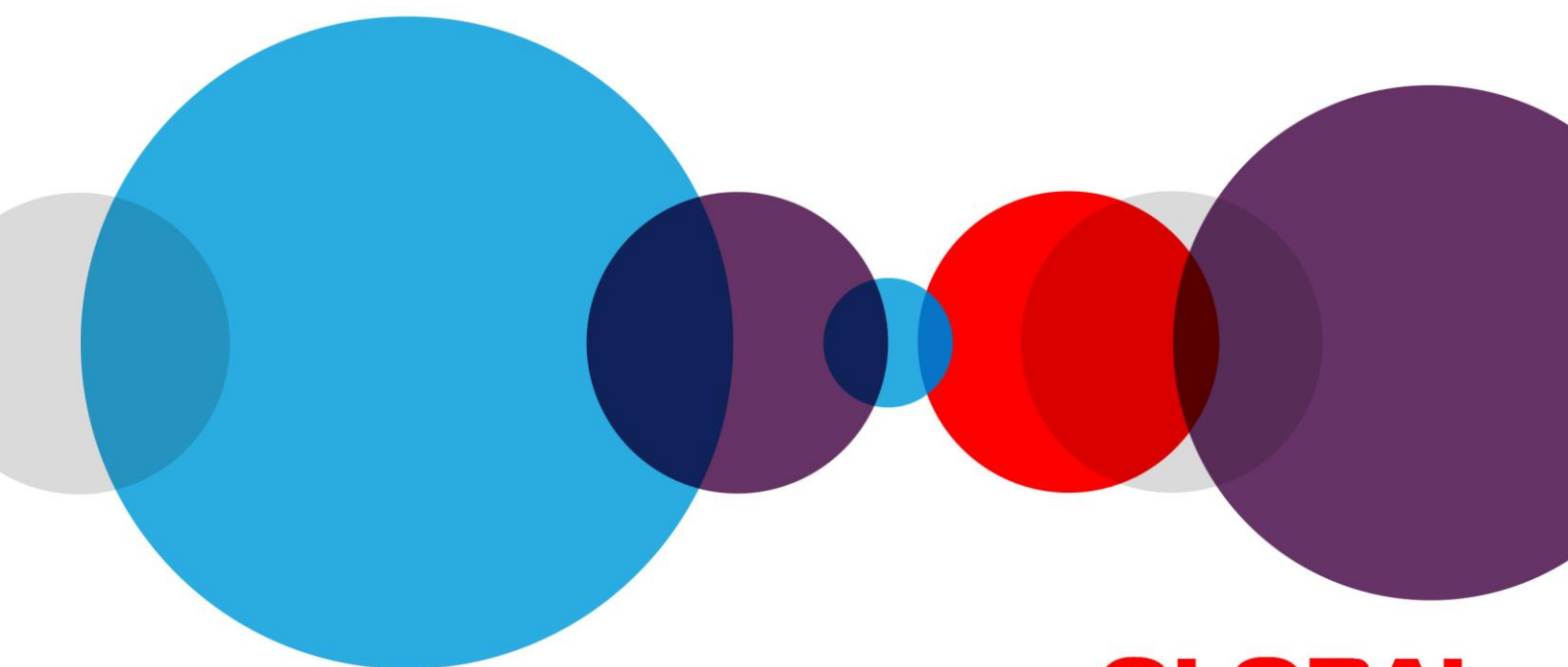


# GLOBAL KIDS ONLINE WEBSITE USAGE

Period: 1 November 2016 – 15 October 2017



Mariya Stoilova • Sonia Livingstone

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**GLOBAL**  
**KIDS**  
**ONLINE**



