Use and Impact of WWW Website & Research: Overview Report
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Funding period: 1 January 2013 – 31 December 2016
WWW website duration: 30 November 2012 – continuing

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1. Introduction: Pathways to Impact

The 'Whites Writing Whiteness' (WWW) project was funded by the ESRC as a Professorial Fellowship from 1 January 2013 – 31 December 2016. In the original funding application, three main pathways to non-academic impact were indicated, concerning public events, media coverage, and 'popular language' communications activity. A summary of activity and impact under each of these headings is as follows

(i) *Public events*: In addition to over 30 academic plenary and conference paper presentations and a number of seminar series, there have been nine public lectures, and two summer school series. The latter have occurred around Visiting Professorships in South African universities over the funding period and have focused on general public members and capacity-building regarding the use of research sources in family and related history investigations, and the critical use of web-based such resources. In themselves successful in reaching significant numbers of people, by nature such things are episodic and mainly annual occasions, so public engagement and impact has also occurred in a more sustained way and reached larger numbers of people in the third pathway area, outlined below.

(ii) *Media coverage*: Communications and technological and social media developments have meant that newspaper and radio coverage in South Africa has come primarily from media personnel engaging via the WWW website and its high-level of provision of research materials and findings, drawing on these and in the main by-passing person-to-person contact. This has made media impact harder to identify and track. In practice and given developments in electronic media, the third pathway area has proved the most fruitful.

(iii) *'Popular language' communications*: WWW 'popular language' leaflets and promotional flyers have been produced and customised for different user groups. Right at the start of the project a mail-list was launched and developed – 'Lives & Letters' – which now has around 900 members and is focused on encouraging user engagement with the wider research field as well as the project specifically. The most important aspect, however, has been the development of a research-focused project website, http://www.whiteswritingwhiteness.ed.ac.uk, which has built up a high level of sustained use internationally. This has involved drawing on expertise from the ESRC-funded Schreiner project to ensure high-quality website design and that major search engines will 'find' WWW pages in relevant keyword searches. The website has taken off in a significant and continuing way and its public use aspects are detailed later in this report.

These pathways have been given direction through the ongoing involvement of the project Advisory Group. This is composed by people from across beneficiary groups and has been key to impact and research activities. The interests and expertise of its members reflect the main areas of impact that the funding application outlined, in particular regarding South Africa, and also encompassing libraries, IT services, genealogy and family research, television and radio journalism, documentary film-making, history, archive research, and qualitative longitudinal research methodologies. The Advisory Group has 'met' virtually via Skype or face-to-face in sub-sets or one-to-one around a dozen times and also by email and has provided guidance and advice on impact pathways and events. It has also been consulted in depth in the preparation of this impact report. In addition to impact advice, Advisory Group feedback has been important concerning general strategy in respect of research focus and publication plans, feedback on presentations and research materials, strategies to compensate for the dearth of archival collections of 'ordinary Afrikaners', website provision of popular research materials, and advice concerning strategies following widespread South African university closures.

All three pathways have been engaged with and, as noted, the public engagement communications aspect soon became central and was developed to enhance research impact and support secondary data analysis as a part of this. This has facilitated a far higher degree of International use and impact of project research than initially envisaged.

2. Areas of Impact

The main focuses for impact that were identified in the funding application are as follows, with a brief summary of what has been achieved:

(a) *Academic*: Through enhancing its 'international knowledge economy' aspects and promoting 'conceptual, theoretical and methodological innovations' and knowledge advancement, project outputs have advanced new knowledge and innovative ways of thinking about the origins, developments of and challenges to whiteness and other racialised categories and hierarchies regarding the South African past and the complex lived experiences of its peoples. It has generated a major new dataset available for in-depth secondary analysis, supported by an extensive suite of research and analysis tools and an extensive editorial apparatus. It has published leading-edge research in a variety of international journals and also two monographs, and achieved a higher level of outputs than specified in the funding application. In addition, a tranche of Fellowship activities has focused on South African and UK postgraduate, postdoctoral and early career researchers, including through three seminar series (two UK, one South Africa) organised under the aegis of the WWW project.

(b) *Economic and Societal*: Impact here has been concerned with 'increasing understanding of collective and societal behaviour and change'. A number of beneficiary groups and associated potentials for impacts were identified as a focus of project activities, as follows.

- *i. Archives and Museum Sector*: WWW archival research has been carried out in major South African archives and museums in the state system, in local archives, and in collections held in its outstanding university archives and manuscripts departments. It has also promoted the importance of these collections and encouraged further use by researchers and thereby helped promote the connection of sector staff with the international research community. It has also contributed to conservation aspects, for example by providing inventories where these did not previously exist. There has also been a close relationship between the project and archive and museum specialists in the UK, through presenting papers at appropriate conferences and also targeting some publications to members of this community. In this

connection, a jointly authored monograph – *The Archive Project: Archival Research in the Social Sciences* – involved the Professorial Fellow as the senior author and this was read and commented on in draft and as reviewers by senior members of the archives and museum specialism.

- *Ii. Documentary-Makers & Media Journalism*: There has been significant interest from documentary makers and journalists, although as noted take-up has proved difficult to track, given current developments in electronic media and that people have engaged with and used materials on the WWW website without necessarily making face-to-face or email-to-email contact. This has made demonstrating specific impact difficult, for the kind of direct contacts that occurred regarding the prior ESRC-funded Olive Schreiner letters project have been overtaken by communications developments.

- *Iii. General Public*: Research is by no means the preserve of academics, and contacts from users indicate a wide usage of the WWW website and its research materials, with the majority being of a 'popular' general public kind.

  - *iii (a) General Public – Family History and Genealogy*: Impacts here have been facilitated by making available quality research materials and research data via the WWW website, supporting this with a substantial and frequently added to portfolio of editorial materials. In response to feedback and usage analytics, this has included providing detailed information about family and other relationships so as to locate the letter-writers and their addressees among their wider South African interconnections, supporting a wider range of secondary analysis of project data. The purpose has been to facilitate and enhance secondary analysis by a wide range of international users. A large number of contacts have been made by people researching either their own family history or genealogical research more widely, as the WWW data provides a great deal of in-depth information not available in other sources. This provision will be significantly extended when the full data-set and accompanying editorial apparatus and research tools and visualisations become available in January 2018 via the new HRI Digital website, with its 'back end' currently being finalised. A set of launch activities is planned and an upsurge in usage is anticipated following this.

  - *iii (b) General Public – Life Writings and Auto/Biography*: Life writings of all kinds are magnets for popular interest. Relatedly, the growth of membership of the Lives & Letters mail-list is also reflected in the fact that its regular monthly issues are widely distributed via other mail lists, while an associated interest in the individual letter-writers whose collections have been included in WWW research has been demonstrated through contacts made by users seeking more information. Both the Lives & Letters mail-list and the interest of users regarding particular letter-writers have been supported by targeting the content of mailings, and especially by providing detailed information on collections and key letter-writers and their addressees in a recently introduced "Collections' section of the website, again with the intention of supporting enhanced secondary research activity of a variety of kinds.

All the identified areas of impact have been engaged with and impact results achieved, although as already noted, media contacts have changed character because of communications developments. As part of these developments, the WWW website rapidly became central to promoting and enhancing the reach and significance of its research and in developing its impact activity. The analytics built into the website design have enabled usage developments and changes in this to be closely tracked and aspects of impact to be pinned down, over time, regarding the locations of users,

and in respect of page and research preferences. The following sections of this report concern developments in use of the website, and what the analytics information tells regarding reach and significance of the research and its impacts.

3. The WWW Website: Development & Analytics

The WWW project website, hosted at the University of Edinburgh, was created immediately before the funding period commenced and launched on 30 November 2012. It has achieved a high-level of both 'popular' and academic research use, both of which have continued to increase over time and as new research provisions have been introduced. Following the end of the funding period, further analytic content has continued to be regularly and consistently posted and users have continued to use the website, indeed at an increased level which continues such increases to the point of writing. The Edinburgh site is scheduled to be joined by a new WWW research website, hosted by HRI Digital at the University of Sheffield, in January 2018: http://www.whiteswritingwhiteness.org. This will feature an enhanced suite of research facilities and tools to support a high level of in-depth secondary analysis of the full WWW dataset. This will in particular include a full set of tools for users to generate their own data visualisations. It will be accompanied by further publication of research findings from the WWW research. The research dataset is a large and complicated one and provision of a full suite of research tools Is essential for user access to support wide secondary analysis.

