

PILOTS

Professionalisation for learning in technology and science
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D7.3: WP7 Mid-term report

Workpackage 7: Webplatform and exploitation

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www.thepilots.eu

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1 Executive Summary

The European PILOTS project (Professionalization for Learning in Technology and Science) is aimed at Europe's community of science explainers. To disseminate the projects results and materials as well as to support of this wide international professionals community a Pilots website was developed.

The website is divided in two subcomponents (the institutional webpages and the PILOTS hub). Statistics on institutional webpages and on PILOTS hub shows that the community of science promoting individuals and institutions is growing. The PILOTS web-platform is a web-platform where all science promoting professionals can find useful information and pedagogical material for their work. It is a tool for internal exchange of documents for the project partners, as well as the tool to disseminate project ideas and materials among all other science promoting professionals. It is an innovative tool for the community learning of explainers, which will continue after the end of the project.

This deliverable describes the usage of the Pilots website and the Pilots hub from the launch of the website in March 2009 to mid-September 2009.

2 Statistics: institutional webpages

Here we report some statistics about the usage of the website since it was put online. As the website is divided in two subcomponents (the institutional webpages and the PILOTS hub) with very different characteristics the statistics are presented in different ways on the two components.

The institutional pages have a very simple and traditional structure, and are aimed specifically at presenting project's goals, plan, activities and materials and also to offer links to partner websites. Here is a chart which reports the traffic on these pages since it was put online:

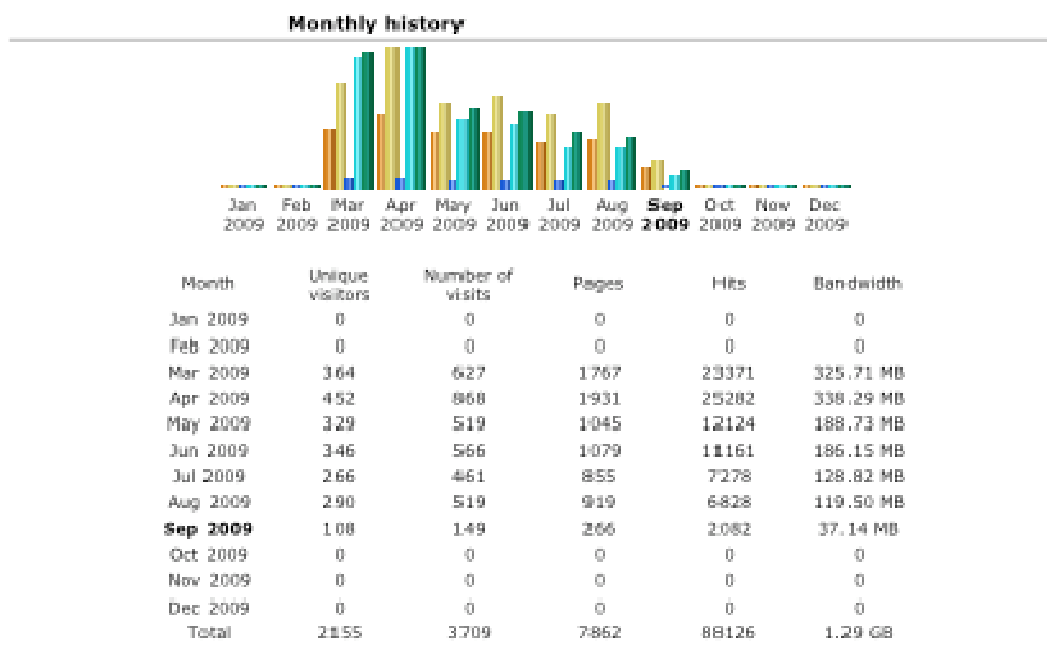


Table 1 Traffic on the PILOTS institutional webpages since March 2009

From these data we can observe that the climax of the users' activity on the website was in the first two months and then the activity started to decrease, but as most of this low-activity period is concentrated on the summer months, this might be the

reason of the decrease. Now we will have to see how the activity will restart in September.

Visits duration			
	Number of visits: 149 - Average: 85 s	Number of visits	Percent
0s-30s		118	79.1 %
30s-2mn		14	9.3 %
2mn-5mn		7	4.6 %
5mn-15mn		5	3.3 %
15mn-30mn		4	2.6 %
30mn-1h			
1h+			
Unknown		1	0.6 %

Table 2 Average visit duration on the PILOTS official webpages

Most of the visits are very short (79% during up to 30 seconds). This is interesting when we compare this information with the same for the PILOTS hub, as you will see later, which has a much longer average visit duration. The institutional webpages are intended to give information about the project for people who are not involved in it and has no-interactive facilities. The huge difference between average usage duration between the institutional pages and the PILOTS hub (the first 1 minute and 25 seconds, the second 6 minutes and 6 seconds) depends probably on their radically different usage: the first is informative, the second is participative.