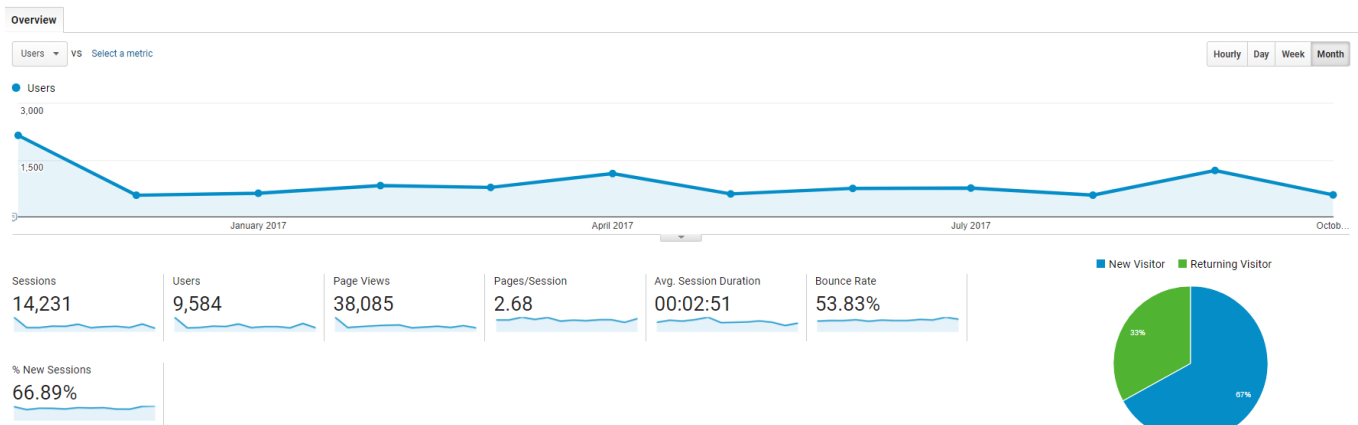
# 1. Summary and key implications

- The launch triggered a substantial interest in the website with 2,153 users during the first month and a sustained interest of over 725 users per month on average since adding up to a total of 9,584 unique users during the first year. Finding dissemination events are also a popular source of attracting new visitors.
- A substantial majority accesses the site using a desktop computer and about half of the users arrive on the website directly, by typing the URL (which has been included in a number of project outputs).
- The site has a global geographic reach– it has been accessed from 160 different countries from all continents. Yet, there is some geographic disparity in the number of users from the different regions – there are more users from the global North than South.
- All elements of the website content attract significant attention, amongst them the synthesis report, qualitative and quantitative tools and method guides have the most downloads. The country reports and news items with key findings are also popular.
- Social media activities, dissemination events, and research or toolkit launching campaigns seem effective in attracting attention to the website.

# 2. Website Audience

- 9,584 unique users since the launch of the website: one third are returning users;
- 210 people have subscribed to receive news from the project (Wordpress data).
- Users spend on average slightly less than 3 mins on the website and view between 2 and 3 pages.
- Nearly half of our users view more than 1 page (see Figure 1, bounce rate) and they have, in all, made a total of 38,085 page views.

Figure 1: Audience overview (by user, 1 November 2016 – 15 October 2017)



- Most people access the website from a desktop device (11,373 sessions; 80%, see Fig.2), and much fewer via a mobile phone (2,355 sessions, 17%) or a tablet (503, 3%).

Figure 2: Devices used

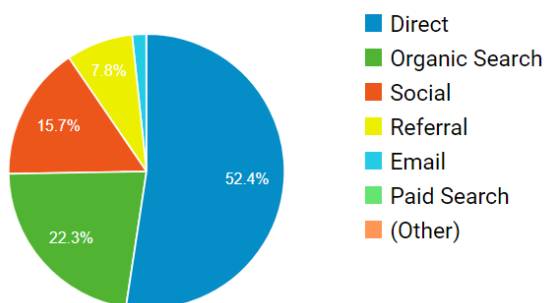
Device Category	Sessions	% All Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
Desktop	11,373	80%	7,430	50%	2.90	0:03:15
Mobile	2,355	17%	1,747	72%	1.72	0:01:04
Tablet	503	3%	354	60%	2.17	0:02:03
<b>Total</b>	<b>14,231</b>	<b>100%</b>	<b>9,531</b>	<b>54%</b>	<b>2.68</b>	<b>0:02:51</b>

### 3. Channels through which the users reach the website

- About half of the users come directly to the website (52%; 7,456 sessions);
- The second and third most popular channels are search engines (3,180; 98% of which are from Google searches) and social media (2,239);
- 1,117 users have come from other websites (referral; see Fig.4 for a list of the 10 most popular sources of traffic) and 234 via emails.

Figure 3: Channels <sup>1</sup>

Top Channels



Channels	Sessions	New users
Direct	7,456	5,384
Organic Search	3,180	1,863
Social	2,239	1,400
Referral	1,117	724
Email	234	159
Paid Search	4	0
(Other)	1	1
<b>Total</b>	<b>14,231</b>	<b>9,531</b>

<sup>1</sup> Direct: visits with no referring website; Organic search: visitors coming from a search engine; Social: social media and networks; Referral: traffic where users clicked a link from another site; Email: traffic from links clicked in email messages; Paid search: traffic from Pay-per-click campaigns run in search results.