While website use and the impact of the project's research are not coterminous, nonetheless given the strong research-based character of the WWW website, there is clearly a close and important relationship between them. The analytics of website use discussed later show the reach and significance of the project's research materials, providing robust evidence of take-up, and showing that the locus of user interest is in the more research-focused parts of the website. The analytics also show the strongly international impact of the research and that it is being taken up and used by diverse communities world-wind, in carrying out their own academic and also 'popular' secondary research of a range of kinds. What has been already posted is an extensive editorial apparatus in respect of theoretical, methodological and substantive matters, together with some pages/sections which feature examples of analysis and interpretation, together with the retrievable data these are concerned with (the Traces and Curiosities are indicative). In addition, the full dataset is about to be published on the HRI Digital research website with enhanced search and visualisation tools to support full-scale secondary analysis. The existing Edinburgh site has had over 10,000 users including a large group of more than 2,000 people who regularly spend significant time using the materials provided, and it is anticipated that because of this there will be a 'ready-made' large user group for the full dataset, which can then be grown.

Regular reports on use of the WWW website, tracked using Google Analytics, have been produced every six months over the project life-time and have been circulated to Advisory Group members and through the Lives & Letters mail-list; these are archived on the website (http://www.whiteswritingwhiteness.ed.ac.uk/thehub/google-analytics/). This overviewing report now considers information about the WWW website and the use and impact of its research provision over the full time it has been online to date.

Using Google Analytics to track usage has enabled drilling down into many of the specifics of page preferences and time spent by users working in different locations. This has been followed up on by using these to provide users with enhanced provision in areas of demonstrable interest and concern. The WWW website has been designed and provisioned to facilitate research use and secondary data analysis, with its use in these ways being an important aspect of the impact of project research. In addition to the specifics of how users engage with the website, impact is also discussed below.

4. Highlights of Website Use

Over the course of the WWW website's existence to date (30 Nov 2012 – end October 2017), user traffic has steadily increased and now includes a core of dedicated multiply returning users. To the end of October 2017, 11,134 unique users have visited the website 16,740 times. People have accessed the website from 2,153 cities in 144 countries, with the top countries being the United Kingdom, the United States, South Africa, Australia, Canada, Germany, the Netherlands, India, France and Sweden, and with visits from other countries including Brazil, Kenya, Poland, Zambia, Denmark, Italy, Ireland, Zimbabwe, Iceland and Finland.

The WWW site continues to have users who visit frequently and/or spend much longer than average in accessing its pages. Although large core groups of dedicated users access the website from the UK, US and South Africa, many other users visit from all over the world. This includes from Hong Kong to Honolulu, St John's (Newfoundland), Minato (Japan), Reykjavik (Iceland) and Wellington (New Zealand). Particularly prolific repeat users have used the site from the UK, the US, South Africa, Australia, Canada, Germany and Bulgaria, including some habitual users from London, Cape Town, New York, Johannesburg, Sydney, Grahamstown, Amsterdam, Dublin, Los Angeles, Durban, Berlin, Adelaide and Sofia. For detailed information, please see Table 6 below.

Users generally access a number of pages, with an average of 3 (3.01) pages viewed per visit, with these pages usually containing multiple items, many of them quite long. To date, there have been just over 50,400 page-views in total. Since the creation of the WWW website, there have been around 5,600 habitual users who generally spend detailed time, using on average 5 (4.86) pages per visit, while the 11,140 new users view an average of 2 (2.08) pages.

Regarding how frequently users return to the WWW site, there have been 2 visits to the site by 1,270 users, between 26 and 50 visits to the site by 497 users, between 101 and 200 visits to the site by 707 users, and more than 201 visits to the site by 938 users. These data indicate a serious research use (not necessarily all of an academic kind) by 2,000+ in-depth users, with the most-used pages providing verbatim transcribed letters and other documents and detailed analyses of these.

There has also been an increase in readership over time, with many existing users returning and a steady increase of new users visiting. The average number of users visiting the site per month is over 1,000 and at times is over 1,900.

Concerning length of users' sessions: 1,161 users have spent between 3 and 10 minutes on the website, 889 users have spent between 10 and 30 minutes, and 374 users have spent more than 30 minutes, all per session.

Breakdown of Site Usage by Year					
	Year	Users	Pageviews	Avg. visit duration (mins)	Freq. visitor countries
Nov-Dec	2012	22	605	9:41	6
Funding Period	2013	1,080	4,209	2:08	73
	2014	1,497	9,183	3:17	84
	2015	2,653	13,247	3:00	100
	2016	2,913	11,488	2:39	103
Jan – Oct	2017	3,074	11,676	2:21	109

New features have been added to the website over time, in response to patterns in usage and email and other contacts with users. These include the 'Annotated Reading Lists' (late 2013) 'Cabinet of Curiosities' (2014), 'Traces' (earlier 2015), 'Thinking with Elias' (later 2015) and the 'How to…' (2016) sections, all of which are popular with users and receive many visits. These are all strongly research focused aspects of the website and appeal to people carrying out their own investigations at a number of levels, from the beginning stages of using reading lists, to dealing with practical research issues of a 'how to…' kind, to the engaging with complexities of analysis and interpretation of specific research data. A new section has been recently introduced in mid-2017, on 'Collections', which has not been included in these page-view figures. This provides detailed information and a first-stage overall analysis of each of the collections that the WWW research has been concerned with, involving more than 30,000 records.

Total Pageviews		
Area of website	Year of induction	Pageviews to date
Project Blog	late-2012	12,014
Reading lists	2013	4,008
Cabinet of Curiosities	2014	3,077
Traces	2015	2,650
Thinking with Elias	2015	1,709
How to…	2016	1,205

The most accessed page after the Homepage is the project 'Blog', with a new blog published regularly every Friday. It should be noted that the Friday Blog features discussions of methodological and theoretical topics, and short analyses of specific data, in addition to project updates, and a large number of users continue to regularly follow these discussions. In addition, the 'Reading lists', 'Traces' and 'Cabinet of Curiosities' areas are also highly popular, with a continuing high level of use. Also a hit with users has been the introduction of the 'Thinking with [Norbert] Elias' section of the website, developed in response to requests for accessible accounts of how his work has been drawn on in project work.

5. Use & User Feedback

There have been strong dialogical aspects to the WWW project from its start. It has in an ongoing way sought involvement from users and responded to patterns of use and a range of requests expressed by users. The key aspects to draw to attention here are as follows, all of which have led to changes in website content and design aspects and provide more detail regarding the pathways to impact indicated above.

The WWW project has developed an associated mail-list – Lives & Letters – which now has a large number of subscribers. This is a specialist list covering biography, autobiography, letters, narrative inquiry, documents of life and associated areas of scholarly activity, with a high proportion of subscribers being long-term list members. As well as items of general interest, it features many posts about WWW research and publications, information about WWW-organised seminars and conferences, and news items provided by list-members.

Presentations concerning WWW research have been given at over 30 International and national conferences as well as more informal discussions with attendees to solicit their views and ideas. In

addition, three separate seminar series, two in the UK (on narratives and epistolary writing, and on archival research) and one in South Africa (on using web-based research resources for family history research), as well as public lectures associated with publications and Visiting Professorships have been delivered. These have provided opportunities for reaching more than 500 people in an in-depth way, in the South African context composed largely of non-academic members of the public.

