

Appendix A

 dom.edu

vs.

 csu.edu

+ COMPARE

January 2021

 Global Rank ⓘ

Worldwide

dom.edu

▲309,736

csu.edu

▼325,062

 Country Rank ⓘ

United States

dom.edu

▲66,738

csu.edu

▲70,721

Category Rank ⓘ

Science and Education > Universities... 

dom.edu

▲1,837

csu.edu

▼1,937

¹ SimilarWeb.com, accessed 2/16/2021, <https://www.similarweb.com/website/csu.edu/?competitors=dom.edu>

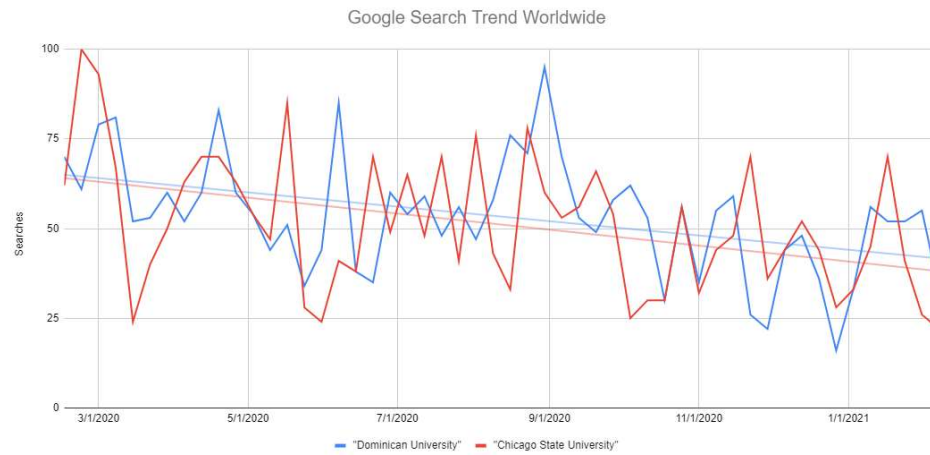
Appendix B



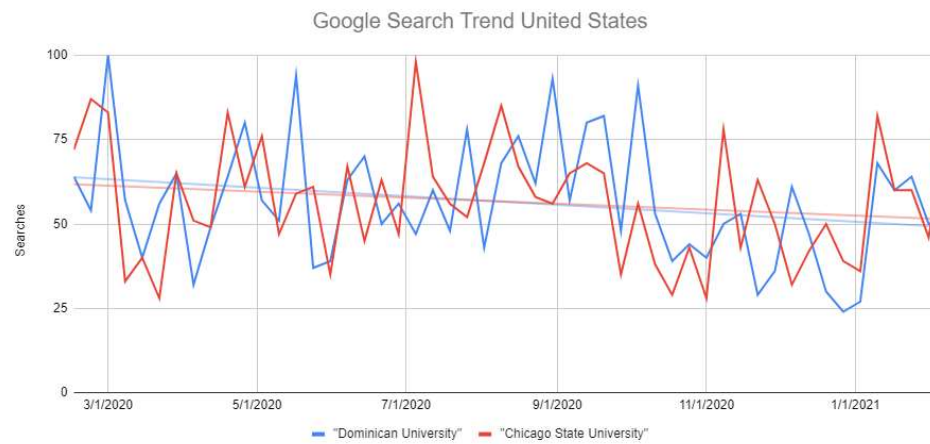
2

² SimilarWeb.com, accessed 2/16/2021, <https://www.similarweb.com/website/csu.edu/?competitors=dom.edu>

