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|  OPAALS | OPAALS PROJECT Contract n° IST-034824 |
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WP9: Communication and dissemination

D9.14 - Web site report

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|  Information Society Technologies | Project funded by the European Community under the "Information Society Technology" Programme |
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Contract Number: IST-034824

Project Acronym: OPAALS

Deliverable N°: D9.14

Due date: 30/12/2009

Delivery Date: 15/01/2010

Short Description: Report on website traffic as a measure of dissemination impact.

Author: Neil Rathbone

Partners contributed: LSE

Made available to: All

Versioning

| Version | Date | Name, organisation |
|---------|------------|--------------------|
| 1.0 | 15/01/2010 | Neil Rathbone, LSE |
| 1.1 | 21/01/10 | Neil Rathbone, LSE |
| | | |

Quality check

Internal Reviewers:

Anne English, LSE

Niall Brennan, LSE

Dependences:

| | |
|---|--|
| Achievements* | Website monitoring was established as a measurement of communication and dissemination effect. |
| Work Packages | This task does not affect other work packages. |
| Partners | All partners understand the effect of communication. |
| Domains | N/A |
| Targets | Internal review of communication and dissemination. |
| Publications* | Internal only. |
| PhD Students* | N/A |
| Outstanding features* | N/A |
| Disciplinary domains of authors* | N/A |

The information marked with an asterisk () is provided in order to address Recommendation n. 4 from the Year 2 review report*



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Introduction

In response to a review recommendation to measure the impact of communication and dissemination, we set up a recording and statistical analysis system of our web sites using Google Analytics. This deliverable provides a report and overview of the results for the year 2009.

The report covers both the web site and the OKS. These were both changed towards the end of the year in line with the strategy of devolving the web presence among a number of partners, and moving away from the web site towards the OKS as the primary platform. Thus a consistent set of statistics for the web site is only possible to review from January to November, and the statistics for the OKS begin from its launch in April 2009 to November.

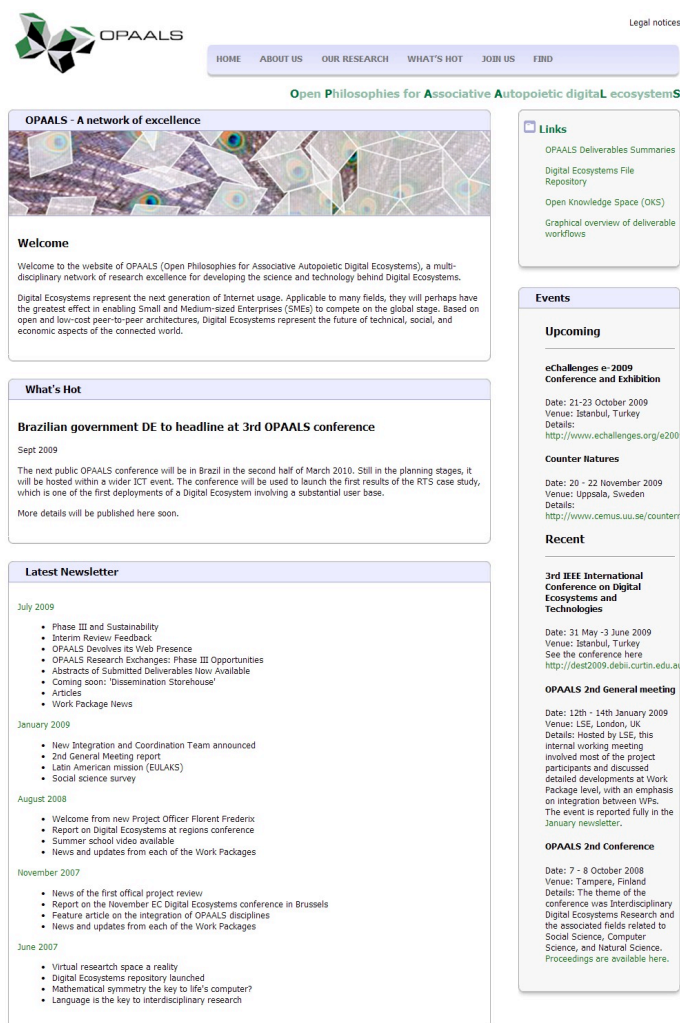
Web site statistics are subject to a number of limitations due to the assumptions that have to be made. For example, visitors from .com addresses are assigned to the US but could be anywhere in the world, and a regular visitor accessing the site from a different ISP may be counted as a new visitor.