The response mode aspect of the WWW website regularly solicits and obtains feedback from users. A number of different kinds of responses have been received which point up aspects of impact. Firstly, there have been responses concerned with specific research matters, for instance regarding particular documents for analyses of collections on the website, and also regarding what kind of provision users have preferences for and how design features might be developed to support these. Secondly, there have been many contacts soliciting more information and/or advice on particular topics (in particular, Family history and genealogy, and South African history) and also on methodological matters, with these approximately evenly divided between academic requests and general public ones. And thirdly, a large number of requests of a specialist and consultancy kind have been received predominantly from Southern African locations, including to act as an expert source for auction houses, provide advice on family papers, give information and advice to a coffee growers association, and also a wildlife trust, and most recently concerning the genealogy of heirs of the last King of Matabeleland (Zimbabwe), Lobengula, as well as requests from college and university library services.

Website provision has been developed in a number of ways as a result of these different kinds of contact and feedback, so as to enhance the content and organisation of its research materials. In addition, this has been supported tracking in detail how users practically engage with the website and its research provision. There have been four major reconfigurations of the site, with new sections introduced in response to use the contacts analytics showing user preferences, with the latter illustrated in the table above concerning key page-views. In addition, many more specific developments have been introduced, including new provisions concerning archives and collections. The anticipated to move to HRI Digital will involve a fifth reconfiguration and will provide the whole dataset together with enhanced search and other research facilities, including extensive provision for user-generated data visualisations.

6. Impact Reach & Significance Summary

The ideas of reach and significance that underlie measures of research impact are notoriously difficult to substantiate, regarding the implication of evidencing a direct causal relationship. The impact of WWW research has been developmental and increased over time, and this has been related to wider contextual matters such as publications portfolios, technological and communications developments, and networking.

Overall, the continuing WWW project and its predecessor the Schreiner letters project have significantly changed the research agenda regarding conceptualising and researching whiteness and social change over time, through engaging with the everyday and quotidian as these were seen and represented to each other in an ongoing way at the time. This has focused on the key surviving such representations, people's letters and related documents written to other members of their family and wider figurations and networks over the 200 year period that the project is concerned with investigating.

A high proportion of key relevant popular as well as academic audiences have been reached and sustained contacts developed, regarding whiteness, letters, documents of life, archival research, and

South African social history. WWW references are either top or high in web searches in particular regarding whiteness, letters and archival research topics and also particular letter-writers. There are both indirect and some direct indications of the influence and impact of the research to report on here.

- *Publications and associated outputs:* Publications and associated outputs are not formally seen as countable within the meaning of impact, but without recognition of the international quality and standing of the WWW research as indicated by its publications then other impacts would not be achieved. A high-level of published output has been produced in the excess of what was indicated in the original funding application. This has included two monographs (one jointly-authored) and six refereed articles and chapters, with five more presently in the pipeline. One of the PhD students associated with the project (working on the theory of Norbert Elias) successfully completed in the first quarter of 2017; the ESRC-funded PhD student (working on the letters of key South African Randlords) is on schedule to complete in September 2018. More than 30 International and national plenary and conference presentations have been given, most by invitation and with 14 of them being fully funded.

- *Secondary research and the WWW data & research website:* The WWW website has been built as a research site and from the outset has published material on not only the project's developing methodological and theoretical apparatus, but also the analysis of its data. This has proved a particular strength in appealing to a wide range of different user communities. There is clear evidence of there being not only a large number of users of the WWW website, but a large number who are regular users and with more than 2,000 of them being in-depth and sustained users of the website over long periods of time and who are in particular engaging with its specifically research-related areas and provisions. Such use is high from South Africa, but also from people internationally who are interested in settler colonial communities, family history, social change, letters and other documents of life and a number of other related topics in South African history. The fine detail garnered from the analytics clearly demonstrate an over time consistent growth in the in-depth research usage of project work, reinforced by the individual contacts made by people for example variously embarking on doctoral and postdoctoral research, running courses in archival research, investigating family histories and genealogies, writing books on particular letter-writers or topics associated with them.

- *Consultancies and networks:* Consultancies are one measure of perceived standing. A number of consultancies have been established at user request, of a diverse kind. These include two major auction houses that regularly request expert opinion on letter collections offered for sale; a coffee growers association in Swaziland that has repeat requested information about historical farming practices; a Namibian wildlife association that has repeat requested information about historical patterns of animal migrations; a Zimbabwean genealogy association has requested information about the lineage of the last Matabele King Lobengula and his heirs; Library and IT services at a number of college that have been provided with 'how to' courses for carrying out archival research. In addition, many expert opinion and information requests are received from both academic and 'popular' users, regarding archival research, letters, family history and genealogy, and South African history. Invitations to participate in key networks developing new areas of work are another measure of standing and peer-recognition within particular research communities, with a number of such invitations having been accepted. These are the ESRC-funded Qualitative Longitudinal Research network, the Norbert Elias Foundation network, the International Digital Women's History network, and the AHRC funded New Modernist Editing network.

7. Future Impact & Research Strategy

The launch of the full WWW research website hosted by HRI Digital at the University of Sheffield in early 2018 will signal another milestone in impact strategy. The 'front-end' of its user interface has already been designed and content provided. All the composing collections-focused datasets were delivered to HRI on schedule. What is now in the final stages is the time-consuming process of ensuring the articulation of the 'back-end' in linking and quality checking the very large number of records involved to the purpose-designed research tools so as to support in-depth secondary analysis by an anticipated high volume of users after the website is launched. As earlier with the Schreiner letters, of necessity this involves the development of cutting-edge software applications specific to the WWW project. In particular there has been a major development in the provision of enhanced visualisation tools for modelling the data by users as part of their secondary analysis activities.

While there has already been extensive analysis of project data and publications stemming from this, the new developments sketched here will enable the whole of the extremely large WWW data to be analysed as a set by a wide range of users. The VRE (Virtual Research Environment) specialist tools to support this will initially be reserved for project research, then later made publicly available as part of the secondary analysis aspect of WWW's impact strategy.

The main aspects of research use and impact have been indicated in the preceding sections of this report. The specific detail as provided by Google analytics in tracking cumulative use traffic now follows.

8. The Detail: Cumulative User Traffic

The majority of users (56.6%) find the website through organic searches via Google and other search engines. Many users also visit the website by direct link (22.7 %) or via referrals from other websites [including University of Edinburgh webpages] (17.8%).

Where users have accessed the site from, and how often: Tables 1 to 5 below present geographical images showing the frequency of website usage for overall period. These indicate number of visits to the website by saturation of blue, ranging from light blue (fewer sessions) to dark blue (the most sessions), with the range in the bottom left corner indicating the lower and upper bound of sessions for this period according to continent (Table 1), sub-continent (Table 2), and sub-regions (Tables 3-5).

Table 1. Number of Visits by Continent
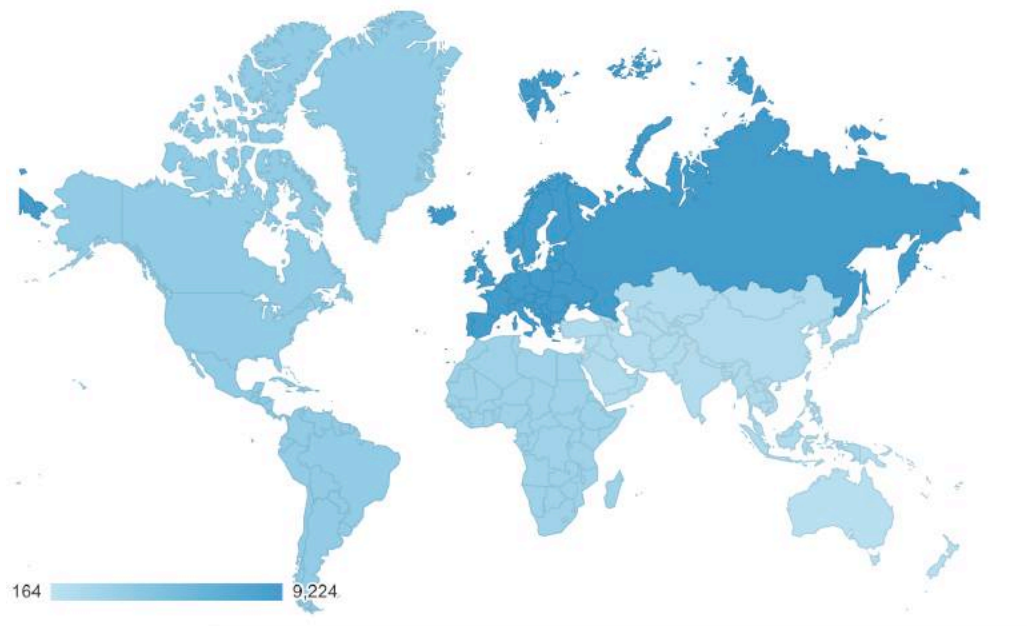
	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	16,740 % of Total: 100.00% (16,740)	3.01 Avg for View: 3.01 (0.00%)	00:02:43 Avg for View: 00:02:43 (0.00%)	66.55% Avg for View: 66.51% (0.05%)

Above, the range spans from 164 sessions (not set)*** to 9,224 sessions (Europe), and indicates via darkening shades of blue that, overall, the most users accessed the website from Europe.