Appendix C



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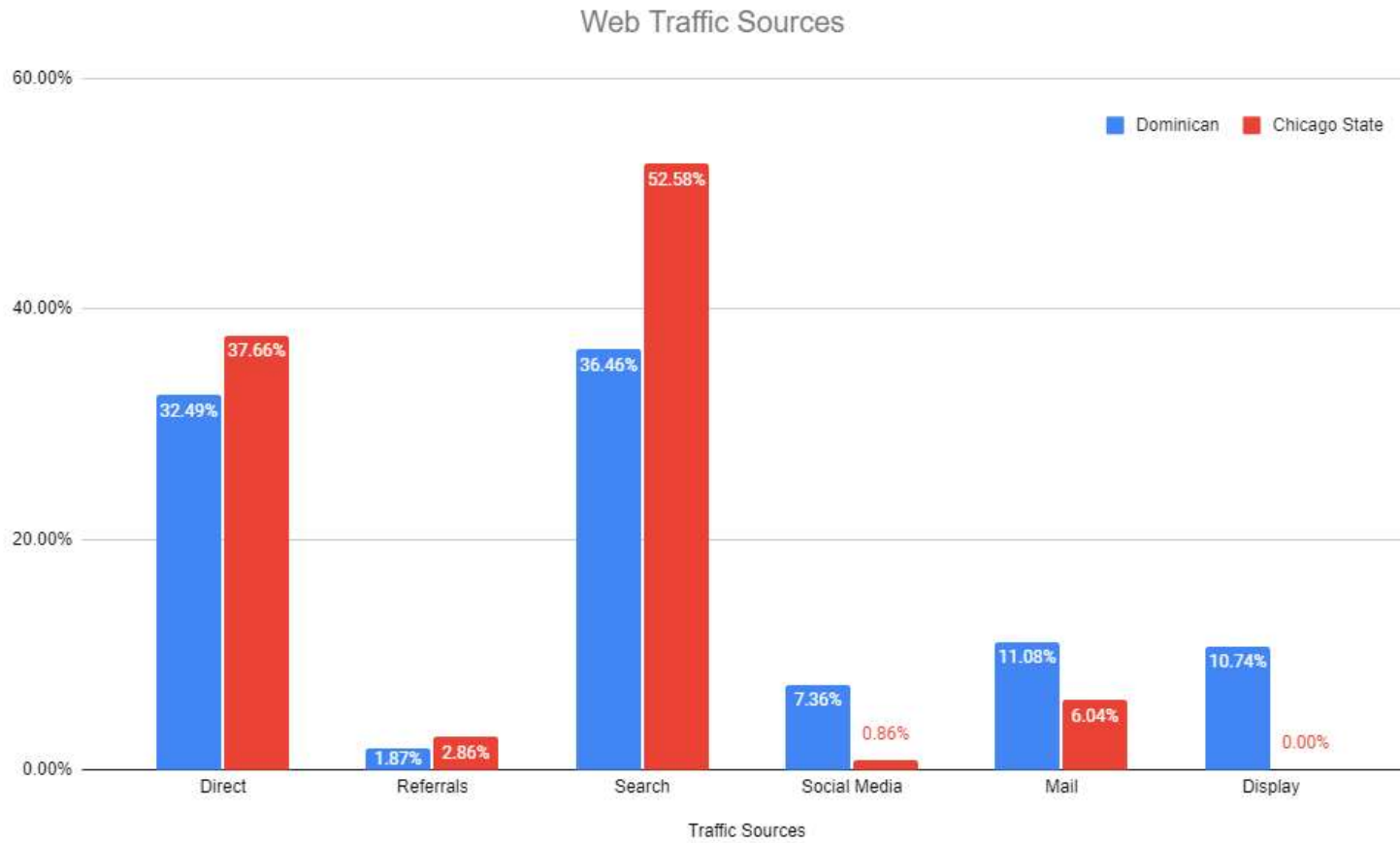


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³ Google Trends, accessed 2/17/2021, retrieved from <https://trends.google.com/trends/explore?q=%2Fm%2F06w42j,%2Fm%2F05hfr5>

⁴ Google Trends, accessed 2/17/2021, retrieved from <https://trends.google.com/trends/explore?geo=US&q=%2Fm%2F06w42j,%2Fm%2F05hfr5>

