



Monthly Statistical & Dissemination Report
IYC 2011 Global Water Experiment

December 2011

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INTRODUCTION

In 2011, the International Year of Chemistry 2011 (IYC 2011), school students around the world will be invited to explore one of Earth's most critical resources, water. The results of their investigations will contribute to a Global Experiment, which will possibly become the biggest chemistry experiment ever.

The official launch ceremony of the International Year of Chemistry 2011 took place on 27-28 January in Paris at the headquarters of the United Nations Educational Scientific & Cultural Organization. In conjunction with this official launch on 27 January, the IYC 2011 Global Water Experiment website was officially launched. Nevertheless the official URL (<http://water.chemistry2011.org/>) was available from 16 February 2011.

On 1 December was celebrated the closing ceremony of the International Year of Chemistry in Brussels, bringing together high level speakers and young leaders.

Though the International Year of Chemistry will end with 2011, the Global Experiment will last until the end of March 2012.

Portal Monthly Statistics for IYC 2011 Global Water Experiment

This report covers the reporting period from 1 to 31 December 2011 and the portal statistics were gathered from the following sources:

- 1) Portal registrations;
- 2) Google Analytics; and
- 3) Social Media



1. PORTAL SUBSCRIPTION

In December 2011, there were a total of 1410 teachers registered to the website.

1.1 NUMBER OF CLASSES REGISTERED IN DECEMBER

	Number of Classes registered
Experiment 1	430
Experiment 2	67
Experiment 3	49
Experiment 4	22
Total December	568
Total from the launch	1742

Figure 1: Number of classes registered in December

During the month of December, 568 classes registered to different experiments. Therefore we now count a total of 1742 registered classes from the launch.

1.2 NUMBER OF STUDENTS INVOLVED IN DECEMBER

	Total of students involved
Experiment 1	11127
Experiment 2	5430
Experiment 3	2365
Experiment 4	197
Total December	19119
Total from the launch	43547

Figure 2: Number of students involved in December

We can count a total of 43,547 registered students, including 19,119 students involved in December. We can notice that once again, the pH experiment is the most popular.

1.3 GEOGRAPHICAL DISTRIBUTION OF THE CLASSES INVOLVED IN DECEMBER

Continent	Experiment 1	Experiment 2	Experiment 3	Experiment 4	Total December	Total from the launch
Africa	26	19	1	-	46	67
Americas	184	9	5	-	198	480
Asia	39	12	23	13	87	160
Europe	181	27	20	9	237	949
Oceania	-	-	-	-	-	83

Figure 3: Geographical distribution of the classes

We can note that most of the schools conducting the Global Experiments are in Europe and in the Americas. We count so far 949 European registered classes and 480 American registered classes.

See Figure 4: Latest version of the Schools Map for further details:

NB: The Google map has been replaced by a Batch Geo map, which allows to have more markers on the same page. The former map had to be displayed on two different levels, which was confusing for the users, and not very appealing.



Figure 4: Latest version of the Schools Map

2. GOOGLE ANALYTICS

2.1 SITE USAGE

Visits

01-Dec-2011 - 31-Dec-2011

 **4,237**

01-Nov-2011 - 30-Nov-2011

 **6,732**

Unique Visitors

01-Dec-2011 - 31-Dec-2011

 **3,113**

01-Nov-2011 - 30-Nov-2011

 **4,951**

Pageviews

01-Dec-2011 - 31-Dec-2011

 **24,039**

01-Nov-2011 - 30-Nov-2011

 **36,027**

Pages/Visit

01-Dec-2011 - 31-Dec-2011


 **5.67**

01-Nov-2011 - 30-Nov-2011


 **5.35**

Avg. Time on Site

01-Dec-2011 - 31-Dec-2011

 **00:06:59**

01-Nov-2011 - 30-Nov-2011

 **00:06:50**

Bounce Rate

01-Dec-2011 - 31-Dec-2011

 **40.26%**

01-Nov-2011 - 30-Nov-2011

 **40.39%**

% New Visits

01-Dec-2011 - 31-Dec-2011

 **64.36%**

01-Nov-2011 - 30-Nov-2011

 **67.99%**

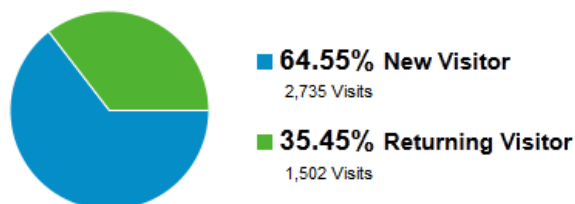


Figure 5: Site usage during December

In December, the Global Water Experiment website got 4,237 visits and 24,039 Pageviews. The average number of pages per visit is 5.67, and in average, each visitor spends 6 minutes and 59 seconds on the website.

