

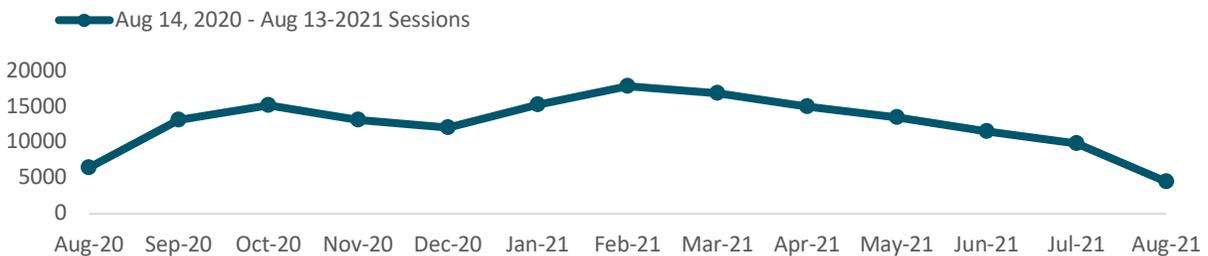
# NAGT Website Report

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## OVERALL WEBSITE USE AND BEHAVIOR

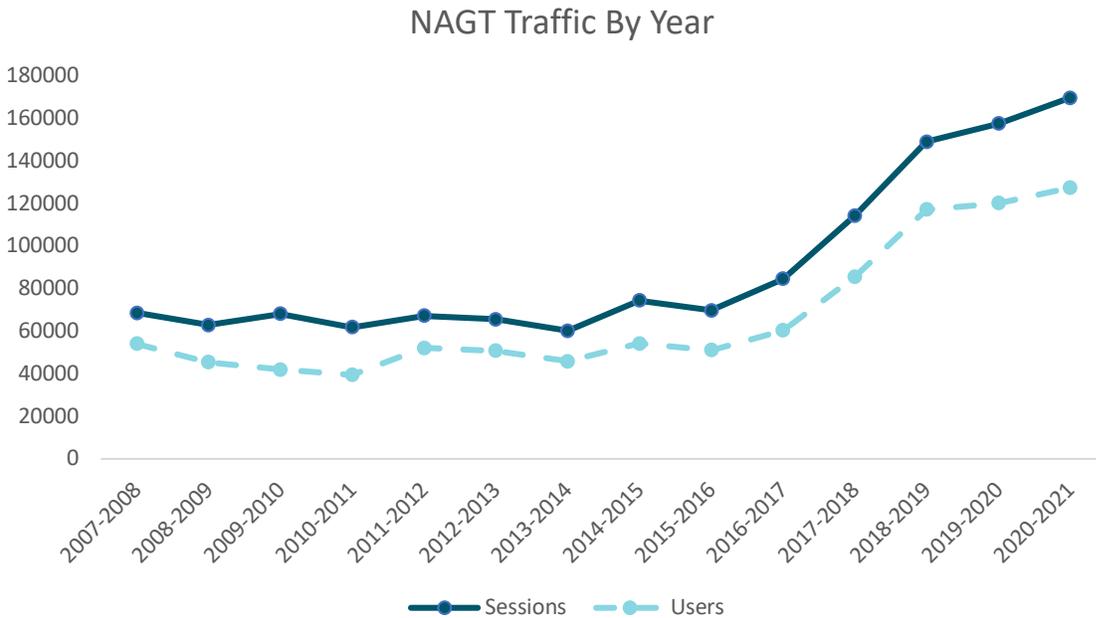
In the period between August 14, 2020 and August 13, 2021, the NAGT website use continued to grow in usage. Overall, through the COVID-19 Pandemic, site use increased over this period compared to the same period the previous year. The site received 4.53% more visits from 6.09% more users. The sessions through this period and the corresponding period last year are shown in Fig. 1. The overall behavior is fairly consistent with that of the previous year. There was a significant peak in sessions on February 1, 2021, resulting from an influx of bot traffic rather than human users. This is reflected in the most viewed page that day being [nagt.org/trafficbot.live](http://nagt.org/trafficbot.live).

Figure 1. The number of sessions per month for Aug 14, 2020-Aug 13, 2021.