File type					
	File type	Hits	Percent	Bandwidth	Percent
	gif Image	1145	54.9 %	2.13 MB	5.7 %
	jpg Image	591	28.3 %	23.09 MB	62.1 %
	html HTML or XML static page	214	10.2 %	953.40 KB	2.5 %
	css Cascading Style Sheet file	80	3.8 %	381.46 KB	1 %
	pdf Adobe Acrobat file	52	2.4 %	10.62 MB	28.5 %

Table 3 Files downloaded from the PILOTS institutional webpages

The important information here is the number of pdf files downloaded – these are the materials related to the Pilots project. 52 documents from The PILOTS project were downloaded in the last 6 months.

Connect to site from					
Origin		Pages	Percent	Hits	Percent
Direct address / Bookmarks		130	69.5 %	145	71 %
Links from a NewsGroup					
Links from an Internet Search Engine - Full list		33	17.6 %	34	18.6 %
- Google	30 30				
- Ask	1 1				
- Google (Images)	1 1				
- Virgilio	1 2				
Links from an external page (other web sites except search engines) - Full list		24	12.8 %	24	11.7 %
- http://www.surveymonkey.com/s_thankyou.aspx	10 10				
- http://www.pavcomhedimento.pt/projects/	6 6				
- http://www.ecsite.eu	3 3				
- http://www.h-e-si/index.php	3 3				
- http://serversito/english/projects/pilots.asp	1 1				
- http://www.bing.com/search	1 1				
Unknown Origin				1	0.4 %

Table 4 Links from other sites to the PILOTS institutional pages

In the lower half of the table is a list of other sites that link to the PILOTS institutional webpages. “Surveymonkey” is the site we used for creating the online questionnaire in order to gather data on the professions of science museum explainer and manager. The other sites are mostly the official pages of the partner institutions.

3 The PILOTS hub statistics

This section of the website is the most interesting in the aims of WP7, as it is the one intended to support the science museum explainers, to gather materials and proposals interesting for them, and to give them a tool to keep in touch. Since it has been available online The PILOTS hub immediately received the attention of the science museum explainers. Now there are up to 303 registered users, most of them belonging to a science museum or other institution in science communication. These users have uploaded 58 videos, nearly 500 photos, published more than 200 posts and replies in the public forums and have performed a lot of activity on the site – sending messages to one another, uploading various materials, posting topics on the forums, making friends, etc.

As they belong to a restricted community we feel that the number of registered users, still growing, is satisfactory. And we are also satisfied with the activity performed on the PILOTS hub, as people seem enthusiastic and contribute to keep a very lively dialogue in its pages.

The PILOTS hub has been very active in the past months. As reported by Google Statistics, since June 2009 – date of the last PILOTS training course in Milan – the site had 2.360 visits, with 18.264 pages seen. This means that in average a user has seen 7,74 pages in each visit. The average time a user spends on the site is 6 minutes and 4 seconds.

