Web Metrics for University Communications Platforms
August 2010

Cornell.edu

The Cornell Home Page saw 1,036,242 views in the month of August (July: 826,008 views). Total page views for the entire site were 2,604,734 (July: 2,081,437) and there were 539,349 unique visitors (July: 424,904).

The most popular page on the site for August was the Academics Bridge Page, which saw 141,113 views (July: 114,699).

These numbers are trending upwards, which is to be expected at the start of the academic year.

New York City

Cornell in New York saw 6,628 page views in August (July: 5,746), 5,321 of which were unique (July: 4,640).

Caring Community

The Caring Community page saw a total of 2,064 views in August (July: 1,889), 1,651 of which were unique (July: 1,400). There was a spike in traffic on August 27 872 views) which was Opening Day. This site is slated to go live with a new information architecture in September.

The Strategic Plan [Reimagining Cornell]

The Strategic Plan site saw 1,709 page views in August (July: 1,329), 1,198 of which were unique (July: 932).

CornellCast

Traffic was slightly higher this month, up about 8% from our July numbers. Our promotional campaigns via email, cuinfo and Cornell social channels generated 1,809 page views on the CornellCast site -- nearly 10% of the total -- but there were no real standouts among the featured videos. Interestingly, the traffic to our most requested video this month, a 2008 lecture by UT-Austin music and human learning professor Robert Duke, was purely from external social sources -- blogs, facebook, etc.

12,623 unique viewers* tuned in to CornellCast content in August via the CornellCast
website and embedded players. The CornellCast website had 19,163 total page views (16,811 uniques). This includes traffic to the default url, www.cornell.edu/video, as well as links to specific videos.

23 new videos were added in August, bringing the total collection to 682 items available on demand.

Top 10 most requested in August were:

1. Robert Duke: Why students don’t learn what we think we teach - 754 viewers
2. Cornelliana Night 2010 - 632 viewers
3. Wild Voices - 565 viewers
4. GoGreener PBS Special - 563 viewers
5. Staff Notes: Sarah Jones looks ahead to Move-In Day - 444 viewers
6. Last Call: 'Where the Streets Have No Name' - 421 viewers
7. New students help Ithaca community through POST program - 400 viewers
8. Paint the Town Red: Sam Keller '10 - 361 viewers
9. Phil Krasicky demonstrates the wonders of physics - 349 viewers
10. Evolution of Hollywood Film - 321 viewers

The "Now on CornellCast" feature on the Cornell home page was clicked a total of 2336 times, up 25% from last month. Top 10 most clicked* in August were:

1. Cornelliana Night 2010 - 207 clicks
2. Mechanical Engineering grads say thanks - 130 clicks
3. New students help Ithaca community through POST program - 127 clicks
4. Last Call: Where the Streets Have No Name - 122 clicks
5. Ross Brann gives Last Lecture - 117 clicks
6. GoGreener PBS special - 109 clicks
7. Weill Hall: Fulfilling the Promise - 88 clicks
8. Take the Cornell campus tour - 81 clicks
9. Jim Maas reflects on his career as teacher, sleep researcher - 74 clicks
10. Staff Notes: Sarah Jones looks ahead to Move-In Day - 73 clicks

* clickthrough data is collected for the CornellCast home page feature only, currently. Clicks on other CornellCast links are not counted here. Also note that the space is in sync with the CornellCast schedule, so only scheduled items appear there.
Staff Notes series performance in August:

Sarah Jones (new) - 444 viewers  
Bill Anderson (new) - 310 viewers  
Linda Croll Howell and Michelle Artibee (new) - 259 viewers  
Nianne VanFleet (new) - 147 viewers

**CyberTower**

The *CyberTower* home page saw 903 page views in the month of August, 698 of which were unique. CyberTower is slated to be promoted more heavily via UC channels in the coming months and we expect to see increases in traffic.

*Due to an error in coding, the CyberTower stats for August are incomplete. We will have complete stats for September and moving forward.*

**Mobile Visits**

The entire cornell.edu site saw 19,234 visits from the top four mobile devices in August. This represents 1.7% of the total visits to the site. See the chart below for a breakdown.

