341	7%	126	33%	405	0.05	311	59376	
365	University of Manchester	<a href="http://www.manchester.ac.uk/">http://www.manchester.ac.uk/</a>	100	295.75	38	293	7%	156	28%	371	0.08	363	22781	
367	Emory University	<a href="http://www.emory.edu/">http://www.emory.edu/</a>	101	301	35	356	9%	285	25%	341	0.03	222	42476	
368	Swansea University	<a href="http://www.swansea.ac.uk/">http://www.swansea.ac.uk/</a>	100	301.5	42	190	8%	250	29%	372	0.17	394	27298	
369	University of Colorado Boulder	<a href="http://www.colorado.edu/">http://www.colorado.edu/</a>	100	302.75	33	379	9%	267	21%	233	0.06	332	23032	
370	California Institute of Technology Caltech	<a href="http://www.caltech.edu/">http://www.caltech.edu/</a>	100	303	38	293	10%	352	35%	408	0.02	159	36507	
371	University of Chicago	<a href="http://www.uchicago.edu/">http://www.uchicago.edu/</a>	100	304.25	29	402	7%	148	33%	407	0.04	260	18337	
372	University of Strathclyde	<a href="http://www.strath.ac.uk/">http://www.strath.ac.uk/</a>	101	305.25	38	293	10%	318	22%	270	0.06	340	90080	
373	University of Saskatchewan	<a href="http://www.usask.ca/">http://www.usask.ca/</a>	100	307	36	341	14%	409	26%	351	0.02	127	56518	
374	University of Leeds	<a href="http://www.leeds.ac.uk/">http://www.leeds.ac.uk/</a>	100	307.5	42	190	10%	315	31%	399	0.05	326	25822	
375	Louisiana State University	<a href="http://www.lsu.edu/">http://www.lsu.edu/</a>	100	310	37	320	10%	362	26%	349	0.03	209	46326	
376	Rutgers The State University of New Jersey	<a href="http://www.rutgers.edu/">http://www.rutgers.edu/</a>	84	310.25	33	379	8%	235	29%	384	0.03	243	37166	
377	Virginia Polytechnic Institute and State University	<a href="http://www.vt.edu/">http://www.vt.edu/</a>	100	312.75	34	364	10%	335	22%	256	0.04	296	26858	
378	Manchester Metropolitan University	<a href="http://www.mmu.ac.uk/">http://www.mmu.ac.uk/</a>	101	313.75	38	293	9%	278	25%	323	0.08	361	30937	
379	Bond University	<a href="http://www.bond.edu.au/">http://www.bond.edu.au/</a>	100	315	36	341	9%	259	22%	276	0.10	384	45363	
380	University of Cambridge	<a href="http://www.cam.ac.uk/">http://www.cam.ac.uk/</a>	100	317.5	38	293	12%	385	32%	402	0.03	190	53140	
381	George Mason University	<a href="http://www.gmu.edu/">http://www.gmu.edu/</a>	100	318.25	35	356	8%	207	25%	323	0.11	387	98071	
382	Canadian Memorial Chiropractic College	<a href="http://www.cmcc.ca/">http://www.cmcc.ca/</a>	100	318.75	34	364	8%	208	23%	293	0.50	410	45615	