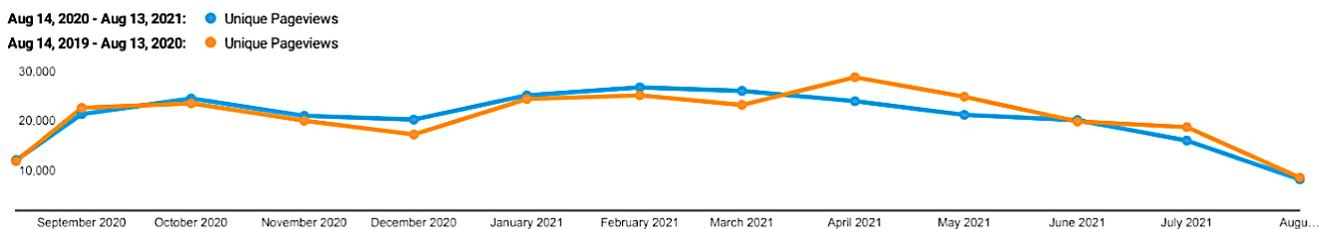
Between August 14, 2020 and August 13, 2021, the NAGT website received 164,917 visits (sessions) from 127,558 users of whom 9.9% were repeat visitors. This is an increase in both sessions and users from the corresponding period last year. The sessions and users per year are shown in Fig. 2, which shows that the annual users and sessions remained fairly consistent from 2007-2008 to 2015-2016. During the period between the years 2015-2016 and 2018-2019, the numbers of users and sessions approximately doubled.

Figure 2. The sessions and users per year (August-to-August) from 2007 to 2021.



Unique pageviews for Aug 14, 2020 to Aug 13, 2021 period were 241,662 versus 243,804 for the previous period, representing an 0.88% decrease. The most popular pages on the website for this period, as a percentage of unique pageviews, were Analysis Tools (6.5%), Index page (5.2%), and JGE (4.1%). The most popular webpages during Aug 14, 2019 to Aug 13, 2020, were also Analysis Tools (6.32%), Index page (5.51%), and JGE (3.83%). The unique pageviews per month are shown in Fig. 3. As shown in Fig. 3, the unique page views for this year (Aug 14, 2020 – Aug 13, 2021) have remained consistent with those of the previous year (Aug 14, 2019 – Aug 13, 2020).

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



## USER ENGAGEMENT

While no single measure of engagement exists, engagement can be characterized through various analytics proxies, including: 1) length of time on a page, 2) session length (time and number of pages), and 3) return use.

One interpretation of session information is related to “satisficing behavior,” where users quickly find the material that they need (NNGroup, 2019). The concept has proved important to

website design, as research has shown that most visitors decide to stay or leave within the first 10 seconds on a webpage (NNGroup, 2019b).

Table 1 shows the number of users, pages per session and average duration of session for sessions that are less than or equal to 10 seconds, greater than 30 seconds, and greater than or equal to 3 minutes across a three-month period. Google analytics limits this view to three months, so the numbers presented in Table 1 are averages across three-month periods during Aug 14, 2020-Aug, 13 2021. The table also shows the number of pages viewed per session and the average length of session for each category. The users who chose to stay over 10 seconds viewed approximately 3.5 pages with their session lasting 5.04 minutes on average. Those staying longer than 3 minutes view approximately the same number of pages (3.9) with a session of 7.12 minutes.

**Table 1. Users, number of pages viewed, and average session length for sessions less than or equal to 10s, greater than 10s, and greater or equal to 3 minutes across a three-month period<sup>1</sup>**

	Users (Average)	Pages per Session (Average)	Avg Session Duration (Average) [Min]
Less than or equal to 10-second session	24,962 (15%)	1.1	<0.02
Over 30-second session	8,295 (7%)	3.5	5.04
Over 3-minute session	3,225 (3%)	3.9	7.12

There are further considerations for the less than or equal to 10-second sessions. This category counts individuals who accidentally clicked on an NAGT page and immediately clicked away and bots. There were approximately 2,040 known bot users, decreasing the “less than or equal to 10-second session” category to 24,922 users. Unfortunately, the pages per session and average session duration without these bot users are not as easily calculable.