Figure 4: Sources of traffic (top 10)

	Source	Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration
1	Directly typing the URL	7,456	5,384	52%	2.78	0:02:52
2	Google (organic search)	3,114	1,815	55%	2.68	0:03:01
3	t.co (Twitter domain) (referral)	1,421	890	63%	2.10	0:01:56
4	facebook.com	281	172	59%	2.19	0:03:11
5	m.facebook.com (Facebook mobile) (referral)	236	207	81%	1.39	0:00:22
6	tecnologia.elpais.com (referral)	168	101	57%	1.90	0:02:32
7	theconversation.com (referral)	155	122	34%	2.82	0:02:44
8	Innocenti thematic update mailout (email)	142	92	42%	2.75	0:03:10
9	l.facebook.com (Facebook anonymised pages, 'link shim') (referral)	131	37	56%	3.45	0:05:06
10	apo.org.au (referral)	61	48	61%	2.13	0:01:50
	<b>Total for the website</b>	<b>14,231</b>	<b>9,531</b>	<b>54%</b>	<b>2.68</b>	<b>0:02:51</b>

## 4. Geographical reach

- The website has been accessed from 160 different countries from all continents (see Fig.5);
- Most often the visitors are from: the UK, USA, Italy, Brazil, Australia, Spain, Germany, India, Serbia, and the Philippines (see Fig.6).

Figure 5: Geographical reach of the website (darker colour represents more sessions)

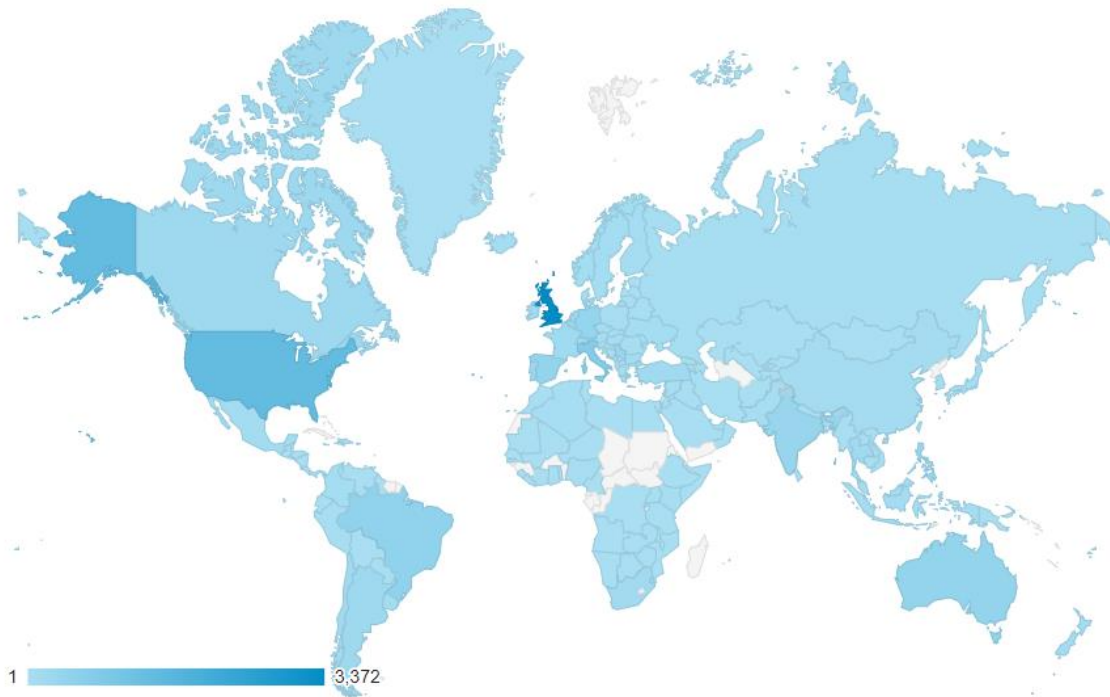


Figure 6: Visits by country (top 25 countries)

	Country	Sessions	New Users
1	United Kingdom	3,372	2,368
2	United States	1,423	1,075
3	Italy	735	284
4	Brazil	518	272
5	Australia	455	312
6	Spain	438	307
6	Germany	407	250
7	India	358	257
8	Serbia	333	212
9	Philippines	319	235
10	Portugal	282	174
11	Belgium	276	188
12	Argentina	236	161
13	Canada	234	177

	Country	Sessions	New Users
14	Netherlands	214	137
15	Ireland	189	133
16	South Africa	189	140
17	France	179	122
18	Turkey	167	122
19	Chile	166	90
20	Thailand	155	75
21	Switzerland	141	97
22	Mexico	126	83
23	New Zealand	125	56
24	Uruguay	116	54
25	Malaysia	113	83
	<b>Total for the website</b>	<b>14,231</b>	<b>9,531</b>

## 5. Site usage

- There have been a total of 38,085 page views (this includes multiple views of the same page). The average time spent on an individual page is 1:41 min.
- The most viewed pages are: the home page, the research toolkit page, the research results page (with country reports), the synthesis report page, about the project page, and the qualitative and quantitative research toolkit pages (see Fig.7).