***(not set) indicates that location data could not be determined for the associated users. This could mean, for example, that IP addresses were masked or were not made available for data collection because of some other reason.

Continent	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	16,740 % of Total: 100.00% (16,740)	3.01 Avg for View: 3.01 (0.00%)	00:02:43 Avg for View: 00:02:43 (0.00%)	66.55% Avg for View: 66.51% (0.05%)
1. Europe	9,224 (55.10%)	3.50	00:03:02	54.47%
2. Americas	3,245 (19.38%)	3.09	00:03:17	82.47%
3. Africa	2,343 (14.00%)	2.36	00:02:15	74.01%
4. Asia	1,147 (6.85%)	1.23	00:00:46	87.79%
5. Oceania	617 (3.69%)	1.63	00:01:10	89.14%
6. (not set)	164 (0.98%)	1.16	00:00:21	90.85%

The data above show that the majority of WWW website users access the website from Europe (55.1%), the Americas (19.4%), and Africa (14%), and that users from Europe and the Americas tend to spend the most time on the website.

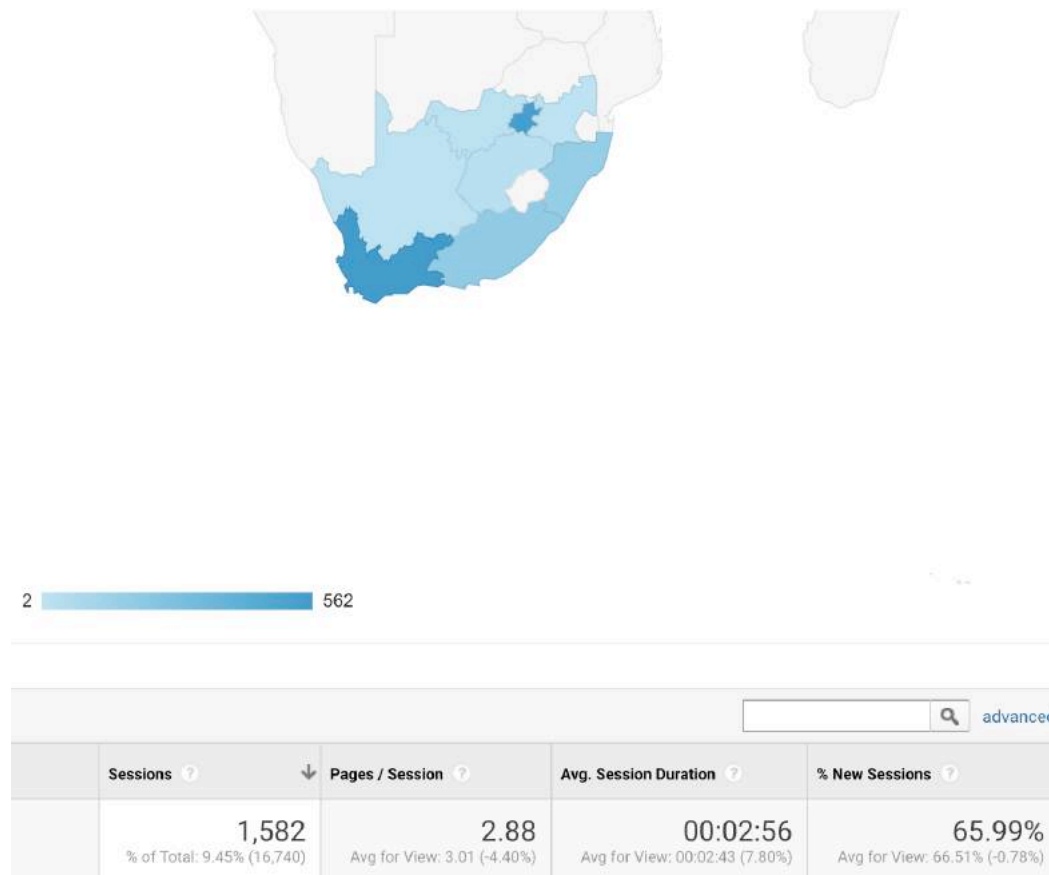*Table 2. Number of Visits by Sub-Continent Region*

Above, the range spans from 1 session (Polynesia) to 7,308 sessions (Northern Europe), and indicates via darkening shades of blue that, overall, the most users accessed the WWW website from Northern Europe, Northern America and Southern Africa.

	Sub Continent	Sessions		Pages / Session	Avg. Session Duration	% New Sessions
		16,740 % of Total: 100.00% (16,740)		3.01 Avg for View: 3.01 (0.00%)	00:02:43 Avg for View: 00:02:43 (0.00%)	66.55% Avg for View: 66.51% (0.05%)
1.	Northern Europe	7,308 (43.66%)		3.97	00:03:31	48.93%
2.	Northern America	3,008 (17.97%)		3.22	00:03:29	82.38%
3.	Southern Africa	1,632 (9.75%)		2.83	00:02:51	66.91%
4.	Western Europe	1,076 (6.43%)		1.39	00:00:44	80.02%
5.	Australasia	613 (3.66%)		1.64	00:01:11	89.07%
6.	Eastern Africa	555 (3.32%)		1.27	00:00:45	90.45%
7.	Eastern Europe	459 (2.74%)		2.10	00:02:15	65.14%
8.	Southern Europe	381 (2.28%)		2.04	00:01:07	75.59%
9.	Southern Asia	365 (2.18%)		1.27	00:01:00	90.14%
10.	Southeast Asia	302 (1.80%)		1.16	00:00:39	87.42%

The table above shows data from the top ten (of 22) subcontinents, demonstrating that the majority of WWW website users access the website from Northern Europe (43.6%), Northern America (18%) and Southern Africa (9.8%), while users from Northern America, Northern America and Southern Africa tend to spend the most time on the website.

Table 3. Number of Users by Sub-Region – South Africa

| | 2 ▭▭▭▭▭▭▭▭ 562 | | |

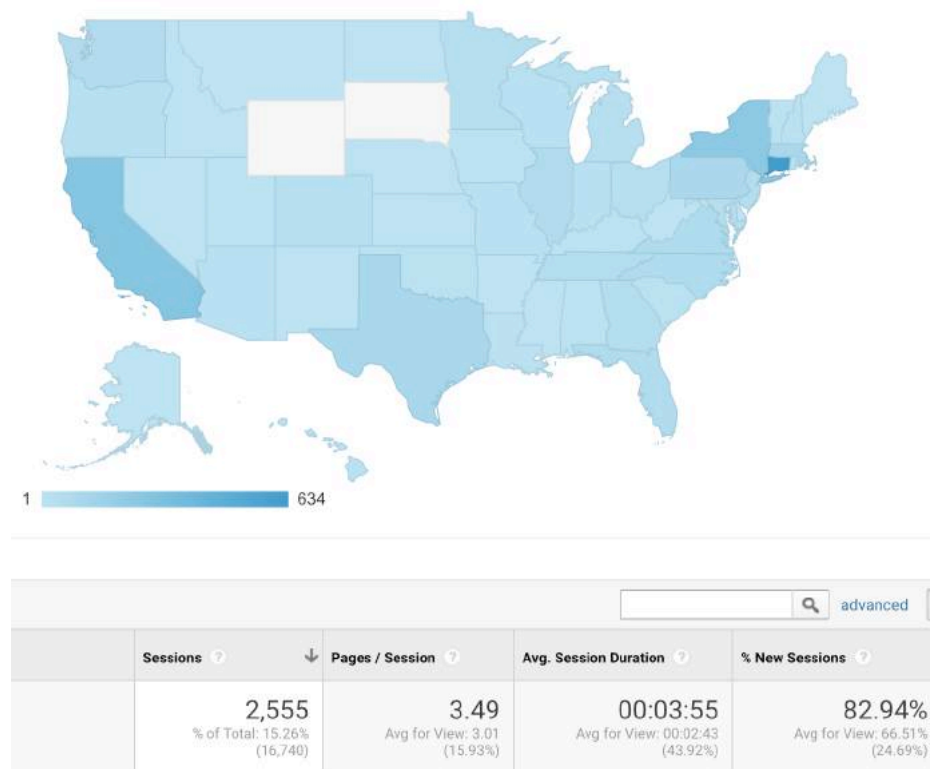|	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	1,582 % of Total: 9.45% (16,740)	**2.88** Avg for View: 3.01 (-4.40%)	**00:02:56** Avg for View: 00:02:43 (7.80%)	**65.99%** Avg for View: 66.51% (-0.78%)