## SECTION AND DIVISION WEBSITE USAGE (FOR THOSE HOSTED AT SERC)

Traffic to Section Websites hosted by SERC, overall, decreased by 24%. North Central was the only section showing an increase in unique pageviews (+4%). Table 1 shows the values for each year and the percent increase for each section. Diverging from past patterns, the Central Section page has been exceeded by the Northwest page.

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

Section	2019-2020 Unique Pageviews	2020-2021 Unique Pageviews	Percent Change in Unique Pageviews [%]
Central	798	382	-52
Northwest	488	349	-28

<sup>1</sup> These numbers are averages calculated from the numbers from the period of Aug 2020 – Aug 2021 divided into three-month periods.

Section	2019-2020 Unique Pageviews	2020-2021 Unique Pageviews	Percent Change in Unique Pageviews [%]
New England	414	227	-45
North Central	166	168	+1

Traffic to Division Websites increased by 14.5% from the previous year. The GER Division had more unique pageviews with a 17% increase from 625 to 731. The Geo2YC Division showed a 6.8% decrease from 443 to 413 unique pageviews. The TED Division increased by 39.3% from 318 to 443.

**Table 3. The August-to-August unique pageviews by year and percent change for each division.**

Division	2019-2020 Unique Pageviews	2020-2021 Unique Pageviews	Percent Change in Unique Pageviews [%]
GER Division	625	731	+17
Geo2YC Division	443	413	-6.8
TED Division	318	443	+39.3

## NEW NAGT CONTENT

The new NAGT content included continuations of previous efforts 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 are as follows. Pageviews are included to indicate use and as most of the content is not housed on the NAGT website, the pageview counts are not included in the data presented earlier in this report.

### Field Camps

[https://nagt.org/nagt/teaching\\_resources/field/summer\\_2021\\_virtual\\_field\\_camp.html](https://nagt.org/nagt/teaching_resources/field/summer_2021_virtual_field_camp.html)

In continuing the efforts from Summer 2020 to support faculty and students find options for Summer 2021 offers open to all students, NAGT created this page as a compilation of programs open for enrollment. During the August 14, 2020 to August 13, 2021, this page received 3,019, which is consistent with the previous year's page.

### Earth Science Week

[https://nagt.org/nagt/teaching\\_resources/earth\\_science\\_week/index.html](https://nagt.org/nagt/teaching_resources/earth_science_week/index.html)

Annually, NAGT assembles reviewed k12 teaching resources from the Teach the Earth collection to address the theme of Earth Science Week. This year (2021), the theme was Teaching about Water and the Submit your Earth Science Week-themed Teaching Activities, Operationalizing the Earth Science Week theme in k12, and Earth Science Index page received 111 unique pageviews in total with the majority (62%) for the submission page across the Aug 14, 2020 – Aug 13, 2021 time period.

## Stories in Diversity

[https://nagt.org/nagt/dei/diversity\\_stories.html](https://nagt.org/nagt/dei/diversity_stories.html)

On May 14, 2020 pages for Stories in Diversity were first created to assist the NAGT DEI committee in seeking stories, thoughts, impressions, and artwork relating to discrimination in all its forms, as well as the opposite: stories of giving or receiving support, overcoming challenges, points of pride, experiences of belonging, etc. Currently the collection holds two stories. The top page providing information on the Stories in Diversity initiative received 131 unique page views; the browse which holds the individual stories received 122 unique pageviews; and the submission page for sharing Stories in Diversity received 59 pageviews during the period of Aug 14, 2020 – Aug 13, 2021.

## 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 4. The Number of sessions by month (Aug 14, 2020 – Aug 13, 2021) as presented in Figure 1**

Month-Year	Sessions
Aug-20	6450
Sep-20	13208
Oct-20	15223
Nov-20	13189
Dec-20	12072
Jan-21	15340
Feb-21	17927
Mar-21	16909
Apr-21	15089
May-21	13570
Jun-21	11584
Jul-21	9844
Aug-21	4512

**Table 5. The sessions and users per year (August-to-August) from 2007 to 2021 as shown in Figure 2.**

Years	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
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