Networking Space:

Analysis of online and social media traffic relating to the Space Awareness project

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Contents

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1 Introduction

This report provides a summary of the website and Facebook traffic associated with Space Awareness. Data are taken from Google Analytics and Facebook Insights. Unless otherwise indicated, data correspond to the period 15 February 2016 to 14 February 2018[1].

2 Website Traffic

2.1 Overview

As noted in Figure 1, over 61,000 people engaged with the project via the Space Awareness website during the past two years. According to the Google Analytics data, on average they viewed between two and three pages each, and stayed on the site for just over two minutes, which is a fairly positive dwell time for a site of this nature. Compared to data from the second project reporting period, there was a higher proportion of new visitors to the site, suggesting some successes with the dissemination efforts in the final year of the project.

[1] Note that the values from the sources indicated are reported as specified by the various analytics tools within this document, though we acknowledge that there are some uncertainties regarding specific details (e.g. how some of the analytics tools determine gender of visitors etc.).

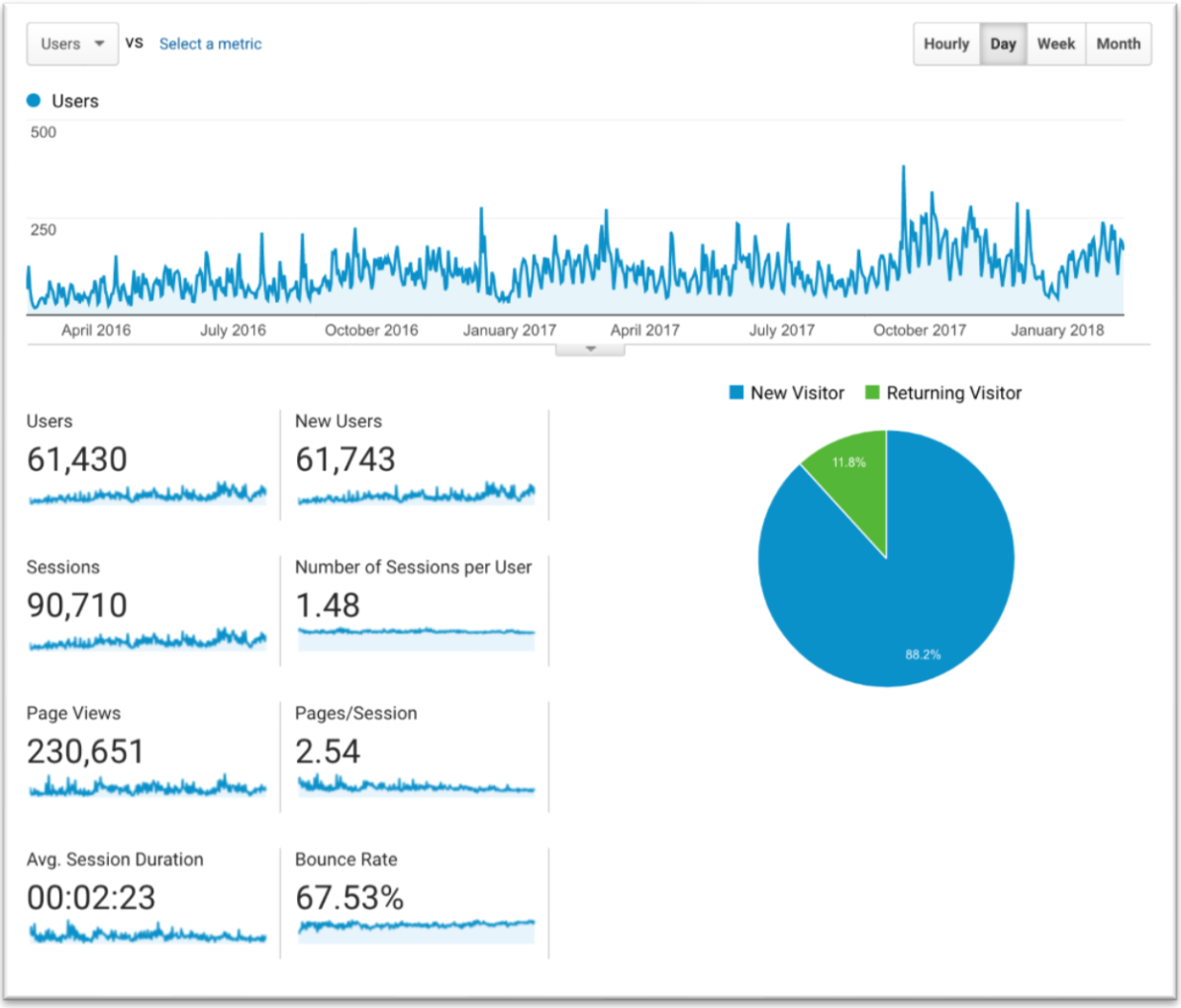

Figure 1 - Overview of daily site usage: 2016.02.15 to 2018.02.14

2.2 Growth in visitor numbers

Comparing monthly user numbers shows that overall visitor numbers have broadly increased over the duration of the project (with naturally less usage during the European summer and Christmas holiday periods), peaking at approximately 5,000 users in October 2017 (Figure 2).

Figure 2 - Total number of users per month: 2016.02.015 to 2018.02.14 *(Note that the data for February 2018 is incomplete as it only relates to 14 days instead of the full month)*

2.3 Geographic location

Visitors to the site came from all over the world, with a large focus on partner countries within Europe, as well as external networks in America and India and parts of South America, Africa and Asia (Figure 3).

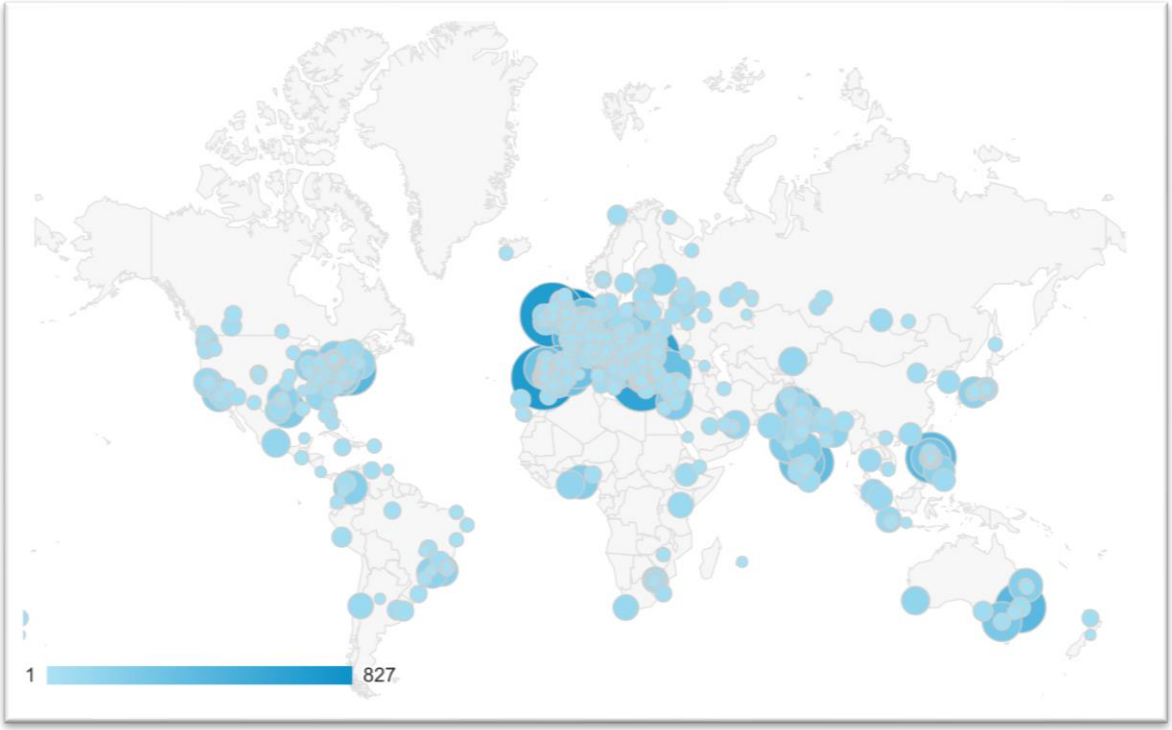

Figure 3 - Geographic location of website visitors (broken down by city)

Figure 4 takes a more specific look at user involvement according to their country of origin. It is clear that the site is attracting visitors from a wide range of geographic locations, including countries where project partners are located as well as elsewhere.