However, we believe that the statistics give such strong indications that the conclusions we have drawn are reasonable.

Public web site

www.opaals.org

OPAALS.org was set up as a static web site to provide a basic information point. The content was driven by the wiki (<http://wiki.opaals.org/>) so that project members could update content themselves. Since November 2009, this URL redirects the user to the Sironta website which will be supported long-term by TechIdeas.



The screenshot shows the OPAALS website homepage. At the top left is the OPAALS logo, a stylized green and black geometric shape. To its right is the text "OPAALS". Below the logo is a navigation bar with links: HOME, ABOUT US, OUR RESEARCH, WHAT'S HOT, JOIN US, and FIND. To the right of the navigation bar is a link for "Legal notices". Below the navigation bar is a banner with the text "Open Philosophies for Associative Autopoietic digital ecosystemS". The main content area is divided into several sections. The first section is titled "OPAALS - A network of excellence" and features a large image of a network diagram. Below this image is a "Welcome" section with a paragraph of text. The second section is titled "What's Hot" and contains a sub-section "Brazilian government DE to headline at 3rd OPAALS conference" with a date of "Sept 2009" and a paragraph of text. The third section is titled "Latest Newsletter" and contains a list of news items organized by date: "July 2009", "January 2009", "August 2008", "November 2007", and "June 2007". The fourth section is titled "Links" and contains a list of links: "OPAALS Deliverables Summaries", "Digital Ecosystems File Repository", "Open Knowledge Space (OKS)", and "Graphical overview of deliverable workflows". The fifth section is titled "Events" and contains a sub-section "Upcoming" with two events: "eChallenges e-2009 Conference and Exhibition" and "Counter Futures". The sixth section is titled "Recent" and contains a sub-section "3rd IEEE International Conference on Digital Ecosystems and Technologies".

OPAALS

HOME ABOUT US OUR RESEARCH WHAT'S HOT JOIN US FIND

Legal notices

Open Philosophies for Associative Autopoietic digital ecosystemS

OPAALS - A network of excellence

Welcome

Welcome to the website of OPAALS (Open Philosophies for Associative Autopoietic Digital Ecosystems), a multi-disciplinary network of research excellence for developing the science and technology behind Digital Ecosystems.

Digital Ecosystems represent the next generation of Internet usage. Applicable to many fields, they will perhaps have the greatest effect in enabling Small and Medium-sized Enterprises (SMEs) to compete on the global stage. Based on open and low-cost peer-to-peer architectures, Digital Ecosystems represent the future of technical, social, and economic aspects of the connected world.

What's Hot

Brazilian government DE to headline at 3rd OPAALS conference

Sept 2009

The next public OPAALS conference will be in Brazil in the second half of March 2010. Still in the planning stages, it will be hosted within a wider ICT event. The conference will be used to launch the first results of the RTS case study, which is one of the first deployments of a Digital Ecosystem involving a substantial user base.

More details will be published here soon.

Latest Newsletter

July 2009

- Phase III and Sustainability
- Interim Review Feedback
- OPAALS Delivers its Web Presence
- OPAALS Research Exchanges: Phase III Opportunities
- Abstracts of Submitted Deliverables Now Available
- Coming soon: 'Dissemination Storehouse'
- Articles
- Work Package News

January 2009

- New Integration and Coordination Team announced
- 2nd General Meeting report
- Latin American mission (EULAKS)
- Social science survey

August 2008

- Welcome from new Project Officer Florent Frederix
- Report on Digital Ecosystems at regions conference
- Summer school video available
- News and updates from each of the Work Packages

November 2007

- News of the first official project review
- Report on the November EC Digital Ecosystems conference in Brussels
- Feature article on the integration of OPAALS disciplines
- News and updates from each of the Work Packages

June 2007

- Virtual research space a reality
- Digital Ecosystems repository launched
- Mathematical symmetry the key to life's computer?
- Language is the key to interdisciplinary research

Links

- OPAALS Deliverables Summaries
- Digital Ecosystems File Repository
- Open Knowledge Space (OKS)
- Graphical overview of deliverable workflows