Above, the range regarding South Africa spans from 2 sessions (not set) to 562 sessions (Western Cape), and indicates via darkening shades of blue that, on average, the most users accessed the website from the Western Cape.

	Region	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
		1,582 % of Total: 9.45% (16,740)	**2.88** Avg for View: 3.01 (-4.40%)	**00:02:56** Avg for View: 00:02:43 (7.80%)	**65.99%** Avg for View: 66.51% (-0.78%)
1.	Western Cape	**562** (35.52%)	3.62	00:03:25	61.03%
2.	Gauteng	**540** (34.13%)	1.85	00:01:51	79.44%
3.	Eastern Cape	**200** (12.64%)	4.65	00:05:18	48.00%
4.	KwaZulu-Natal	**174** (11.00%)	2.43	00:03:05	50.57%
5.	Limpopo	**40** (2.53%)	1.22	00:00:18	85.00%
6.	Free State	**28** (1.77%)	1.96	00:02:45	75.00%
7.	North West	**16** (1.01%)	1.56	00:00:24	93.75%
8.	Northern Cape	**9** (0.57%)	2.67	00:03:13	88.89%
9.	(not set)	**6** (0.38%)	1.67	00:00:29	83.33%
10.	Mpumalanga	**5** (0.32%)	1.00	00:00:00	100.00%

The data above show that the majority of WWW website users from South Africa access the website from the Western Cape (35.5%), Gauteng (34%), and Eastern Cape (12.7%) regions, and that users from the Eastern Cape, Western Cape and Northern Cape regions tend to spend the most time on the website.

Table 4. Number of Users by Sub-Region – United States

1   634

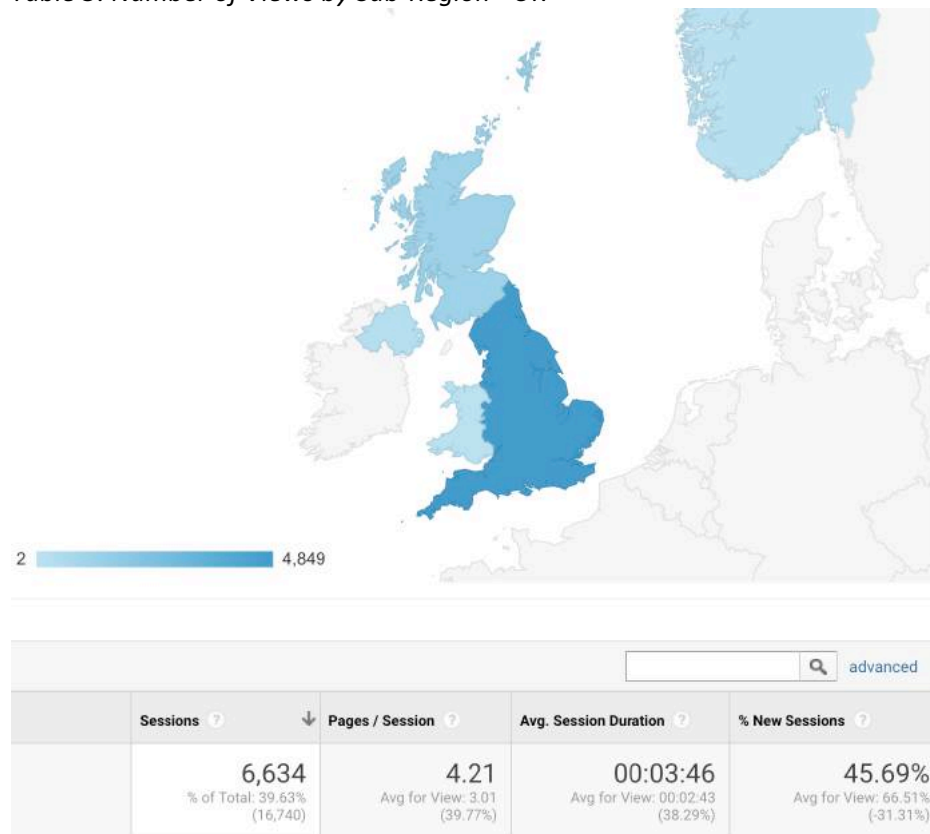|	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	2,555 % of Total: 15.26% (16,740)	**3.49** Avg for View: 3.01 (15.93%)	**00:03:55** Avg for View: 00:02:43 (43.92%)	**82.94%** Avg for View: 66.51% (24.69%)

Above, data indicate that users from the USA accessed the website from 48 out of its 50 states, as well as the District of Colombia (27 sessions). The range is from 1 session (Montana) to 634 sessions (Connecticut), and indicates via darkening shades of blue that the most users accessed the website from Connecticut, California and New York for this reported period.

Region	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	2,555 % of Total: 15.26% (16,740)	**3.49** Avg for View: 3.01 (15.93%)	**00:03:55** Avg for View: 00:02:43 (43.92%)	**82.94%** Avg for View: 66.51% (24.69%)
1. Connecticut	634 (24.81%)	9.55	00:13:08	70.35%
2. California	272 (10.65%)	1.51	00:01:08	90.44%
3. New York	238 (9.32%)	2.00	00:01:02	89.92%
4. Texas	105 (4.11%)	1.20	00:00:23	86.67%
5. Massachusetts	104 (4.07%)	1.53	00:01:16	87.50%
6. Pennsylvania	93 (3.64%)	1.51	00:00:43	80.65%
7. Virginia	74 (2.90%)	1.35	00:01:19	82.43%
8. North Carolina	73 (2.86%)	1.79	00:01:16	67.12%
9. Illinois	69 (2.70%)	1.20	00:00:29	89.86%
10. Florida	66 (2.58%)	1.39	00:01:16	89.39%

The data above demonstrate that the majority of WWW website users access the website from the states of Connecticut (24.8%), California (10.7%), and New York (9.3%), with users from Connecticut as well as Oklahoma and Utah tending to spend the most time on the website.

Table 5. Number of Views by Sub-Region - UK

Above, the range of UK website use runs from 2 sessions (not set) to 6,634 sessions (England), and indicates via darkening shades of blue that, on average, the most users accessed the website from England.