1.	United States	11,820	19.11%
2.	United Kingdom	3,733	6.03%
3.	India	3,285	5.31%
4.	Italy	3,076	4.97%
5.	Spain	2,769	4.48%
6.	Portugal	2,464	3.98%
7.	Romania	2,303	3.72%
8.	France	2,191	3.54%
9.	Netherlands	1,815	2.93%
10.	Russia	1,778	2.87%
11.	Greece	1,685	2.72%
12.	Philippines	1,486	2.40%
13.	Canada	1,466	2.37%
14.	Ireland	1,458	2.36%
15.	Australia	1,422	2.30%
16.	Turkey	1,372	2.22%
17.	Brazil	1,276	2.06%
18.	Germany	1,238	2.00%
19.	Japan	1,128	1.82%
20.	Belgium	1,104	1.78%
21.	Bulgaria	842	1.36%
22.	Poland	773	1.25%
23.	South Africa	514	0.83%
24.	Mexico	493	0.80%
25.	Pakistan	483	0.78%

Figure 4 – Site traffic according to geographic location (number of users; results truncated at 25 entries)

2.4 Traffic flow

One factor relating to the high geographic diversity of participants is likely to be the availability of the website in multiple languages. Figure 5 shows the web traffic for the different language sub-sites. Whilst English is by far the most popular, it only accounts for around 59% of traffic on the site, with the French, Spanish, Italian and Portuguese sites in particular attracting significant page views.

		230,652 % of Total: 100.00% (230,652)	230,652 % of Total: 100.00% (230,652)
1.	/en/	136,020	58.97%
2.	/fr/	15,290	6.63%
3.	/es/	15,078	6.54%
4.	/it/	13,982	6.06%
5.	/pt/	13,188	5.72%
6.	/ro/	7,488	3.25%
7.	/el/	6,452	2.80%
8.	/nl/	4,626	2.01%
9.	/cs/	4,256	1.85%
10.	/de/	3,378	1.46%

Figure 5 - Site traffic according to sub-site language (page views; results truncated at 10 entries)

It is also interesting to explore the main traffic sources to the site (Figure 6). Just over 50% of users in the past two years arose from organic search functions (where visitors found the site via unpaid web search results). Direct links (where visitors typed the specific address into their browser) also featured prominently, with around one-quarter of the traffic. Referrals (links from other websites) and social media (mainly Facebook, though also some Twitter links) brought in approximately 9,000 and 6,800 users respectively.

	61,430 % of Total: 100.00% (61,430)	61,430 % of Total: 100.00% (61,430)
1. Organic Search	**32,211**	50.35%
2. Direct	**15,819**	24.73%
3. Referral	**9,056**	14.16%
4. Social	**6,801**	10.63%
5. Email	**85**	0.13%
6. (Other)	**5**	0.01%

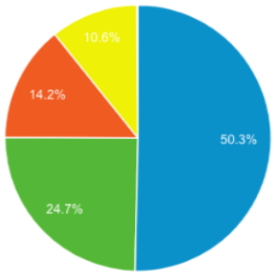

Figure 6 - Traffic sources to the site (number of users)

In terms of page popularity, five of the top 25 most popular pages relate to major activities and resources developed within the Space Awareness programe: the educational resources (#3), careers hub (#4), citizen science respository (#5), teacher training (#7) and the Space Scoops (#12). The *Celebrating Excellence in Space Science Teaching* (#11) was also clearly successful in attracting people to the site.