Events

Upcoming

eChallenges e-2009 Conference and Exhibition

Date: 21-23 October 2009
Venue: Istanbul, Turkey
Details:
<http://www.echallenges.org/e2009>

Counter Futures

Date: 20 - 22 November 2009
Venue: Uppsala, Sweden
Details:
<http://www.cemus.uu.se/counter>

Recent

3rd IEEE International Conference on Digital Ecosystems and Technologies

Date: 31 May - 3 June 2009
Venue: Istanbul, Turkey
See the conference here
<http://deest2009.debin.curtin.edu.au>

OPAALS 2nd General meeting

Date: 12th - 14th January 2009
Venue: LSE, London, UK
Details: Hosted by LSE, this internal working meeting involved most of the project participants and discussed detailed developments at Work Package level, with an emphasis on integration between WPs. The event is reported fully in the January newsletter.

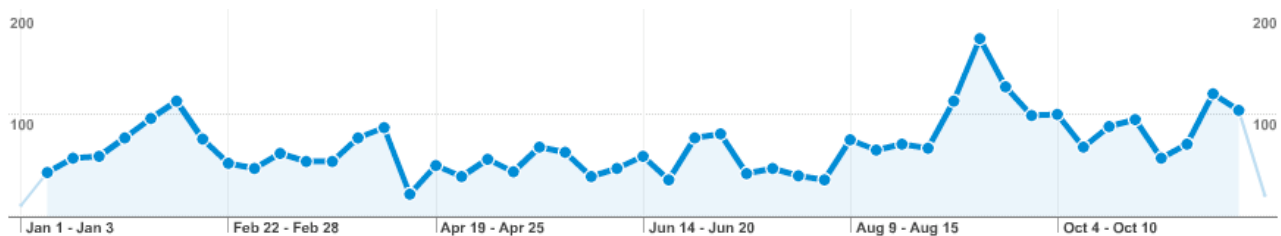
OPAALS 2nd Conference

Date: 7 - 8 October 2008
Venue: Tampere, Finland
Details: The theme of the conference was Interdisciplinary Digital Ecosystems Research and the associated fields related to Social Science, Computer Science, and Natural Science. Proceedings are available here.

The main public web site

Page views

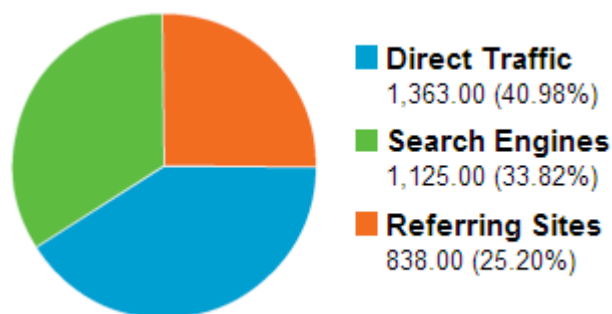
During 2009 there were a total of almost 7,000 page views made by nearly 2,000 unique users.



Weekly traffic January - November 2009

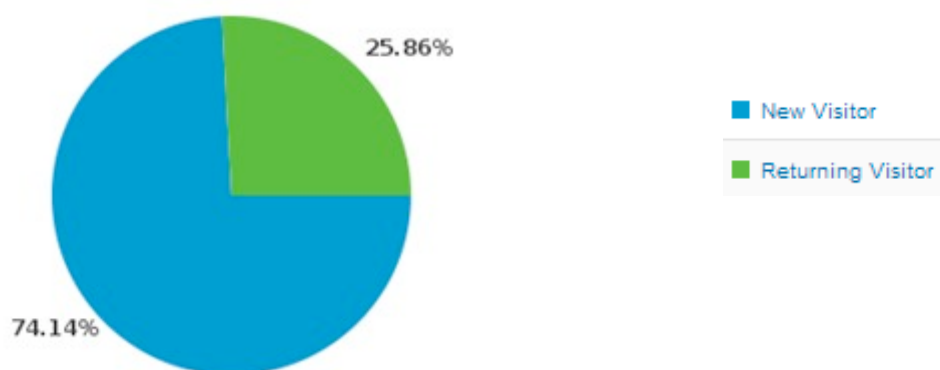
Traffic sources

Site traffic came roughly one-third each from: direct URL entry, referring sites and searches. This indicates that there were a variety of users with different modes of access, most of whom were probably 'finding' the information for the first time.