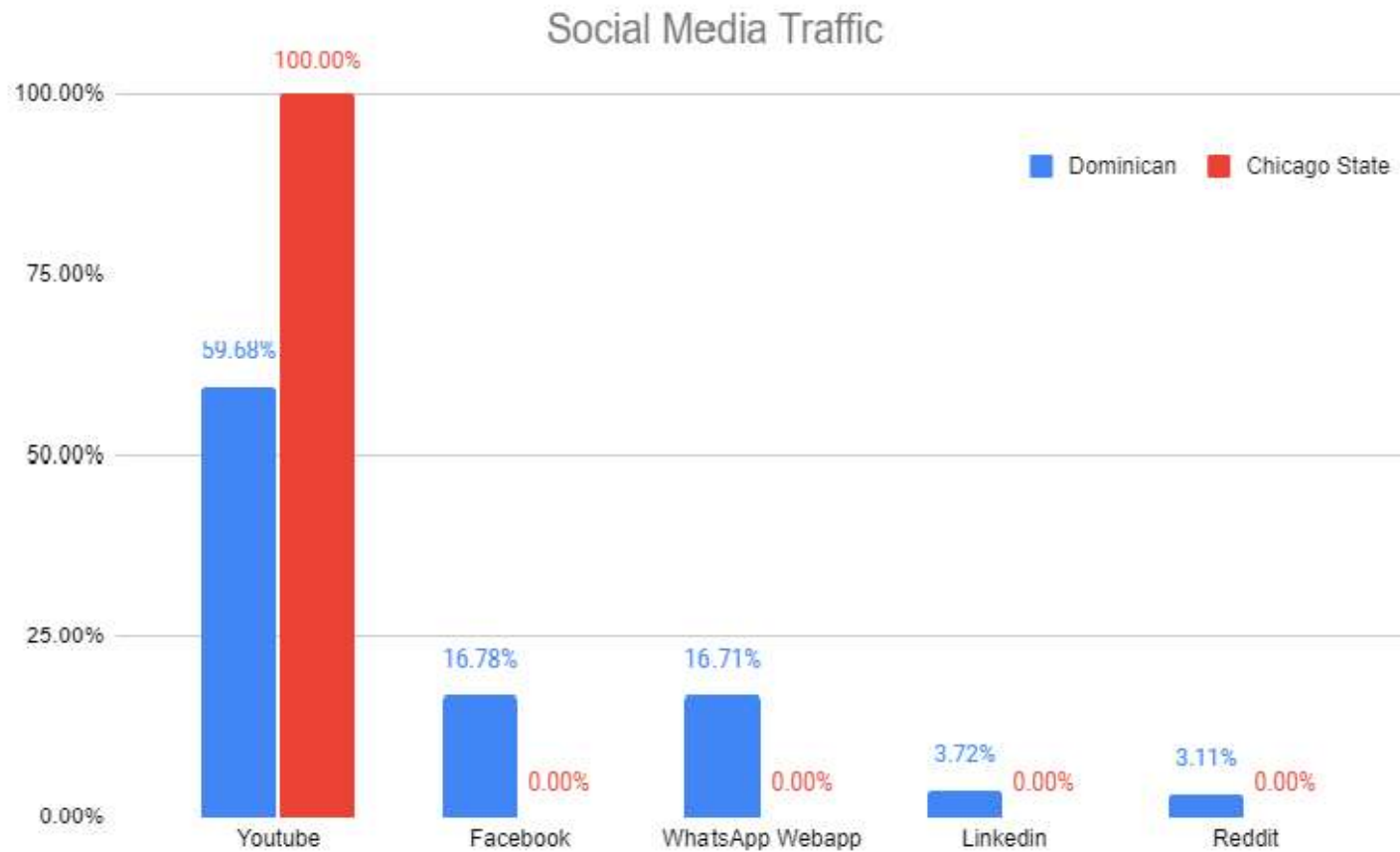
Appendix D



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⁵ SimilarWeb.com, accessed 2/16/2021, retrieved from <https://www.similarweb.com/website/csu.edu/?competitors=dom.edu>