		230,652 % of Total: 100.00% (230,652)	230,652 % of Total: 100.00% (230,652)
1.	/en/	19,368	8.40%
2.	/en/activities/1614/sun-earth-and-moon-model/	9,734	4.22%
3.	/en/activities/	8,567	3.71%
4.	/en/careers/	8,318	3.61%
5.	/en/games/	4,721	2.05%
6.	/en/news/	4,687	2.03%
7.	/en/skills/	4,414	1.91%
8.	/en/about/	3,448	1.49%
9.	/en/news/space-education-international-workshop/	3,248	1.41%
10.	/	3,193	1.38%
11.	/en/competition	3,133	1.36%
12.	/en/scoops/	3,038	1.32%
13.	/es/	2,850	1.24%
14.	/it/	2,727	1.18%
15.	/pt/	2,556	1.11%
16.	/fr/	2,312	1.00%
17.	/en/careers/career/what-astrochemist/	1,989	0.86%
18.	/en/activities/1615/know-your-planets/	1,821	0.79%
19.	/~atomita/sscc/	1,782	0.77%
20.	/en/activities/category/space/	1,736	0.75%
21.	/en/activities/1612/history-of-the-universe/	1,485	0.64%
22.	/en/careers/career/who-space-psychologist/	1,381	0.60%
23.	/fr/activities/	1,215	0.53%
24.	/cs/	1,152	0.50%
25.	/el/	1,137	0.49%

Figure 7 - Most popular pages within the site (page views; results truncated at 25 entries)

3 Facebook Engagement

The purpose of the social media effort within Space Awareness was primarily to disseminate information about the project, and drive traffic towards other sources of project information (for example the project website). Within this report we focus specifically on Facebook in recognition of it being the most prominent of all the Space Awareness social media channels.

3.1 Facebook followers

User engagement with the Facebook content grew consistently over the project duration, rising from around 250 followers (people who have actively 'liked' the Space Awareness page) in March 2016 to over 1,500 two years later (Figure 8).

Figure 8 - Increase in Facebook Page followers during the project *(The data prior to June 2016 is truncated here due to an artefact within the Facebook Insights data presentation)*

Figure 9 further explores the demographics of the Facebook followers. In line with the project aims it appears the Facebook page is succeeding at attracting a female audience: 60% of followers are female. They come from a wide variety of countries and cities, with no particularly dominant geographic location. English is again the most popular language, though there are strong representations from many other European languages also.

Country	Your Fans	City	Your Fans	Language	Your Fans
Romania	141	Sofia, Sofia City Province	45	English (US)	413
Bulgaria	123	Athens, Attica (region)	39	English (UK)	209
Greece	120	Bucharest, Bucharest	37	Portuguese (Portugal)	103
Portugal	118	Brussels, Brussels	26	Bulgarian	100
Turkey	98	Istanbul, Istanbul Provin…	25	Romanian	90
Italy	89	Ankara, Ankara Province	21	Greek	89
India	72	Lisbon, Lisbon District	20	Italian	88
Belgium	56	Pleven, Pleven Province	16	Turkish	85
Spain	41	Thessaloníki, Central M…	15	Spanish	66
United States of America	38	Porto, Porto District	14	Dutch	31

Figure 9 - Demographics of Facebook followers (results truncated at 10 entries within each category)

3.2 Facebook reach

The number of people a Facebook post reaches is dependent upon many factors, primarily relating to how many were online at the time of the post, as well as what proportion shared the post in some way within their own networks. This means that individual posts have the potential to reach a higher number of people than just the page followers. Figure 10 demonstrates the number of people who saw any posts by or about the Space Awareness Facebook page during the project. The average over this period was 498 people per post.

Figure 10 - Number of people who saw any posts by or about the Space Awareness page

4 Conclusions

Overall, the website and Facebook analytics suggest that both platforms succeeded in engaging online users from a variety of geographical locations with the Space Awareness content. Within the past two years a total of 61,743 people visited the website, and 1,521 'liked' the Facebook page, with both values increasing substantially over the course of the project. There was a predominance of females within the Facebook followers, suggesting that the social media efforts were important in supporting a key target audience for the Space Awareness programme.

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