2.2 TRAFFIC SOURCE OVERVIEW

4,237 people visited this site

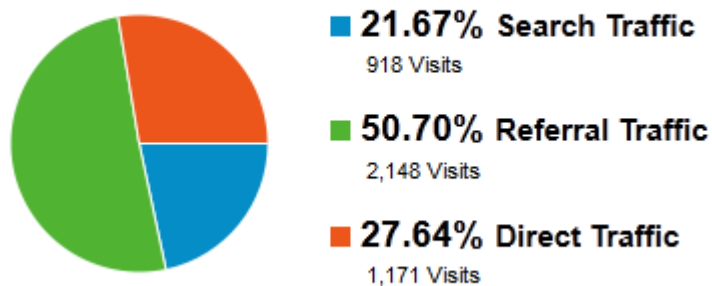


Figure 6: Traffic sources during December

Out of all the 4,237 visits to the IYC 2011 Global Water Experiment website, 27.64% went directly to the website. Whereas 50.70% were referred through other websites and 21.67% visited the website through a search engine.

The five first referring sites are:

- chemistry2011.org
- unesco.org
- portal.acs.org
- medies.net
- moodle.yrdsb.ca

We can also note that Wikipedia contains an article about the International Year of Chemistry and links to the Global Experiment portal.



2.3 CONTENT OVERVIEW

Page	Pageviews	% Pageviews
/web/iyc		
01-Dec-2011 - 31-Dec-2011	4,564	18.99%
01-Nov-2011 - 30-Nov-2011	7,521	20.88%
/web/iyc/experiment1-results		
01-Dec-2011 - 31-Dec-2011	2,563	10.66%
01-Nov-2011 - 30-Nov-2011	3,820	10.60%
/web/iyc/experiments		
01-Dec-2011 - 31-Dec-2011	1,853	7.71%
01-Nov-2011 - 30-Nov-2011	3,104	8.62%
/web/iyc/register		
01-Dec-2011 - 31-Dec-2011	1,793	7.46%
01-Nov-2011 - 30-Nov-2011	2,778	7.71%
/web/iyc/submit-data		
01-Dec-2011 - 31-Dec-2011	1,413	5.88%
01-Nov-2011 - 30-Nov-2011	2,210	6.13%
/web/iyc/home		
01-Dec-2011 - 31-Dec-2011	1,182	4.92%
01-Nov-2011 - 30-Nov-2011	1,932	5.36%
/web/iyc/participate		
01-Dec-2011 - 31-Dec-2011	924	3.84%
01-Nov-2011 - 30-Nov-2011	1,534	4.26%

Figure 7: Traffic overview during December

As expected, the most visited page was the IYC 2011 Global Water Experiment homepage with a total of 5,746 page views (4,564 + 1,182). The experiments webpage was visited 1,853 times and the results for the experiment 1 were visited 2,563 times in the month of December.