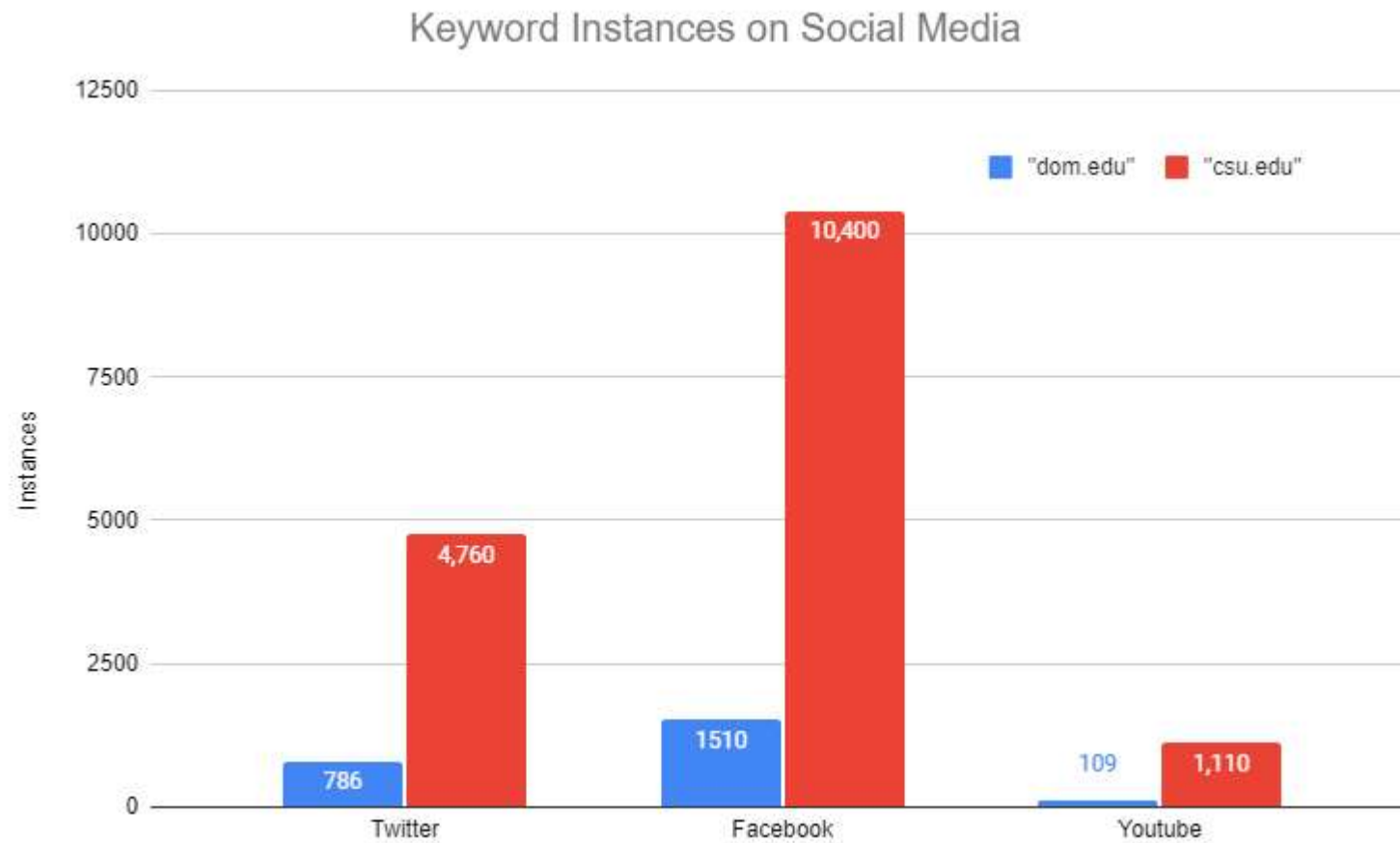
Appendix E



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⁶ SimilarWeb, accessed 2/16/2021, retrieved from <https://www.similarweb.com/website/csu.edu/?competitors=dom.edu>