# The VisibleThread Website Index, Global Education 2016 – Q4



## Education – Q4, 2016

Rank	University	URL	Num Pages	Clear Writing		Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank		
383	Charles Sturt University	<a href="http://www.csu.edu.au/">http://www.csu.edu.au/</a>	100	319.5	34	364	8%	214	24%	322	0.09	378	58909	
384	University of Pennsylvania	<a href="http://www.upenn.edu/">http://www.upenn.edu/</a>	100	321.5	36	341	11%	382	24%	305	0.04	258	50410	
385	Rensselaer Polytechnic Institute	<a href="http://www.rpi.edu/">http://www.rpi.edu/</a>	100	322	33	379	8%	183	35%	410	0.05	316	99029	
386	Glasgow Caledonian University	<a href="http://www.gcu.ac.uk/">http://www.gcu.ac.uk/</a>	100	323.5	34	364	9%	265	24%	315	0.07	350	28285	
387	Cork Institute of Technology	<a href="http://www.cit.ie/">http://www.cit.ie/</a>	100	324.75	38	293	11%	369	21%	229	0.36	408	27145	
388	University of Guelph	<a href="http://www.uoguelph.ca/">http://www.uoguelph.ca/</a>	100	325.75	33	379	9%	305	24%	318	0.05	301	28388	
389	University of Saint Andrews	<a href="http://www.st-andrews.ac.uk/">http://www.st-andrews.ac.uk/</a>	100	326	39	274	11%	378	29%	376	0.04	276	43521	
390	Washington University Saint Louis	<a href="http://wustl.edu/">http://wustl.edu/</a>	100	326.25	28	405	17%	414	35%	409	0.01	77	78856	
391	Coventry University	<a href="http://www.coventry.ac.uk/">http://www.coventry.ac.uk/</a>	100	326.75	38	293	11%	372	30%	385	0.04	257	71783	
392	University of Wolverhampton	<a href="http://www.wlv.ac.uk/">http://www.wlv.ac.uk/</a>	100	328	35	356	9%	270	30%	389	0.04	297	31227	
393	Lakehead University	<a href="http://www.lakeheadu.ca/">http://www.lakeheadu.ca/</a>	100	331	28	405	10%	331	25%	326	0.04	262	39192	
393	Durham University	<a href="http://www.dur.ac.uk/">http://www.dur.ac.uk/</a>	100	331	39	274	13%	402	29%	383	0.04	265	46583	
395	Vanderbilt University	<a href="http://www.vanderbilt.edu/">http://www.vanderbilt.edu/</a>	100	332	31	395	10%	331	21%	223	0.09	379	50121	
395	University of Bath	<a href="http://www.bath.ac.uk/">http://www.bath.ac.uk/</a>	100	332	38	293	11%	379	25%	336	0.05	320	43523	
397	Loughborough University	<a href="http://www.lboro.ac.uk/">http://www.lboro.ac.uk/</a>	100	334.5	41	223	12%	386	30%	390	0.06	339	31579	
398	Case Western Reserve University	<a href="http://www.case.edu/">http://www.case.edu/</a>	101	334.75	15	415	12%	389	25%	330	0.03	205	150843	
398	Roehampton University	<a href="http://www.roehampton.ac.uk/">http://www.roehampton.ac.uk/</a>	100	334.75	41	223	11%	381	30%	392	0.06	343	50664	
400	University of Stirling	<a href="http://www.stir.ac.uk/">http://www.stir.ac.uk/</a>	100	337.75	39	274	12%	390	25%	343	0.06	344	157256	
401	University of California Santa Cruz	<a href="http://www.ucsc.edu/">http://www.ucsc.edu/</a>	100	340.75	37	320	9%	299	30%	393	0.07	351	26771	
402	University of Westminster	<a href="http://www.westminster.ac.uk/">http://www.westminster.ac.uk/</a>	100	341	37	320	10%	313	29%	374	0.07	357	30154	
402	Royal Veterinary College University of London	<a href="http://www.rvc.ac.uk/">http://www.rvc.ac.uk/</a>	100	341	40	253	13%	400	30%	388	0.05	323	50150	
404	University of Limerick	<a href="http://www.ul.ie/">http://www.ul.ie/</a>	101	341.75	22	414	8%	210	42%	415	0.05	328	23817	
405	University of Exeter	<a href="http://www.exeter.ac.uk/">http://www.exeter.ac.uk/</a>	100	347.5	41	223	13%	406	32%	401	0.08	360	39533	



