



NAGT WEBSITE ANALYTICS REPORT

AUGUST 14, 2021-AUGUST 13, 2022

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OVERALL WEBSITE USE AND BEHAVIOR

Between August 14, 2021 and August 13, 2022, the NAGT website received 156,653 visits (sessions) from 127,458 users of whom 7.9% were repeat visitors (Figure. 1). This is a slight decrease in both sessions and users from the corresponding period last year. Annual users and sessions remained consistent from 2007-2015, rose in 2016-2017, and appear to have stabilized again 2018-2022. During the period between the years 2015-2016 and 2018-2019, the numbers of users and sessions approximately doubled.

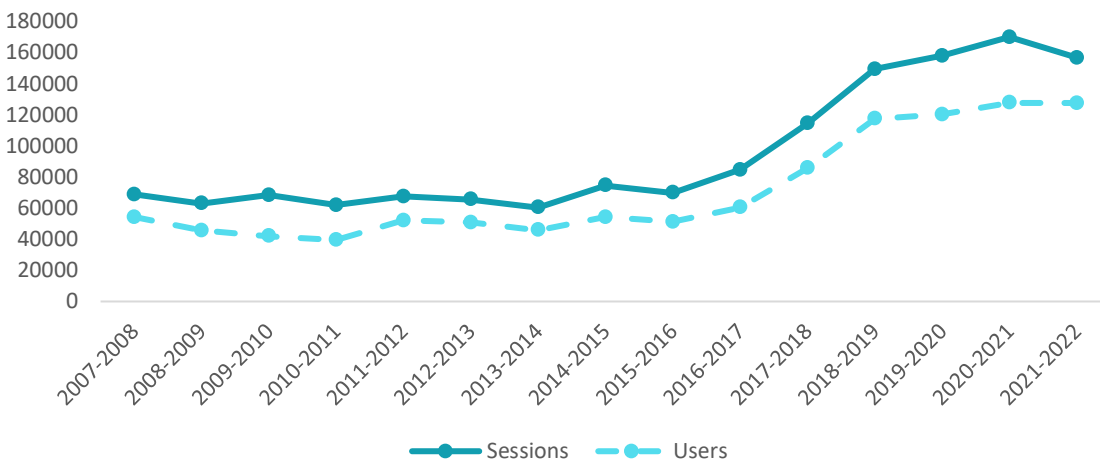


Figure 1. The sessions and users per year (August-to-August) from 2007 to 2021.

In the period between August 14, 2021 and August 13, 2022, patterns of monthly NAGT website use remained mostly consistent with the previous year (Figure. 2). The site received 7.23% fewer visits from 0.08% fewer users compared to the previous year. Website use in January exceeded that of the previous year, while use in the spring and summer months was lower.

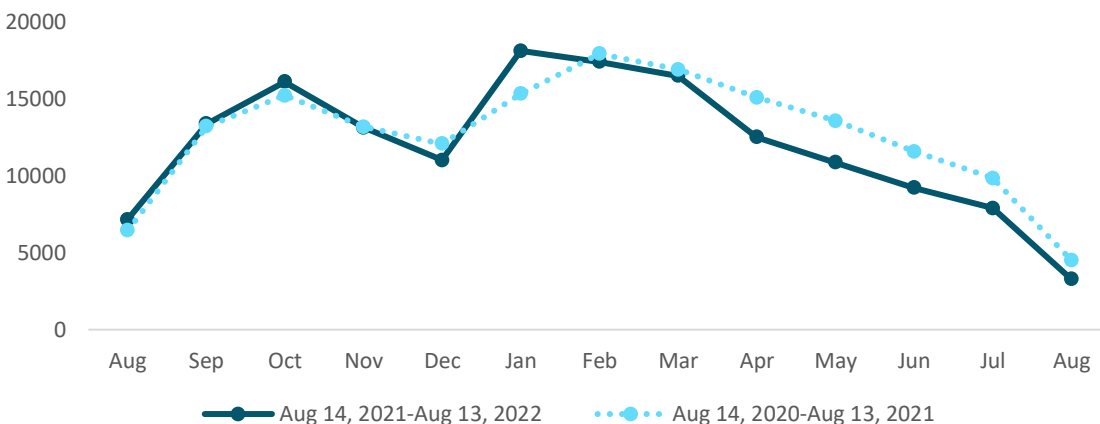


Figure 2. The number of sessions per month for Aug 14, 2020-Aug 13, 2021.