3.1 Overview

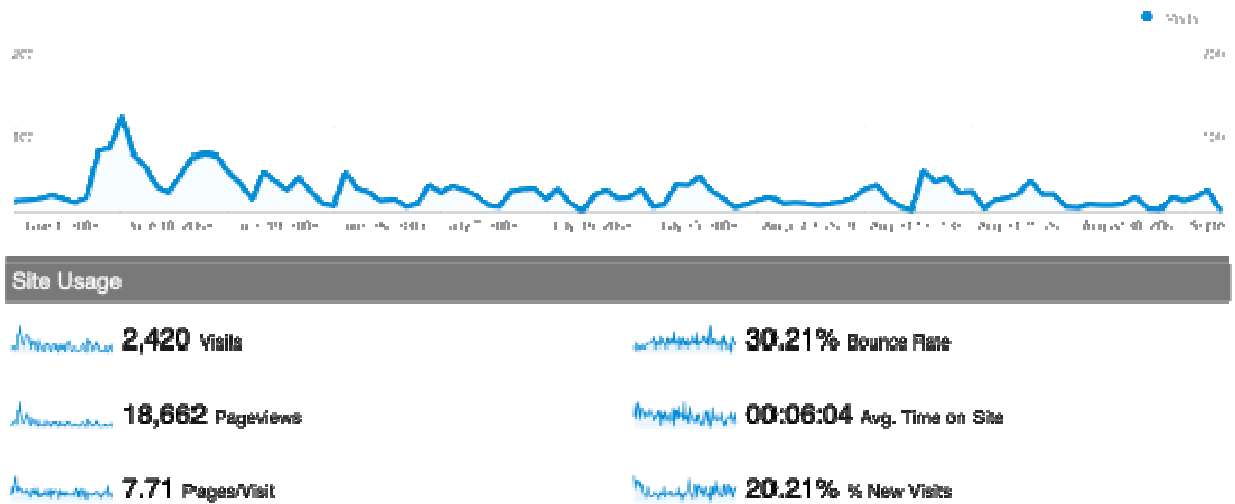


Table 5 Overview of the PILOTS hub usage June 1st – August 30th

The bounce rate (30.21%), together with the average number of pages visited by a single user (7.71), is also satisfactory for our standards: it means that only a third of the users visit the home page and then does nothing else on the website. A moderate number of people looking only to the home page is in our opinion acceptable, as one can go to the PILOTS hub and see if something new has happened (this information is clearly available from the home) and if not decide to stop navigating.

3.2 “Loyal” and specialized audience

All traffic sources sent a total of 2,420 visits

41.45% Direct Traffic

55.62% Referring Sites

2.93% Search Engines



■ Referring Sites
1,346.00 (55.62%)
■ Direct Traffic
1,003.00 (41.45%)
■ Search Engines
71.00 (2.93%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
thepilots.eu (referral)	1,056	43.64%	pilots hub	56	78.87%
(direct) ((none))	1,003	41.45%	hub pilots	6	8.45%
ning.com (referral)	76	3.14%	hub pilots	2	2.82%
google (organic)	71	2.93%	pilot's hub	2	2.82%
mail.google.com (referral)	40	1.65%	pilots hib	2	2.82%

Table 6 Traffic sources

The data reported on the chart above clearly demonstrates that most of the PILOTS Hub users “know where to go”: they seem to know the site and don’t look for it with Google (only 2,93% of the sources) and either arrive on the page from the PILOTS institutional pages or directly by writing the url on their browsers. This indicates a very loyal and specialized audience.

2,420 visits from 2 visitor types

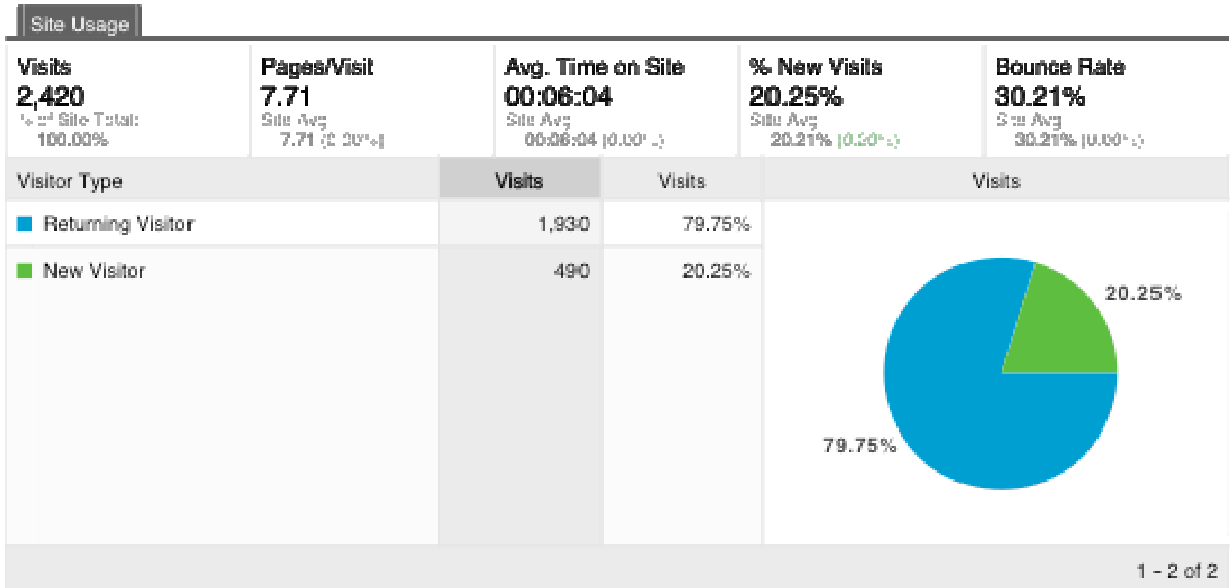


Table 7 New Vs Returning

The fact that the average user of the PILOTS hub is loyal and returns regularly on the site is evident also from the table above: nearly 80% of the visitors are not new – they have returned at least once on the site.