The VisibleThread Website Index, Global Education 2016  
 – Q4



Education – Q4, 2016

			Num Pages	Clear Writing	Readability		Passive		Long		Complex		Num Words
				Index	Score	Rank	Score	Rank	Score	Rank	Score	Rank	
406	Cranfield University	<a href="http://www.cranfield.ac.uk/">http://www.cranfield.ac.uk/</a>	100	348	34	364	9%	280	25%	335	0.62	413	35129
407	University of California Irvine	<a href="http://www.uci.edu/">http://www.uci.edu/</a>	100	352.75	26	409	8%	226	33%	406	0.09	370	52973
408	Wellington Institute of Technology	<a href="http://www.weltec.ac.nz/">http://www.weltec.ac.nz/</a>	100	355	35	356	13%	397	33%	404	0.04	263	59781
409	Institute of Technology Sligo	<a href="http://itsligo.ie/">http://itsligo.ie/</a>	100	358.25	34	364	10%	354	24%	306	0.44	409	38495
410	University of Glasgow	<a href="http://www.gla.ac.uk/">http://www.gla.ac.uk/</a>	100	359.25	34	364	16%	413	41%	414	0.04	246	58834
411	Northumbria University	<a href="http://www.northumbria.ac.uk/">http://www.northumbria.ac.uk/</a>	101	361.25	34	364	12%	393	31%	395	0.04	293	289141
412	Lancaster University	<a href="http://www.lancaster.ac.uk/">http://www.lancaster.ac.uk/</a>	101	361.75	38	293	14%	411	31%	397	0.06	346	36111
413	Lincoln University	<a href="http://www.lincoln.ac.uk/">http://www.lincoln.ac.uk/</a>	100	379.25	33	379	11%	376	32%	403	0.08	359	38259
414	University of South Australia	<a href="http://www.unisa.edu.au/">http://www.unisa.edu.au/</a>	100	381.5	31	395	11%	370	29%	378	0.10	383	33654
415	University of Aberdeen	<a href="http://www.abdn.ac.uk/">http://www.abdn.ac.uk/</a>	100	392.75	32	387	13%	403	39%	413	0.08	368	66894

## Methodology – what are the metrics?

- We scanned between up to 100 pages of content as a result of using automated crawling techniques.
- We crawled starting from the publically available URL.
- Certain pages within the sample contain non-textual content (eg: videos). We omitted these pages from our scan.
- If scan had fewer than 100 pages, we included the page count and word count for each agency.

We calculated the index based on 4 metrics. Each metric contributes equally to the final score. The metrics are:

Metric	Formula
<p><b>1. Readability</b></p> <p>Readability ranges from 1 to 100. 100 is the top mark. If communicating with citizens, aim for at least 60.</p> <p>This is based on the Flesch Reading Ease index.</p>	$(206.835 - (1.015 \times \text{Average Sentence Length}) - (84.6 \times \text{Average Syllables per Word}))$
<p><b>2. Passive Language</b></p> <p>The % rating is the proportion of sentences with a passive construction. Passive language is where the subject is acted upon by the verb. For example:</p> <p>"Quality is monitored" vs. "We monitor quality"</p> <p>If you use active voice, you will increase clarity &amp; strength. You will also flush out the 'actor', i.e. who did the action?</p>	$(\text{Passive Sentences} / \text{Total Sentences} * 100)$
<p><b>3. Long Sentences</b></p> <p>The % rating is the proportion of sentences that are longer than 25 words. Long sentences mask multiple concepts. Splitting up these sentences will result in a clearer message.</p>	$(\text{Long Sentences} / \text{Total Sentences} * 100)$
<p><b>4. Complex Word Density</b></p> <p>The density rating is the proportion of complex words relative to the total word count. This scan looks for complex words/phrases based on Federal Guidelines. See <a href="http://www.plainlanguage.gov/howto/wordsuggestions/s">http://www.plainlanguage.gov/howto/wordsuggestions/s</a></p>	$(\text{Complex Words} / \text{Total Words} * 100)$

[implewords.cfm](#) for the list scanned. Replacing complex words with simpler words helps your readers concentrate on your content.

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## About VisibleThread

VisibleThread provides document content analysis solutions for sales and marketing professionals. We flag poor quality and complex language for documents and websites. This eliminates tedious manual review cycles, saving you time and cost.

### **Our solutions & reports allow customers to:**

- Scan docs and websites in minutes
- Identify risky and complex language with objective metrics
- Benchmark web sites against sector peers
- Flag compliance issues

For corporate teams, government agencies and non-profits, our solutions make review teams 40% more efficient and increase sales and marketing conversions.

### **For questions or if you want a specific sector index:**

- For a specific agency or bureau index, email: [sales@visiblethread.com](mailto:sales@visiblethread.com)
- For questions on the metrics or methodology, email: [support@visiblethread.com](mailto:support@visiblethread.com)