Source of traffic

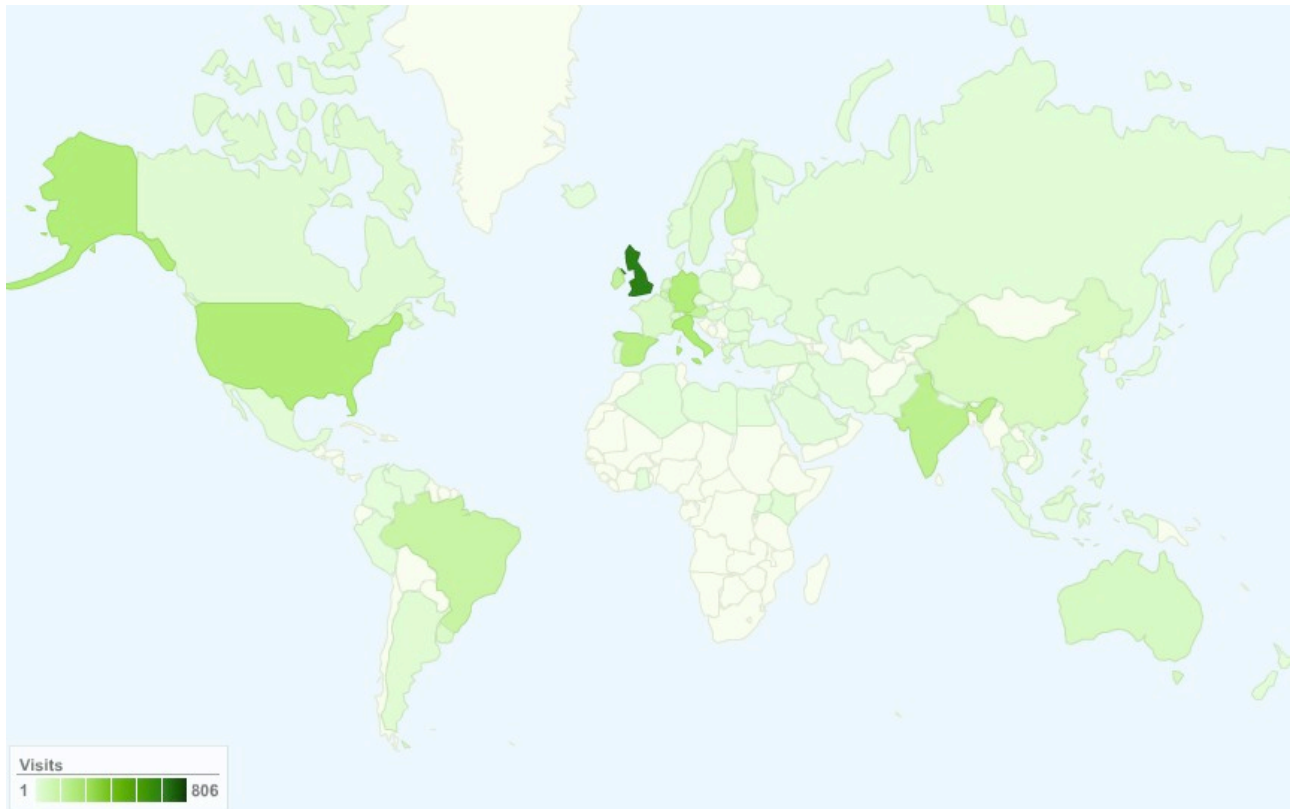
This information is reinforced by the data showing that most users are new visitors to the site.



New versus returning visitors

Geographical distribution

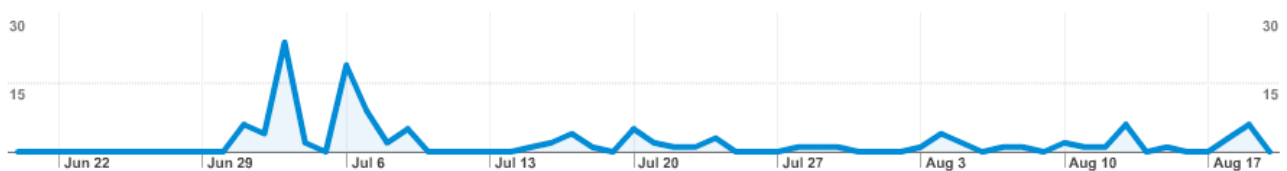
The mapping shows that traffic was world-wide, with most use coming from partner countries. The US data is probably the result of the allocation of .com addresses.