Most visits repeated: 1 times

Count of visits from this visitor including current	Visits that were the visitor's nth visit	Percentage of all visits
1 times	490.00	30.25%
2 times	238.00	9.83%
3 times	179.00	7.40%
4 times	124.00	5.12%
5 times	96.00	3.97%
6 times	83.00	3.43%
7 times	65.00	2.69%
8 times	57.00	2.36%
9-14 times	208.00	8.50%
15-25 times	229.00	9.46%
26-50 times	262.00	10.83%
51-100 times	222.00	9.17%
101-200 times	123.00	5.06%
201+ times	44.00	1.82%

Table 8 Visitor loyalty

Above is the complete table of visitor loyalty. The interesting information is that the percent of users that have visited the site from 25 to 30 times is 10% of the total. This means that 30 users used the PILOTS hub regularly. Another 15% have used it more than 30 times, so the total number of regular users is around 75. One of the goals we set from the beginning was to have at least 50 people using the web-platform at least 25 times, so we feel satisfied with these numbers, that are still growing, for which we expect to have another burst in January 2010, on the occasion of the third PILOTS training course in Paris, where we will disseminate the site.

3.3 Preferred pages

50 pages were viewed a total of 18,662 times

Content Performance							
Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index		
18,662	13,660	00:00:54	30.21%	12.97%	\$0.00		
<small>% of Site Total 100.00%</small>	<small>% of Site Total 100.00%</small>	<small>Site Avg 00:00:54 (0.00%)</small>	<small>Site Avg 30.21% (3.00%)</small>	<small>Site Avg 12.97% (3.00%)</small>	<small>Site Avg \$0.00 (0.00%)</small>		
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
/profiles/	4,074	3,119	00:00:38	20.93%	7.19%	\$0.00	
/profile/	3,089	2,336	00:00:56	26.77%	10.88%	\$0.00	
/main/	2,434	1,856	00:01:04	22.50%	24.69%	\$0.00	
/	2,370	1,418	00:01:27	38.17%	25.11%	\$0.00	
/forum/	1,757	1,174	00:01:22	42.86%	12.29%	\$0.00	
/photo/	1,628	1,439	00:00:34	27.27%	4.67%	\$0.00	
/friends/	415	324	00:00:34	71.11%	20.24%	\$0.00	
/video/	370	279	00:01:45	66.67%	9.19%	\$0.00	
/forum	329	176	00:00:31	0.00%	5.47%	\$0.00	
/photo	325	188	00:00:28	0.00%	3.08%	\$0.00	
/page/	321	210	00:00:30	0.00%	6.85%	\$0.00	
/traveljobs/	278	244	00:01:22	25.00%	16.91%	\$0.00	
/events/	253	202	00:01:14	16.67%	12.25%	\$0.00	
/traveljobs	144	106	00:00:13	16.67%	2.08%	\$0.00	
/video	126	79	00:00:41	100.00%	9.52%	\$0.00	
/events	116	86	00:00:48	25.00%	12.93%	\$0.00	
/photo?page=2	90	62	00:00:11	0.00%	0.00%	\$0.00	
/photo?page=3	78	46	00:00:18	0.00%	0.00%	\$0.00	
/photo?page=4	73	45	00:00:09	0.00%	2.74%	\$0.00	
/notes/	49	19	00:00:39	0.00%	4.08%	\$0.00	
/photo?page=6	37	22	00:00:09	0.00%	5.41%	\$0.00	

Table 9 Content drilldown

By far the most preferred pages (apart from the homepage which in total scores a little less than 5,000 views) are the profile pages, the user's own one (3,089 visits), and the other members' (4,074 visits). The photo pages also ranks well and in total has had nearly 2,000 visits.

4 Conclusions

The outcomes of these first months of The PILOTS web platform are quite satisfactory: a lot of explainers and people in the field of science communication have joined the PILOTS hub online community and are showing interest and activity. It seems that the hub is being used as we meant it, to keep in touch, share experiences, information, between people that do the same job but live in different countries and experience very different contexts.

In the future PILOTS web-platform will continue as a place where all science promoting professionals can find useful information and links for their job and interest. By obtaining more users the web platform will remain active now and in the future. The main goal is to provide enough pedagogical material and information about science for the public. As well Sissa Medialab and Hiša eksperimentov will monitor the statistic data on the PILOTS web-platform and edit the web-platform itself.

The PILOTS web-platform is a site where all science promoting professionals can find useful information and pedagogical material for their work. It is a tool for internal exchange of documents for the project partners, as well as the tool to disseminate project ideas and materials among all other science promoting professionals. It is an innovative tool for the community learning of explainers, which will continue after the end of the project. Future promotion should ensure this community continues to grow.