2.4 MAP OVERLAY BY CONTINENT

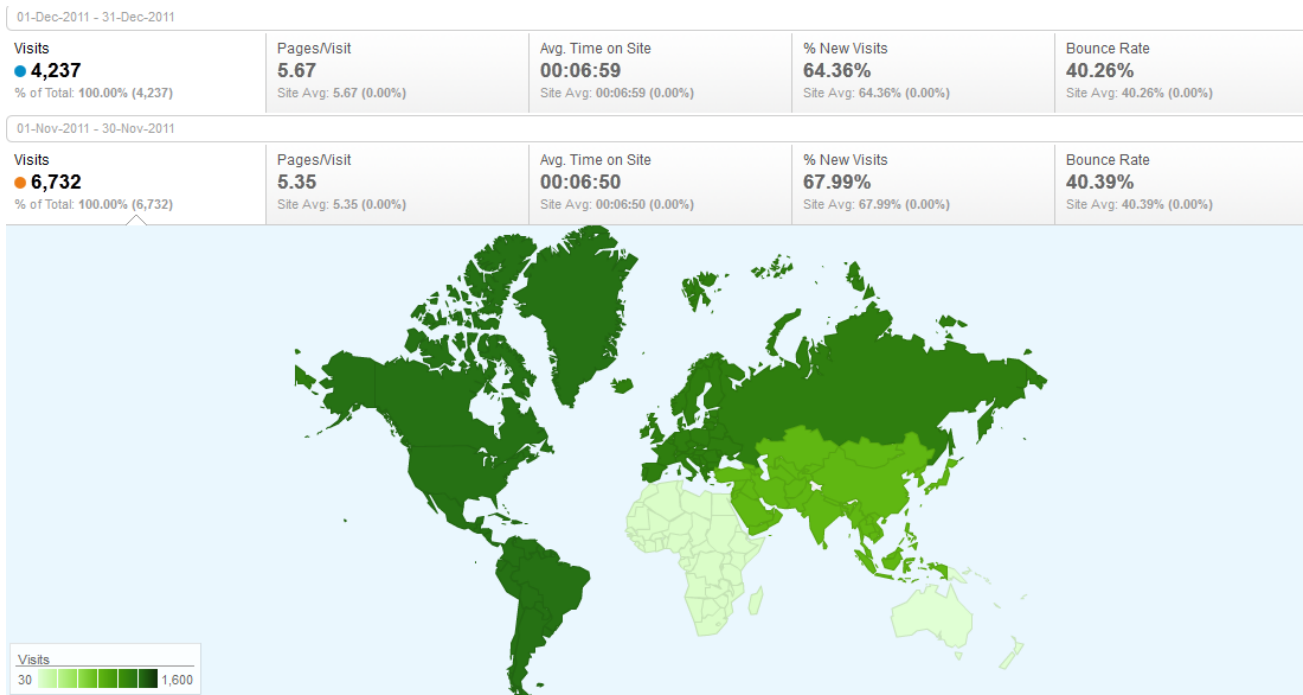


Figure 8: Map overlay by Continent

The 4,237 visits to the IYC 2011 Global Water Experiment portal came from all continents with the following geographical distributing per continent as seen in the Figure 9: Distribution of visits per Continent

Continent	Visits August	Visits September	Visits October	Visits November	Visits December
Americas	1624	2270	2407	2521	1600
Europe	1115	1836	1878	2270	1480
Asia	882	990	1230	1486	978
Oceania	317	135	99	99	30
Africa	125	84	91	133	83
Not Available	56	34	54	76	66