Figure 7 – Page views (10 most viewed pages)

	Page	Page views	Avg. Time on Page	Entrances (number of times visitors entered via this page)	% Exit (number of site exits per number of page views)
1	Global Kids Online: Children's rights in the digital age   <a href="http://www.globalkidsonline.net">www.globalkidsonline.net</a>	7,323	0:01:14	5,203	41%
2	Tools for researchers   <a href="http://www.globalkidsonline.net/tools">www.globalkidsonline.net/tools</a>	3,177	0:01:14	917	26%
3	Research results   <a href="http://www.globalkidsonline.net/results">www.globalkidsonline.net/results</a>	2,565	0:00:45	269	18%
4	Global Kids Online: Research synthesis   <a href="http://www.globalkidsonline.net/synthesis">www.globalkidsonline.net/synthesis</a>	2,331	0:04:20	1,351	67%
5	About the project <a href="http://www.globalkidsonline.net/about">www.globalkidsonline.net/about</a>	1,685	0:01:07	291	27%
6	Quantitative tools <a href="http://www.globalkidsonline.net/survey">www.globalkidsonline.net/survey</a>	1,128	0:02:40	197	35%
7	Qualitative tools   <a href="http://www.globalkidsonline.net/qualitative">www.globalkidsonline.net/qualitative</a>	1,106	0:02:18	170	27%
8	Research updates   <a href="http://www.globalkidsonline.net/updates">www.globalkidsonline.net/updates</a>	1,015	0:00:38	66	13%
9	Contact   <a href="http://www.globalkidsonline.net/contact">www.globalkidsonline.net/contact</a>	1,004	0:01:43	183	36%
10	Method guides   <a href="http://www.globalkidsonline.net/guides">www.globalkidsonline.net/guides</a>	951	0:02:05	147	31%
	<b>Total for the website</b>	<b>38,085</b>	<b>0:01:41</b>	<b>14,141</b>	<b>37%</b>

- The home page is by far the most popular page having over 2 times more views than the second most popular page (the research toolkit page). The home page also is the most popular entry point to the website. Over half of the people (56%, Bounce rate) who view the home page then go on to view other pages.
- The research toolkit is the second most popular entry point followed by the research results page with country findings.
- There have been 5,345 file downloads (see Fig.8). The most downloaded files are the synthesis report, the survey questionnaire, the qualitative toolkit guide, the getting started guide, the qualitative toolkit guide, the criteria for joining, as well as the country reports and the method guides (on the theoretical framework, participatory methods, and ethics being the most downloaded).

Figure 8 – Content downloads (by page of download, top 25 pages for download)