Between August 14, 2021 to August 13, 2022 there were 227,648 unique page views compared to 241,662 for the previous period, representing an 5.08% decrease (Figure. 3). The most popular pages on the website for this period, as a percentage of unique pageviews, were Analysis Tools (6.3%), the NAGT home page (5.9%), and JGE (3.2%). The most popular webpages in the previous year, August 14, 2020 to August 13, 2021, were also Analysis Tools (6.5%), the NAGT page (5.2%), and JGE (4.1%). The general trend of pageviews over time remains consistent with the previous year, showing increases in October and again during the winter months and a decrease through summer.

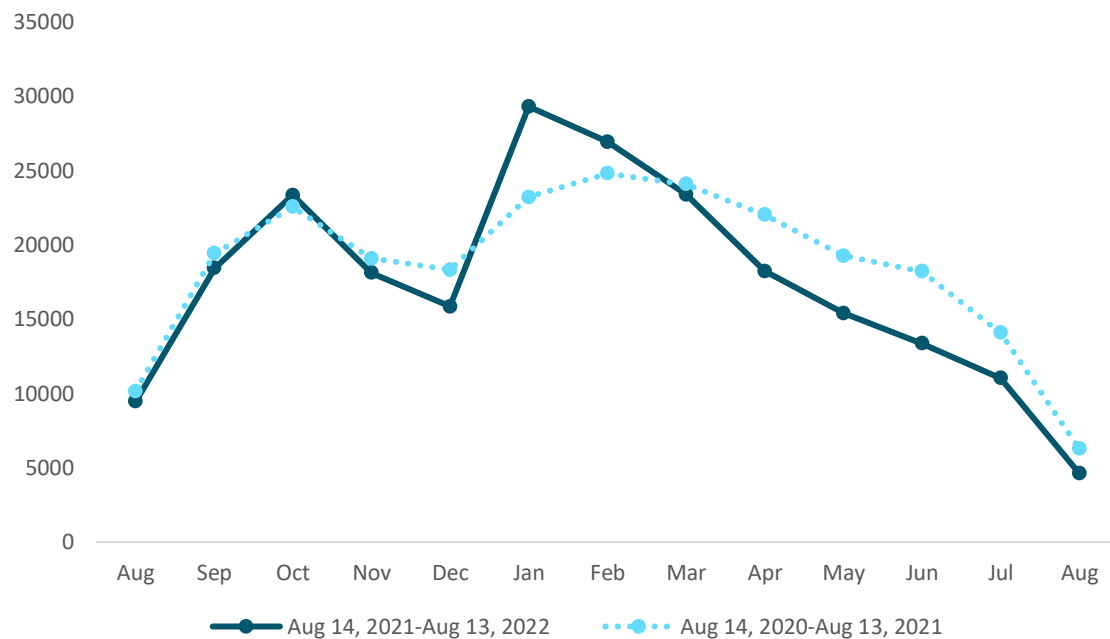


Figure 3. The unique pageviews per month for Aug 14, 2019-Aug 13, 2022 and Aug 14, 2020-Aug 13, 2021.

SECTION AND DIVISION WEBSITE USAGE (FOR THOSE HOSTED BY SERC)

Traffic to Section Websites hosted by SERC, overall, decreased by 6%. The Pacific Northwest and New England sections had increases in unique pageviews, +18% and +24% respectively. Table 1 shows the values for this year and the previous, in addition to the percent change for each section.

Table 1. The August-to-August unique pageviews by year and percent change for each section.

Section	2021-2022 Unique Pageviews	2020-2021 Unique Pageviews	Percent Change in Unique Pageviews [%]
Central	342	382	-10
Northwest	412	349	+18
New England	281	227	+24
North Central	122	168	-27

Traffic to Division websites increased by 10% from the previous year (Table 2). The GER Division had more unique pageviews with a 10% increase from 731 to 824. The Geo2YC Division showed a 10% increase from 413 to 453 unique pageviews. The TED Division increased by 19% from 443 to 525.

Table 2. The August-to-August unique pageviews by year and percent change for each division.

Division	2021-2022 Unique Pageviews	2020-2021 Unique Pageviews	Percent Change in Unique Pageviews [%]
GER Division	824	731	+9
Geo2YC Division	453	413	+10
TED Division	525	443	+19

NEW NAGT CONTENT

Additions to content on the NAGT website included new work as well as continued work on previous projects to support faculty and students in finding field camps, sharing stories in diversity, and a feature for Earth Science Week. These efforts, along with unique pageviews for associated webpages, are shared below.

Field Camps

- In continuing the efforts from Summer 2020 to support faculty and students find options for Summer 2022 offers open to all students. In February 2022, the page was updated to a [searchable collection](#) that included search facets for On-line, Hybrid, and In-person. From the time of its creation to August 13, 2022, this page received 1,227 pageviews.