Appendix F*

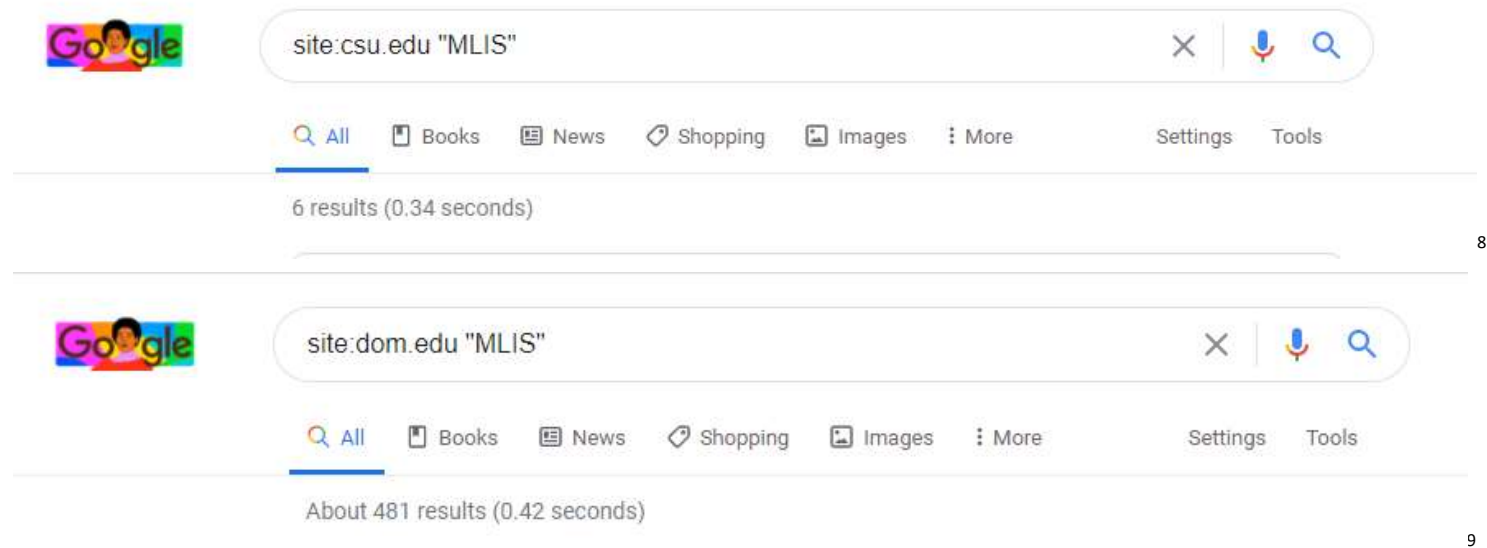


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*data collected from Google using search terms "dom.edu" and "csu.edu" using search operator *site:domain "search term"*