Document	Page of download	Total Downloads
1	Synthesis report <a href="https://blogs.lse.ac.uk/gko/synthesis-report/">blogs.lse.ac.uk/gko/synthesis-report/</a>	1,216
2	Quantitative toolkit <a href="https://blogs.lse.ac.uk/gko/tools/survey/">blogs.lse.ac.uk/gko/tools/survey/</a>	854
3	Qualitative toolkit <a href="https://blogs.lse.ac.uk/gko/tools/qualitative/">blogs.lse.ac.uk/gko/tools/qualitative/</a>	740
4	Method guides <a href="https://blogs.lse.ac.uk/gko/tools/guides/">blogs.lse.ac.uk/gko/tools/guides/</a>	474
5	How to join guide <a href="https://blogs.lse.ac.uk/gko/about/how-to-join/">blogs.lse.ac.uk/gko/about/how-to-join/</a>	244
6	Research toolkit – Getting started <a href="https://blogs.lse.ac.uk/gko/tools/">blogs.lse.ac.uk/gko/tools/</a>	244
7	Country report: South Africa <a href="https://blogs.lse.ac.uk/gko/research-results-southafrica/">blogs.lse.ac.uk/gko/research-results-southafrica/</a>	129
8	Method guide 1: Research framework <a href="https://blogs.lse.ac.uk/gko/tools/guides/framework/">blogs.lse.ac.uk/gko/tools/guides/framework/</a>	122
9	Method guide 8: Participatory research <a href="http://blogs.lse.ac.uk/gko/tools/guides/participatory-research/">http://blogs.lse.ac.uk/gko/tools/guides/participatory-research/</a>	122
10	Country report: Serbia <a href="https://blogs.lse.ac.uk/gko/reportserbia/">blogs.lse.ac.uk/gko/reportserbia/</a>	103
11	Country report: Philippines <a href="http://blogs.lse.ac.uk/gko/reportphilippines/">http://blogs.lse.ac.uk/gko/reportphilippines/</a>	95
12	Country report: Argentina <a href="http://blogs.lse.ac.uk/gko/argentina/">http://blogs.lse.ac.uk/gko/argentina/</a>	92
13	Method guide 3: Sampling <a href="http://blogs.lse.ac.uk/gko/tools/guides/sampling/">http://blogs.lse.ac.uk/gko/tools/guides/sampling/</a>	74
14	Country reports: Bulgaria <a href="http://blogs.lse.ac.uk/gko/are-children-empowered-to-benefit-from-the-internet/">http://blogs.lse.ac.uk/gko/are-children-empowered-to-benefit-from-the-internet/</a>	73
15	Country report: Montenegro <a href="http://blogs.lse.ac.uk/gko/global-kids-online-montenegro/">http://blogs.lse.ac.uk/gko/global-kids-online-montenegro/</a>	69
16	Method guide 2: Ethics <a href="http://blogs.lse.ac.uk/gko/tools/guides/ethics/">http://blogs.lse.ac.uk/gko/tools/guides/ethics/</a>	69
17	Method guide 5: Young children <a href="http://blogs.lse.ac.uk/gko/tools/guides/youngchildren/">http://blogs.lse.ac.uk/gko/tools/guides/youngchildren/</a>	67
18	Method guide 6: Opportunities <a href="http://blogs.lse.ac.uk/gko/tools/guides/opportunities/">http://blogs.lse.ac.uk/gko/tools/guides/opportunities/</a>	64
19	News item: launching the pilot findings <a href="http://blogs.lse.ac.uk/gko/childrens-access-to-the-internet-presenting-recent-findings/">http://blogs.lse.ac.uk/gko/childrens-access-to-the-internet-presenting-recent-findings/</a>	47
20	Method guide 7: Sexual exploitation <a href="http://blogs.lse.ac.uk/gko/tools/guides/sexual-exploitation/">http://blogs.lse.ac.uk/gko/tools/guides/sexual-exploitation/</a>	43
21	Method guide 4: Adapting surveys <a href="http://blogs.lse.ac.uk/gko/tools/guides/adapting-surveys/">http://blogs.lse.ac.uk/gko/tools/guides/adapting-surveys/</a>	42
22	Method guide 10: Inequalities <a href="http://blogs.lse.ac.uk/gko/tools/guides/inequalities/">http://blogs.lse.ac.uk/gko/tools/guides/inequalities/</a>	41
23	Impact report <a href="http://blogs.lse.ac.uk/gko/working-on-knowledge-exchange-and-impact/">http://blogs.lse.ac.uk/gko/working-on-knowledge-exchange-and-impact/</a>	34
24	Method guide 11: Policy <a href="http://blogs.lse.ac.uk/gko/tools/guides/policy/">http://blogs.lse.ac.uk/gko/tools/guides/policy/</a>	29
25	Method guide 9: Comparative analysis <a href="http://blogs.lse.ac.uk/gko/tools/guides/comparative-analysis/">http://blogs.lse.ac.uk/gko/tools/guides/comparative-analysis/</a>	28
	<b>Total for the website</b> <a href="https://blogs.lse.ac.uk/gko/">blogs.lse.ac.uk/gko/</a>	<b>5,305</b>



## Definitions of key terms:

**Average session duration:** The average length of a session

**Bounce Rate:** The percentage of single-page views (i.e. views in which the person left your site from the entrance page without interacting with the website).

**Direct traffic:** visits with no referring website.

**Email traffic:** traffic from links clicked in email messages; **Paid search:** traffic from Pay-per-click campaigns run in search results.

**Exit:** the (number of exits) / (number of page views) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

**New sessions:** An estimate of the percentage of first time visits.

**Organic search traffic:** visitors coming from a search engine;

**Page views:** is the total number of pages viewed. Repeated views of a single page are counted.

**Pages/Session** (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

**Referral traffic:** traffic where users clicked a link from another site;

**Sessions:** Total number of sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

**Social traffic:** social media and networks;

**Users:** Users that have had at least one session within the selected date range. Includes both new and returning users.