Earth Science Week

- Annually, NAGT assembles reviewed K12 teaching resources from the Teach the Earth collection to address the theme of [Earth Science Week](#). This year (2022), the theme was Teaching about Sustainability. The Earth Science Week webpage received 99 pageviews and the Teaching about Sustainability received 16 pageviews in the Aug 14, 2021 – Aug 13, 2022 time period. A decrease from the previous year.

ICON action for Earth and Space Science Education

- The Integrated, Coordinated, Open, Networked (ICON) action for Earth and Space Science Education initiative, and the resulting activities related to three community-authored commentaries, was sponsored by NAGT and an [ICON page](#) was developed to house information related to the initiative. This page received 1,235 unique pageviews since its creation, between September 27, 2021 and March 1, 2022.

In the Trenches

- With the publication of its January 2022 issue, [In the Trenches](#) transitioned to an online format for 75% of its issues. [The January 2022 issue](#) has received 339 pageviews from the time of its publication to August 13, 2022. [The April 2022 issue](#) has received 193 pageviews from the time of its publication to August 13, 2022. [The July 2022 issue](#) has received 119 pageviews from the time of its publication to August 13, 2022. Overall, the pages which fall under the In the Trenches portion of the website received 8,358 unique pageviews in the August 14, 2021-August 13, 2022 period compared to 8,252 in the previous year, representing a 1% increase.

GER Awards Pages

- The Geoscience Education Research (GER) Division developed new pages to host information on the [Emerging GER Scholars Award](#). The award is intended to recognize promising graduate students pursuing a Master's or Ph.D. in the field of geoscience education research, and to provide financial support for personal and professional expenses to broaden the set of opportunities available to those scholars. The Emerging GER Scholars Award page received 108 unique pageviews and has received 2 unique submissions.
- The GER Division also developed pages to host information on the [GER Early Career Award](#). This award is intended to honor early-career colleagues in their first 10 years after completing their dissertation who have made significant contributions to the development of geoscience education research or made significant gains toward increasing the capacity for geoscience education research within our community. The award page has received 167 unique pageviews and 4 unique nomination submissions between its creation and August 13, 2022.

NAGT Blogs Page

- In June 2022, a set of new pages was created to centralize all NAGT and member blogs. The top index page, [NAGT Blogs](#), has received 35 unique pageviews since its creation. All pages connected to the new structure received 56 unique pageviews.

REFERENCES

- NN Group (2019) Satisficing: Quickly Meet Users' Main Needs. Nielson Norman Group. <https://www.nngroup.com/articles/satisficing/> Accessed 2/2/2020.
- NN Group (2019b) How Long to Users Stay on Web Pages? Nielson Norman Group. <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/> Accessed 2/6/2020.

APPENDIX

Data tables for the figures presented in the text:

Table 3. The sessions and users per year (August-to-August) from 2007 to 2021 as shown in Figure 1.

Year	Sessions	Users
2007-2008	68653	54070
2008-2009	63006	45531
2009-2010	68267	42033
2010-2011	61893	39500
2011-2012	67351	52130
2012-2013	65610	50825

Year	Sessions	Users
2013-2014	60298	45921
2014-2015	74549	54271
2015-2016	69798	51217
2016-2017	84667	60360
2017-2018	114460	85679
2018-2019	149179	117316
2019-2020	157764	120231
2020-2021	169917	127558
2021-2022	156653	127458

Table 4. The Number of sessions by month for this year and last as presented in Figure 1.

Month	Aug 14, 2021-Aug 13, 2022 Sessions	Aug 14, 2020-Aug 13, 2021 Sessions
Aug	7164	6450
Sep	13389	13208
Oct	16121	15223
Nov	13144	13189
Dec	11029	12072
Jan	18125	15340
Feb	17410	17927
Mar	16500	16909
Apr	12517	15089
May	10864	13570
Jun	9220	11584
Jul	7891	9844
Aug	3279	4512

Table 5. The pageviews by month for this year and last as presented in Figure 3.

Month	Aug 14, 2021-Aug 13, 2022	Aug 14, 2020-Aug 13, 2021
Aug	9477	10163
Sep	18453	19438
Oct	23352	22581
Nov	18142	19088
Dec	15862	18333
Jan	29325	23230
Feb	26947	24811

Month	Aug 14, 2021-Aug 13, 2022	Aug 14, 2020-Aug 13, 2021
Mar	23396	24111
Apr	18241	22041
May	15407	19283
Jun	13385	18217
Jul	11041	14090
Aug	4620	6276