⁷ Google, accessed 2/17/2021, www.google.com

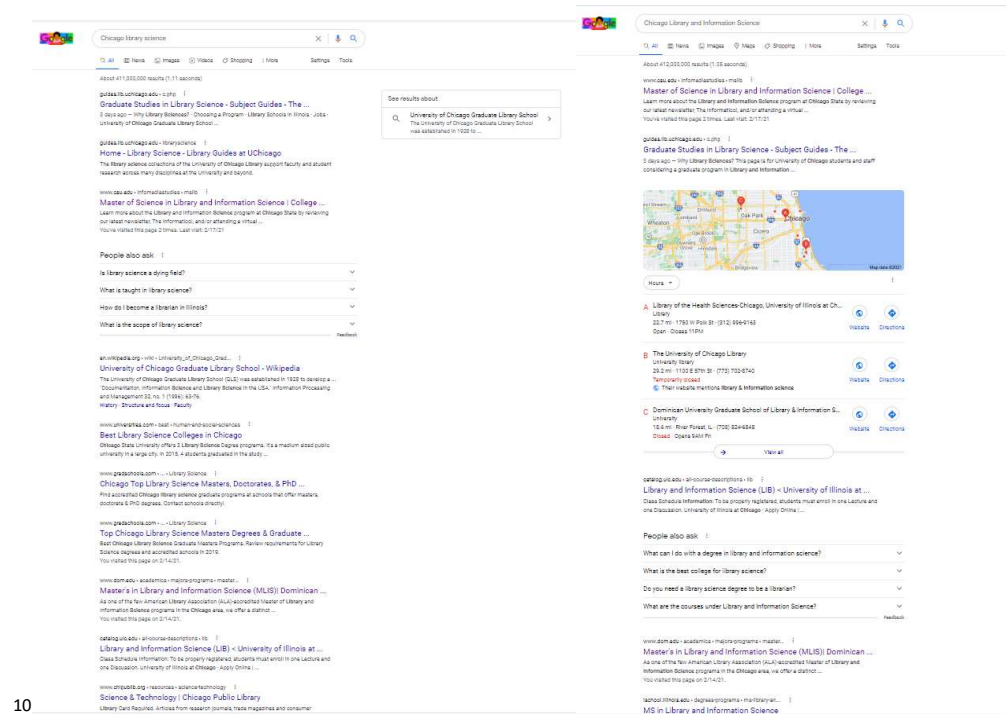
Appendix G



⁸ Google, accessed 2/17/2021, https://www.google.com/search?sxsrf=ALeKk02ATJzZKfoijsaltWklN_81WfMRw%3A1613673454163&ei=7rMuYOimCYjJtQb25qq4AQ&q=site%3Acsu.edu+%22MLIS%22&oq=site%3Acsu.edu+%22MLIS%22&gs_lcp=Cgdnd3Mtd2l6EAM6BwgAELADEEM6CAgAELEDEIMBOggILhCxAXCDAToECAAAQZoLCC4QsQMxwEQowI6BQgAELEDOgIIljoECCMQZoFCAAQkQI6DQguElcCEMcBEK8BEBQ6BwgAELEDEEM6AggAOg4ILhCxAXCDARDHARCjAjoHCAAQhwlQFFD4m-sMWJnF6wxg1MnrDGgBcAJ4AIAbsQGIAaMQkgEFMTAuMTCYAQCgAQGgAQdnd3Mtd2l6yAEKwAEB&scient=gws-wiz&ved=0ahUKEwjo1ZKliivTuAhWIZM0KHxazChcQ4dUDCA0&uact=5

⁹ Google, accessed 2/17/2021, https://www.google.com/search?sxsrf=ALeKk03k4U9cnUX5ZNFn7-sl1QWjn9VX6w%3A1613700383515&ei=Hx0vYPDhHsXEtQbKyq2AAQ&q=site%3Adom.edu+%22MLIS%22&oq=site%3Adom.edu+%22MLIS%22&gs_lcp=Cgdnd3Mtd2l6EAM6BwgAEQcQsANQwvQCWLuFA2DfiANoBHACeACAAZQBiAG-BpIBAzYuM5gBAKABAaoBB2d3cy13aXrIAQLAAQE&scient=gws-wiz&ved=0ahUKEwiw7Yex7vTuAhVFYs0KHUplCxAQ4dUDCA0&uact=5

Appendix H



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- ¹⁰ Google, accessed 2/18/2021,
https://www.google.com/search?xsrf=ALeKk00nTrbQQiM9KndKcRkGb2Ifk7sSsw%3A1613700434849&ei=Uh0vYMyiM4PbtQaduoW4Ag&q=chicago+library+science&oq=Chicago+&gs_lcp=Cgdnd3Mtd2l6EAEYATIECCMQJzIECCMQJzIECCMQJzIKCAAQsQMqGwEQQzIlCC4QsQMqGwEyBAGAEEMyCAguELEDEIMBMggILhCxAXCDATIICAAQsQMqGwEyCAGAELEDEIMBOgcIABBHELADOGsIABcXAxCDARCAjoiCAAQsQMqGwEQQzIlCC4QsQMqGwEyBAGAEEMyCAguELEDEIMBEBO6CwguEMcBEKMCEJECog0ILhChAhCxAXCDARAUOgUIABcRAjoHCC4QsQMqQ1Dh9QdY_sHYOeeCGgBcAJ4AIAB8wGIAyCkkgEFMC44LjGYAQCGAQGgAQdnd3Mtd2l6yAEIwAEB&scient=gws-wiz
- ¹¹ Google, accessed 2/18/2021,
https://www.google.com/search?xsrf=ALeKk01OKNyUs3jPQdoylpm8V4Q7w3s4eg%3A1613700570952&ei=2h0vYLjaOYm7tQank5P4Ag&q=chicago+library+and+information+science&oq=chicago+library+and+information+science&gs_lcp=Cgdnd3Mtd2l6EAMyBAGIECC6BwgjELADECC6BwgAEECsAM6BwgjELACECC6CAGAEAOQBRAeOggIABAEAOQHIDp3gNYo-sDYN3vA2gCcAJ4AYABsQKIAZUPkgEHOC44LjAuMZgBAKABAaoBB2d3cy13aXRIAQnAAQE&scient=gws-wiz&ved=0ahUKewi4r7iK7_TuAhWJXcOKHafJBC8Q4dUDCA0&uact=5