Geographical distribution of users

Newsletter pages

The newsletter is read via the site and so we are able to see both the volume and pattern of readership, which indicates that around 100 people read it within a week of publication and it continues to attract some readership as an archive.

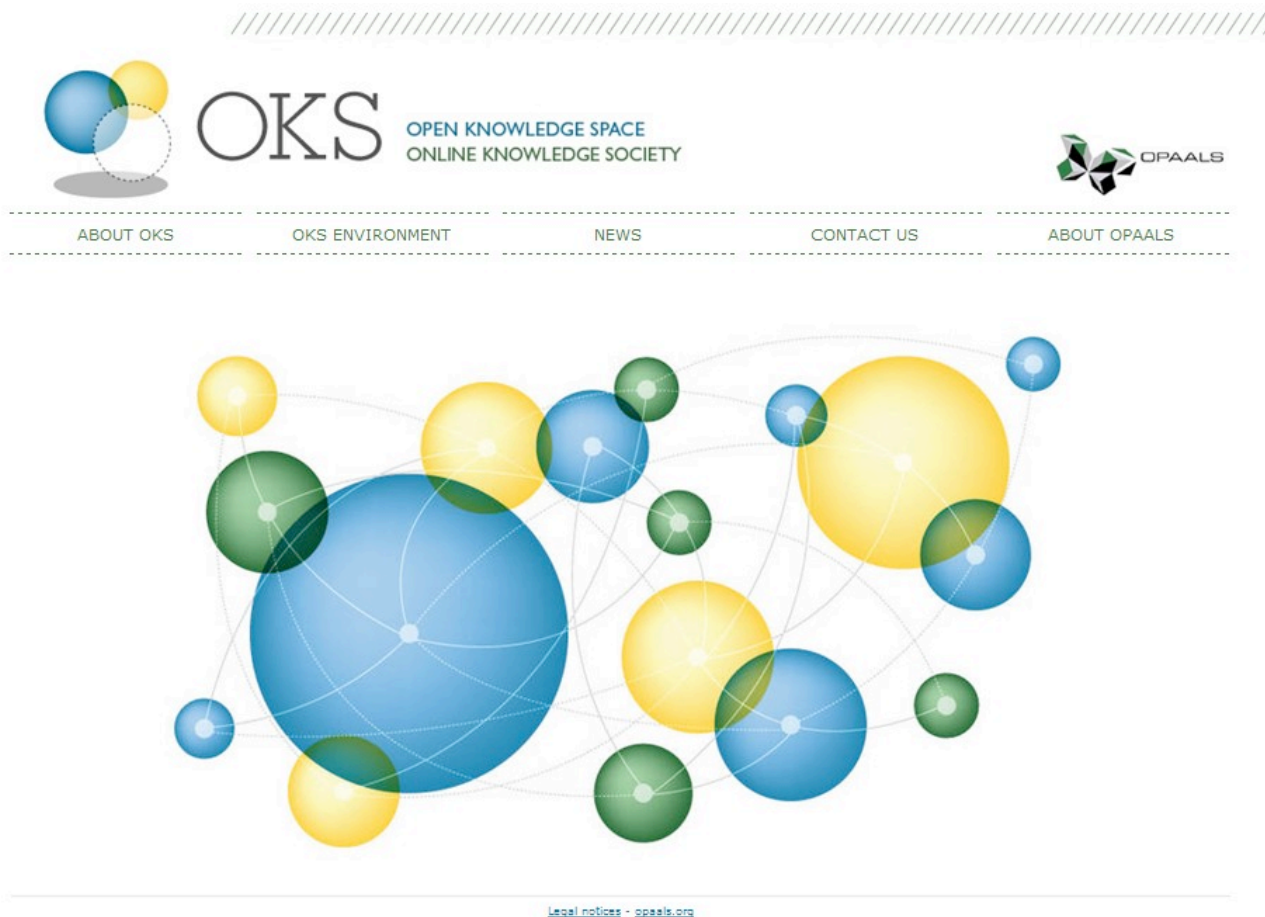


A typical newsletter page

OKS

<http://www.opaals-oks.eu/>

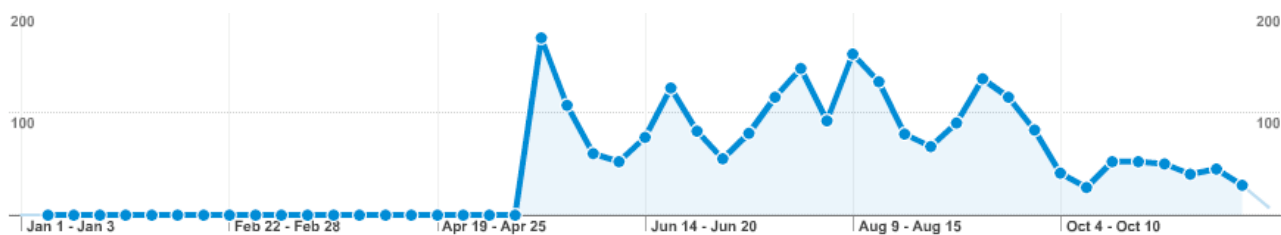
OPAALS-OKS.eu was initially hosted by IPTI under the name Guigoh (IPTI's collaboration platform) at www.opaals.org.br . It was launched in April 2009, with a new look and feel, as the OPAALS official OKS.



The OKS home page

Page views

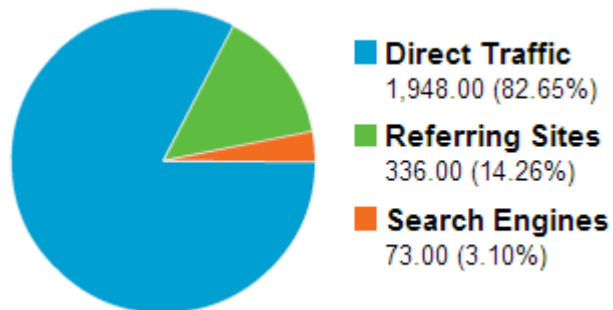
Following a sustained series of peaks over Summer, usage seems to have fallen off over the winter months, but this may be the 'normal' level following the rush of set-up activities, and to some extent the natural pattern of activity for deliverable and review preparation. Total page views for the year 1,700.



Weekly traffic April - November 2009

Traffic sources

As most of the users are project participants and regular users, most traffic accesses the site by directly entering the URL.



Source of traffic

Geographical distribution

As expected, the visitors are currently from the partner countries.



Geographical distribution of users

Conclusions

The public Web site appears to have served its purpose of providing initial awareness and education. The information provided was basic and factual and aimed at those trying to quickly and efficiently find out about OPAALS. The access methods revealed by the statistics indicate that two-thirds of users were finding it via search engines and referrals, while three quarters of visitors were new visitors. This strongly supports the conclusion that the site has fulfilled a 'first information' function.