Region	Sessions	Pages / Session	Avg. Session Duration	% New Sessions
	6,634 % of Total: 39.63% (16,740)	4.21 Avg for View: 3.01 (39.77%)	00:03:46 Avg for View: 00:02:43 (38.29%)	45.69% Avg for View: 66.51% (-31.31%)
1. England	4,849 (73.09%)	4.34	00:04:04	41.00%
2. Scotland	1,170 (17.64%)	4.20	00:03:04	62.82%
3. Northern Ireland	318 (4.79%)	4.99	00:04:51	7.55%
4. (not set)	184 (2.77%)	1.00	00:00:00	100.00%
5. Wales	111 (1.67%)	1.71	00:01:25	88.29%
6. (not set)	2 (0.03%)	1.00	00:00:00	100.00%

The data above demonstrate that the majority of WWW website users access the website from England (73.1%), Scotland (17.6%), and Northern Ireland (4.8%), with users from Scotland and England tending to spend the most time on the website.

| Table 6: Cities, Number of Visits and Pages Accessed				
The data below show, by city, the top numbers of visits, number of pages accessed on average and the average duration spent on the site, respectively. N.B. asterisks denote particularly intense site usage and/or high numbers of visits.				
Country	**City**	**Visits**	**Pages accessed**	**Avg. visit duration (mins)**
UK (10 of 340)	London	1,062*	2.16	01:48
	Edinburgh	926*	4.57	03:15
	Cambridge	459*	12.01*	11:44*
	(not set)	456*	3.30	03:01
	Liverpool	415*	4.73	04:47*
	Oxford	185	1.84	01:48
	Blackburn	180	8.41*	08:13*
	Bolton	159	4.13*	04:13*
	Brighton	151	1.27	00:19
	Morecambe	141	5.21*	06:09*
USA (10 of 729)	Woodbury	294*	7.86*	12:36*
	Monroe	227*	11.30*	14:20*
	New York	170*	2.31	01:11
	Los Angeles	83	1.35	00:23
	Trumbull	68	15.59*	18:30*
	Chicago	37	1.11	00:43
	Seattle	34	1.21	00:34
	Philadelphia	29	1.07	00:19
	(not set)	27	1.59	00:17
	Washington	27	1.84	01:23
South Africa (10 of 54)	Cape Town	541*	3.69*	03:30*
	Johannesburg	153*	1.79	01:37
	Sandton	135*	1.67	01:36
	Pretoria	111*	1.86	01:55
	Grahamstown	108*	7.17*	08:46*
	Durban	70	2.21	02:56*
	Port Elizabeth	64	1.88	01:16
	Centurion	55	2.71*	03:37*
	Pietermaritzburg	36	4.39*	06:04*
	Berea	34	1.09	00:53
Australia (10 of 24)	Sydney	128*	1.52	01:29
	Melbourne	110*	1.75*	01:16
	Adelaide	96*	1.32	00:57
	Brisbane	69	1.80*	00:51
	Perth	36	1.19	00:33
	Canberra	16	1.12	00:03
	Mudgee	10	1.70*	04:13*
	Cairns	8	1.25*	00:05
	Gold Coast	7	3.14*	2:41*
	Wollongong	5	1.00	00:00

Over-time user traffic

Table 7. Visitor frequency: country frequency by year

(7.1) 30 November – 31 December 2012
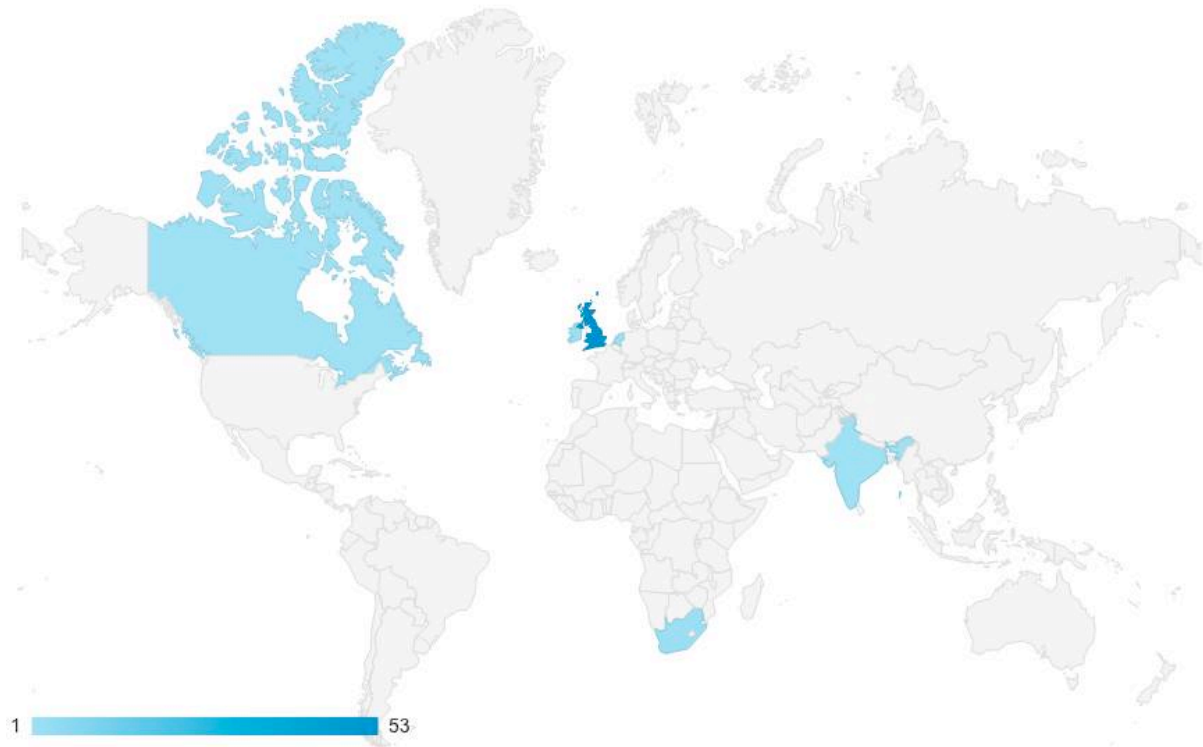
Country	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	59 % of Total: 100.00% (59)	10.25 Avg for View: 10.25 (0.00%)	00:09:41 Avg for View: 00:09:41 (0.00%)	37.29% Avg for View: 37.29% (0.00%)
1. 🇬🇧 United Kingdom	53 (89.83%)	11.09	00:10:23	30.19%
2. 🇿🇦 South Africa	2 (3.39%)	5.00	00:03:47	100.00%
3. 🇨🇦 Canada	1 (1.69%)	1.00	00:00:00	100.00%
4. 🇮🇪 Ireland	1 (1.69%)	3.00	00:00:53	100.00%
5. 🇮🇳 India	1 (1.69%)	1.00	00:00:00	100.00%
6. 🇳🇱 Netherlands	1 (1.69%)	2.00	00:12:02	100.00%