---

**Mobile Device Visits**

- iPad: 3486 visits
- iPhone: 8864 visits
- Droid: 4021 visits
- Blackberry: 2863 visits
Social Media

The Cornell Facebook Page garnered 2,909 new fans in the month of August (July: 2,230) and saw 36,699 page views (July: 26,521). As of August 30, 2010, the page had 28,666 fans. (July 29: 26,772)

There were 304 new Twitter followers in the month of JULY (July: 243), for a total of 4,554 followers as of September 1, 2010. (August 3: 4,326)

Top Five Tweets for August:

<table>
<thead>
<tr>
<th>Tweet</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tune in to the @CU_MilsteinHall webcam and watch a work of art take shape <a href="http://ow.ly/2l60x">http://ow.ly/2l60x</a></td>
<td>208</td>
</tr>
<tr>
<td>The class of '14 represents 49 of our great states. What’s your guess for the one not sending someone to the Hill? <a href="http://ow.ly/2rwap">http://ow.ly/2rwap</a></td>
<td>151</td>
</tr>
<tr>
<td>&quot;Private institutions like Cornell are finding ways to combat rising tuition without compromising on quality&quot; - Pres Obama <a href="http://ow.ly/2nlyQ">http://ow.ly/2nlyQ</a></td>
<td>116</td>
</tr>
<tr>
<td>Okay, new students. The clock is already ticking on The List of 161 things to do before you leave the Hill. <a href="http://ow.ly/2tV5A">http://ow.ly/2tV5A</a></td>
<td>109</td>
</tr>
<tr>
<td>Cornellians win big at Emmy Awards <a href="http://ow.ly/2xj1K">http://ow.ly/2xj1K</a></td>
<td>104</td>
</tr>
</tbody>
</table>

CUbiquitous saw 542 unique views in August (July: 478) and is scheduled for a redesign and re-launch with higher visibility for the Fall of 2010.
Chronicle Online

The Chronicle Online saw page 381,850 views in August (July: 382,145), representing a total of 233,251 unique visitors (July: 225,505). The Chronicle Homepage saw 17,279 views in August (July: 14,916).

Top Fifteen most read in August:

<table>
<thead>
<tr>
<th>Title</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fabbers’ could launch a revolution (Feb. 2007)</td>
<td>34,942</td>
</tr>
<tr>
<td>Sagan and Dalai Lama on science, religion (Oct. 2007)</td>
<td>25,238</td>
</tr>
<tr>
<td>Robot adapts to injury (Nov. 2006)</td>
<td>20,187</td>
</tr>
<tr>
<td>Looks play role in sentencing, study shows (May 2010)</td>
<td>18,882</td>
</tr>
<tr>
<td>Secret GPS codes cracked by researchers (July 2006)</td>
<td>15,778</td>
</tr>
<tr>
<td>Device tests uncertainty principle (Sept. 2006)</td>
<td>15,468</td>
</tr>
<tr>
<td>Computer derives natural laws (April 2009)</td>
<td>11,421</td>
</tr>
<tr>
<td>Arecibo praised in NAS report (Sept. 2009)</td>
<td>10,238</td>
</tr>
<tr>
<td>Honeybee decision making (April 2006)</td>
<td>7,971</td>
</tr>
<tr>
<td>Light pressure at the nanoscale (Nov. 2009)</td>
<td>7,768</td>
</tr>
<tr>
<td>Researchers create ultra-thin, ultra-tough balloon (Sept. 2008)</td>
<td>7,655</td>
</tr>
<tr>
<td>Broken symmetry’ points to new superconductors (July 2010)</td>
<td>7,095</td>
</tr>
<tr>
<td>Crab fossil has oversized claw (April 2008)</td>
<td>7,050</td>
</tr>
<tr>
<td>Numbers are in on the Class of 2014</td>
<td>6,955</td>
</tr>
<tr>
<td>Figs kill when wasps don’t pollinate (Jan. 2010)</td>
<td>5,858</td>
</tr>
</tbody>
</table>

Each of the top three stories was linked to from Stumbledupon.com in August, accounting for the dramatic increase in traffic to old pages.

Ezra Magazine

The Ezra Magazine site saw 6,627 page views in August (July: 9,353). The site saw a total of 4,314 visits in August (July: 6,850), 3,834 of which were unique (July: 5,995). There was a sharp spike in traffic (1,678 views) on August 31, which coincides with the Ezra Update mailing.