There is a continuous weekly flow of site traffic, with moderate peaks and troughs that we believe result from events and other communication activities causing individuals to want to find out about OPAALS and Digital Ecosystems. Certainly the geographical pattern of usage shows a heavy concentration in partner countries which tends to support the conclusion that local contacts and awareness activities are driving these 'discoverers'. Visitors did not stay long, which reinforces the conclusion that they came mainly in order to find out what it was about and, having acquired the information, moved on.

The page statistics for the newsletter pages would seem to indicate that newsletters have been read by virtually all the project participants within the first week of publication, followed by a continuing low level of occasional access, probably by new site visitors seeking background information.

The pattern of usage and the more direct means of access of the OKS is consistent with it being an internal project tool. The initial flurry of activity as users set up profiles and groups is gratifying in a new facility that must begin life empty, and indicates that there was a strong need among project participants as well as an enthusiasm to set it up. The initial 'set-up' peak was followed by a trough, which may represent a more normal ongoing level of usage, and may also reflect the pattern of project activity with peaks and troughs following preparations for key dates, deliverables, and reviews etc.

Overall, while web site statistics for a specialist research project such as OPAALS will never rival major public Web sites, we have been very satisfied with the level of interest and the profile of our visitors. We conclude that the web site achieved its aims of efficiently providing awareness and information on demand.

As a result of these statistics and conclusions, we plan to continue with a separate 'quick access' information web site at the new www.opaals.eu address and develop the OKS at www.opaals-oks.eu as the more substantial location to involve additional users in project work and encourage social networking among participants. We will continue to monitor both sites.