(7.2) 1 January – 31 December 2013
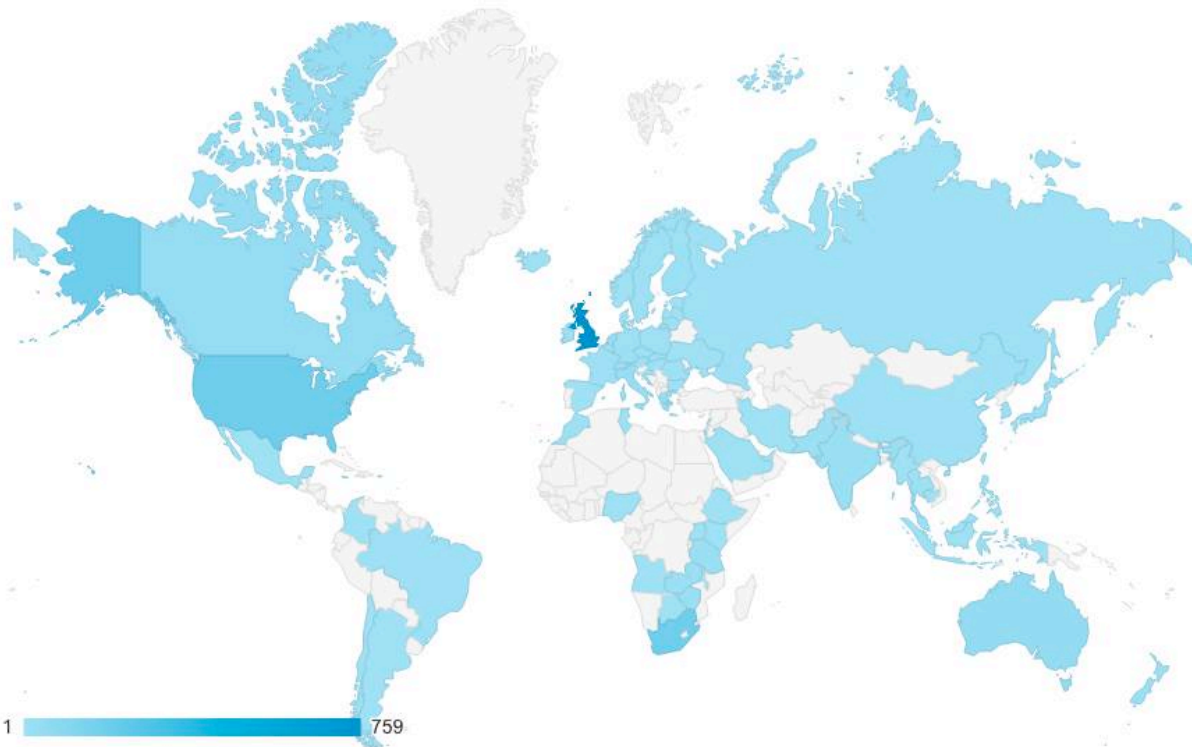
Country	Sessions	↓	Pages / Session	Avg. Session Duration	% New Sessions
	1,626 % of Total: 100.00% (1,626)		2.59 Avg for View: 2.59 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)	65.99% Avg for View: 65.93% (0.09%)
1. 🇬🇧 United Kingdom	759 (46.68%)		3.60	00:03:16	50.33%
2. 🇺🇸 United States	191 (11.75%)		1.52	00:00:54	73.30%
3. 🇿🇦 South Africa	187 (11.50%)		1.98	00:01:55	78.61%
4. (not set)	79 (4.86%)		1.18	00:00:21	92.41%
5. 🇦🇺 Australia	49 (3.01%)		1.96	00:01:19	87.76%
6. 🇨🇦 Canada	43 (2.64%)		2.28	00:01:13	81.40%
7. 🇬🇷 Greece	38 (2.34%)		1.45	00:00:09	13.16%
8. 🇮🇹 Italy	29 (1.78%)		2.69	00:01:17	72.41%
9. 🇮🇳 India	21 (1.29%)		1.19	00:00:37	85.71%
10. 🇳🇱 Netherlands	20 (1.23%)		1.85	00:02:16	75.00%

(7.3) 1 January – 31 December 2014
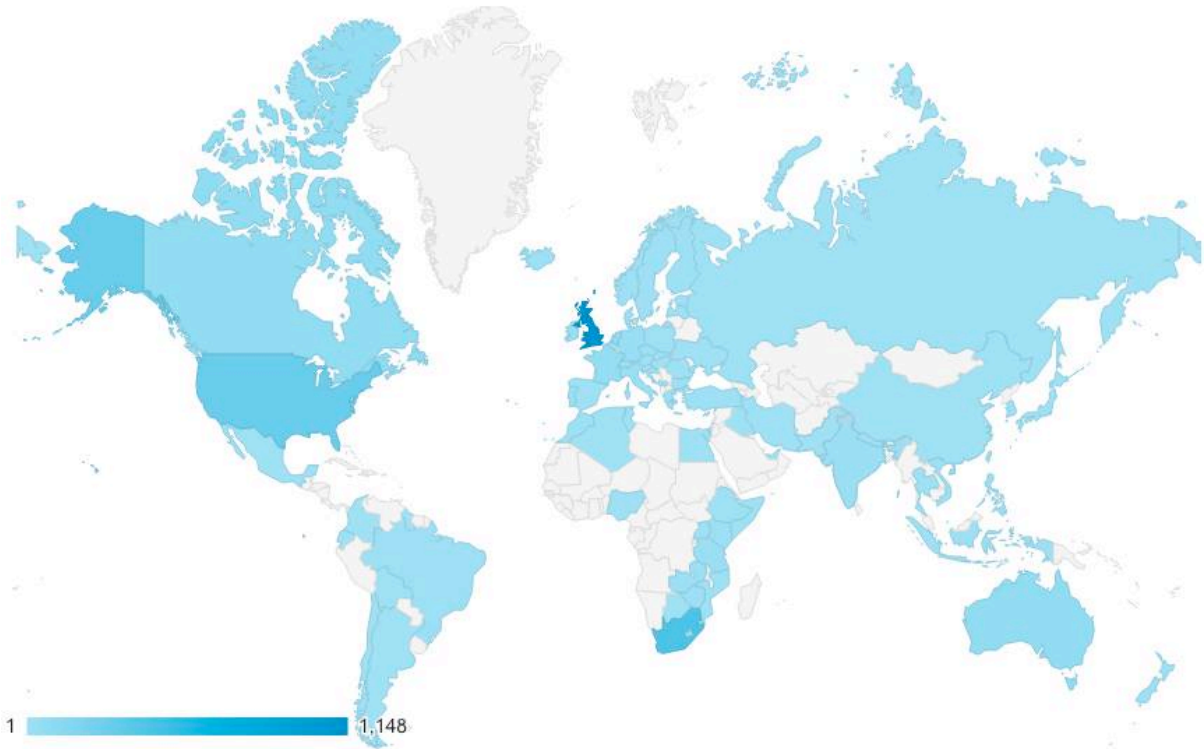
Country	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	2,603 % of Total: 100.00% (2,603)	3.53 Avg for View: 3.53 (0.00%)	00:03:17 Avg for View: 00:03:17 (0.00%)	56.47% Avg for View: 56.43% (0.07%)
1. United Kingdom	1,148 (44.10%)	5.04	00:04:53	36.93%
2. South Africa	446 (17.13%)	3.97	00:04:11	53.81%
3. United States	304 (11.68%)	1.39	00:00:51	89.47%
4. Australia	77 (2.96%)	1.86	00:02:23	81.82%
5. Canada	76 (2.92%)	2.49	00:01:27	55.26%
6. Netherlands	75 (2.88%)	1.28	00:01:20	73.33%
7. France	61 (2.34%)	1.07	00:00:19	13.11%
8. Germany	41 (1.58%)	2.63	00:01:43	78.05%
9. Ireland	27 (1.04%)	1.81	00:00:33	70.37%
10. Tanzania	25 (0.96%)	1.32	00:00:13	96.00%