Figure 9: Distribution of visits per Continent

2.5 MAP OVERLAY BY COUNTRY

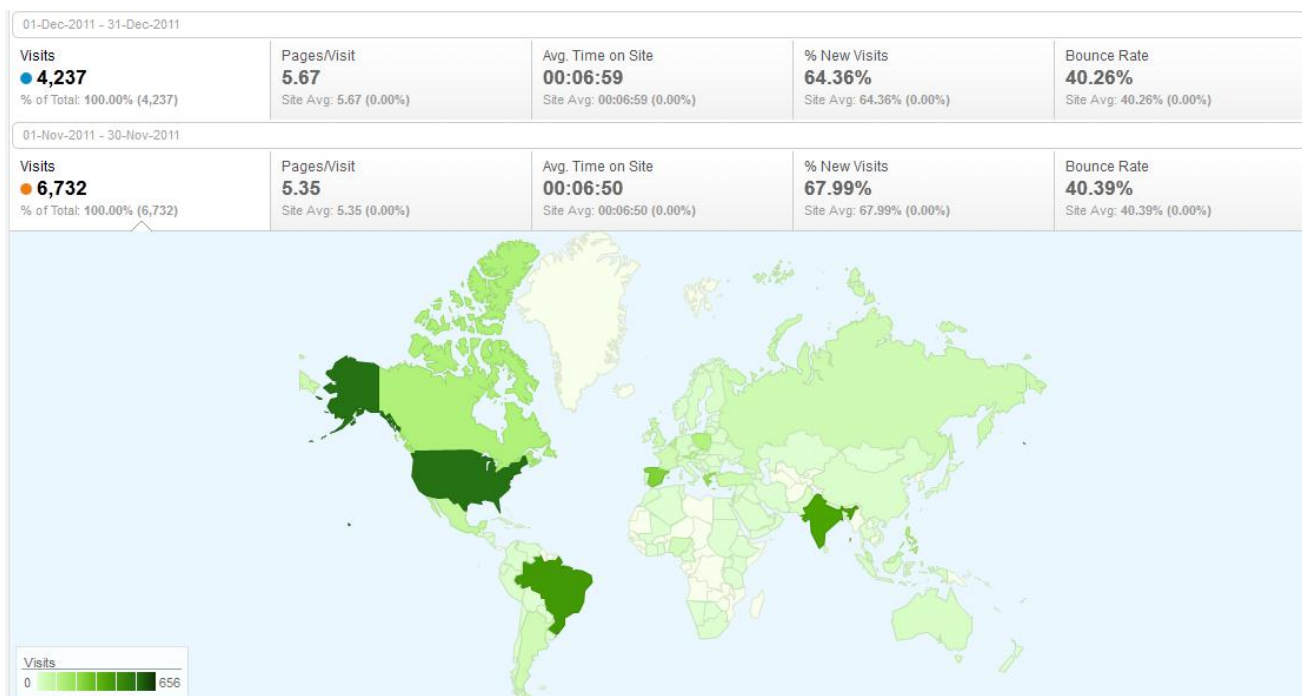


Figure 10: Map overlay by Country

The top five countries with the most visits to the IYC 2011 Global Water Experiment portal were from the following countries as seen in the table below. In Figure 11: Top 5 Countries for December.

Country	Visits December
United States	656
Brazil	501
India	459
Spain	311
Greece	238

Figure 11: Top 5 Countries for December

We can note that for the month of December, Brazil is the second country with the most visits, and Greece has entered in the top 5.

3. DISSEMINATION BY EUN

3.1 TWITTER

The IYC 2011 Global Experiment Twitter account (<http://twitter.com/#!/globalXperiment>) remained very popular in December, and now has 561 followers.

From the start, we have published a total of 76 tweets. For more information please see Figure 12: Overview of the Twitter account.



Global Experiment
 @globalXperiment
 Global Experiment Water – A Chemical Solution: A Global Experiment for the International Year of Chemistry
<http://water.chemistry2011.org>

76 TWEETS
 1,974 FOLLOWING
 561 FOLLOWERS

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

Mary Mullaghy @mmeureka 1 Dec
 According to Máire Geoghegan-Quinn at International Year of Chemistry closing ceremony "Chemistry will be central to Horizon 2020!"
 Retweeted by Global Experiment

EC Rep Ireland @Euireland 1 Dec
 Speech of Commissioner Máire Geoghegan-Quinn at the closing ceremony of International Year of Chemistry 2011 fb.me/PO7A19qr
 Retweeted by Global Experiment

Serving Science @servingscience 1 Dec
 International Year of Chemistry's closing ceremony takes place today celebrating #chemistry and its future ow.ly/7L1YO #IYC
 Retweeted by Global Experiment

dowchemical @DowChemical 1 Dec
 RT @UNinBrussels: #Brussels: Closing ceremony of #IYC2011 today. Venue Square meeting centre. 4rd.ca/aaawAt

Figure 12: Overview of the Twitter account

3.2 PRESENTATIONS

The closing ceremony of the International Year of Chemistry was advertised on the Scientix and inGenious websites: two Science projects coordinated by European Schoolnet.

The Global Experiment of the International Year of Chemistry was presented to 22 representatives from the Korean Ministry of Education, Science and Technology in the European Schoolnet office on Monday 19 December 2011.

4. CONCLUSION

More and more new countries are conducting the Global Experiment of the International Year of Chemistry. We are pleased to note the large interest in the Global Experiments in countries such as Nigeria, India, Brazil, Lebanon, Israel, Philippines, etc, who are being more and more active.

The Global Water Experiment is active on twitter and facebook, where users can leave their comments and upload their pictures.

Those pictures can be uploaded to the website, in the blog section, where users can leave their comments.

As the teachers will be able to conduct the Global Experiment and submit their results until the end of March, we can expect a continuation of the World's schools great involvement until then.