(7.4) 1 January – 31 December 2015
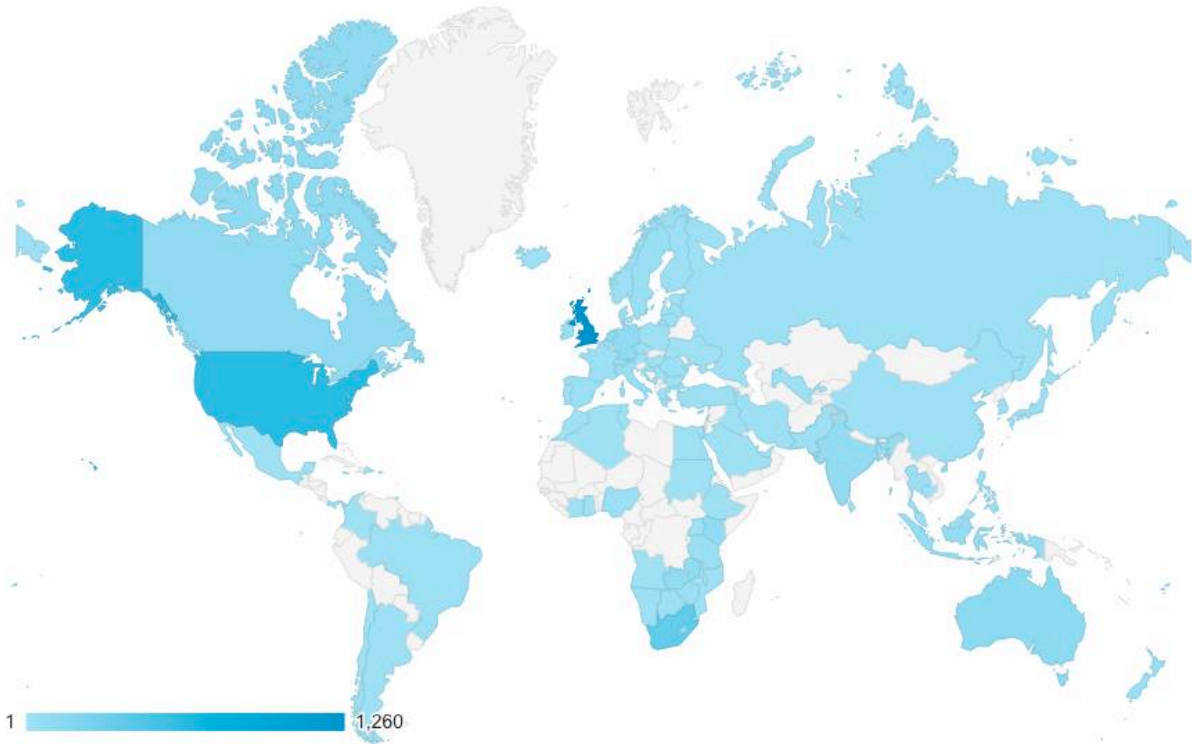
Country	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	3,660 % of Total: 100.00% (3,660)	3.62 Avg for View: 3.62 (0.00%)	00:03:00 Avg for View: 00:03:00 (0.00%)	71.97% Avg for View: 71.94% (0.04%)
1. 🇬🇧 United Kingdom	**1,260** (34.43%)	6.11	00:04:59	47.14%
2. 🇺🇸 United States	**629** (17.19%)	4.18	00:04:10	86.80%
3. 🇿🇦 South Africa	**373** (10.19%)	2.27	00:02:01	69.71%
4. 🇦🇺 Australia	**115** (3.14%)	1.58	00:00:57	86.96%
5. 🇨🇦 Canada	**104** (2.84%)	1.29	00:00:36	88.46%
6. 🇩🇪 Germany	**95** (2.60%)	1.28	00:00:31	86.32%
7. 🇰🇪 Kenya	**89** (2.43%)	1.25	00:01:27	88.76%
8. 🇿🇲 Zambia	**85** (2.32%)	1.38	00:01:11	87.06%
9. 🇳🇱 Netherlands	**81** (2.21%)	1.36	00:00:35	83.95%
10. 🇮🇳 India	**77** (2.10%)	1.27	00:00:55	92.21%

(7.5) 1 January – 31 December 2016
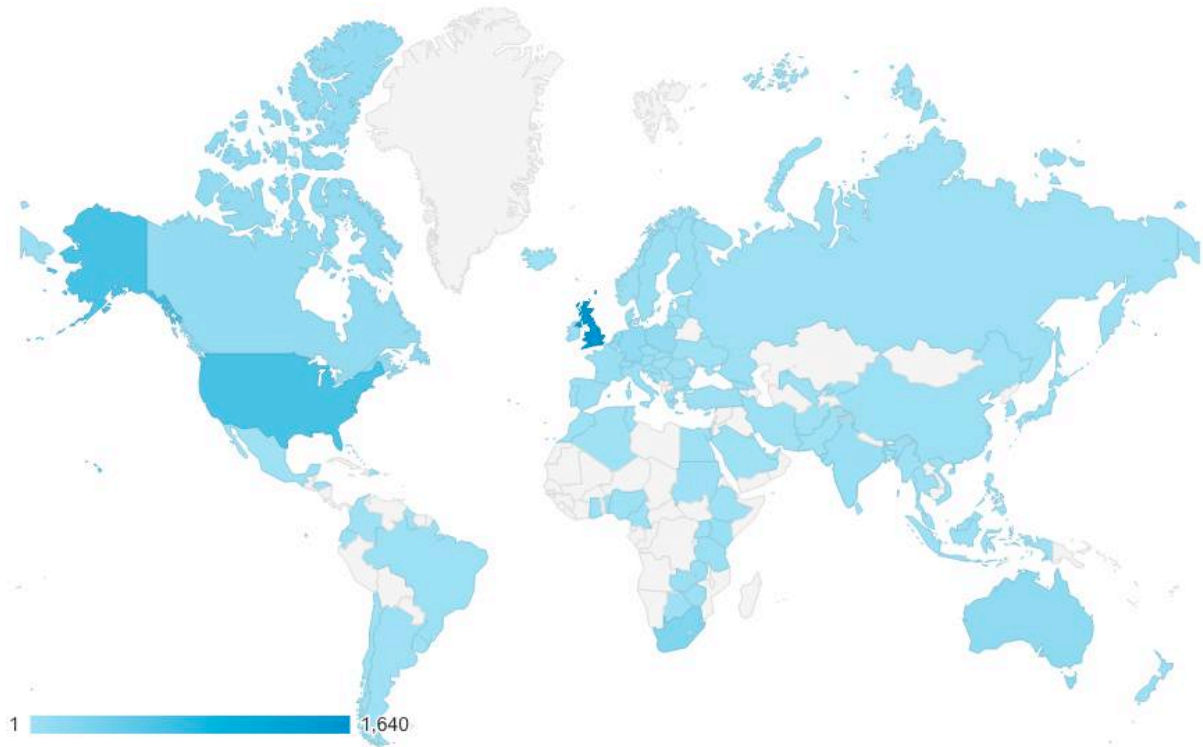
Country	Sessions	↓	Pages / Session	Avg. Session Duration	% New Sessions
	4,185 % of Total: 100.00% (4,185)		2.75 Avg for View: 2.75 (0.00%)	00:02:39 Avg for View: 00:02:39 (0.00%)	69.13% Avg for View: 69.08% (0.07%)
1. 🇬🇧 United Kingdom	1,640 (39.19%)		3.44	00:03:02	51.65%
2. 🇺🇸 United States	663 (15.84%)		4.18	00:05:37	89.59%
3. 🇿🇦 South Africa	262 (6.26%)		2.85	00:03:04	56.49%
4. 🇦🇺 Australia	144 (3.44%)		1.31	00:00:48	92.36%
5. 🇩🇪 Germany	123 (2.94%)		1.37	00:00:21	84.55%
6. 🇨🇦 Canada	115 (2.75%)		1.56	00:01:14	91.30%
7. 🇳🇱 Netherlands	113 (2.70%)		1.37	00:00:48	76.11%
8. 🇵🇱 Poland	111 (2.65%)		1.35	00:02:48	14.41%
9. 🇩🇰 Denmark	70 (1.67%)		1.16	00:00:35	85.71%
10. 🇮🇳 India	47 (1.12%)		1.47	00:01:54	93.62%

(7.6) 1 January – 31 October 2017

Country	Sessions ↓	Pages / Session	Avg. Session Duration	% New Sessions
	4,607 % of Total: 100.00% (4,607)	2.53 Avg for View: 2.53 (0.00%)	00:02:21 Avg for View: 00:02:21 (0.00%)	66.16% Avg for View: 66.14% (0.03%)
1. United Kingdom	1,774 (38.51%)	3.09	00:02:52	43.29%
2. United States	768 (16.67%)	3.65	00:04:12	73.83%
3. South Africa	312 (6.77%)	2.60	00:02:44	79.17%
4. Australia	130 (2.82%)	1.37	00:00:48	93.08%
5. Germany	115 (2.50%)	1.37	00:01:06	85.22%
6. Canada	113 (2.45%)	1.47	00:01:09	73.45%
7. Sweden	93 (2.02%)	1.97	00:01:53	74.19%
8. India	91 (1.98%)	1.26	00:00:43	92.31%
9. Netherlands	67 (1.45%)	1.18	00:00:35	88.06%
10. Bulgaria	57 (1.24%)	4.54	00:03:10	56.14%

Top 5 Website Areas by Year

Top 5 Website Areas, Pageviews by year						
Year		Blog	Curiosities	Traces	Thinking w/ Elias	How to…
Nov-Dec	**2012**	126	-	-	-	-
Funding Period	**2013**	789	-	-	-	-
	2014	2,833	726	-	-	-
	2015	3,590	814	559	217	-
	2016	2,897	646	1,012	578	739
Jan - Oct	**2017**	1,777	891	1,165	659	427

12.12.17/ends