

# Evaluating a website based project (quantitative and qualitative)

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# Evaluating a website based project

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# Case study: Film Street

- [www.filmstreet.co.uk](http://www.filmstreet.co.uk)
- A web resource about film
- Gap in the market for this kind of resource for this age group
- Strong educational underpinning
- Offline components - stimulate collaboration and joint working between target audience group, and to reach out into the community to harness film making tools to communicate
- Funded by the Department for Culture, Media & Sport - a partnership project between DCMS, Hi8us First Light Ltd (First Light), the UK Film Council, Creative Partnerships and the British Film Institute (BFI)

Search   
All

# Filmstreet

## Mouse camera Action...



Hi Dude, before you start, login or register

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[The Street](#)

[Scrapbook](#)

[Film Mag](#)

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## Welcome to Film Street

the place to go to explore films and film-making.  
[Click here to let the adventure begin!](#)



**Check it out!**

### FILM MAG!

[Fab film festival: Animate the World](#)

[Win a DVD player!](#)

[Check out the new movie trailer for 'Fantastic Four: Rise of the Silver Surfer'!](#)



**Don't click here it's for old people!**

**WARNING**

[Click here](#) for ideas and activities to stimulate your children's creativity and learning. Become part of the Film Street education forum.

## **Project partners**

*First Light*: Lead partner

*UK Film Council*: experience with brokering partnerships and constructing projects within the film/creative industries sector,

*BFI*: educational expertise, range of contacts, access to vast resources through educational libraries, etc and able to provide content

*Creative Partnerships*: engage partner schools and school children to access project workshops and to network the site

## **Audience/Objectives**

- Open up the process of filmmaking, making it more accessible for children of aged between 6-11
- Enhance access to a fuller cultural life for children giving them the opportunity to develop their talents to the full
- Develop an innovative learning environment to facilitate communication and participation
- Develop a series of activities and tools to engage and inspire the creativity of young learners and translate these into a set of digital resources
- Promote lifelong learning, social inclusion and cohesion
- Achieve a series of learning / educational objectives which have synergies with curricular activities and goals where appropriate
- Fill a gap in existing provision
- Create a knowledge base of research around young children, film and on-line activities, which will inform other projects
- Create new and innovative partnerships

## **Criteria for success**

### ***Strategic***

- Cost per user assumptions and calculations
- Targeted at an appropriate mix of audiences (including young children at risk from exclusion)
- Increased access to and take up of cultural resources
- Social inclusion
- Improvement in learning, performance and skills
- Empowerment of individuals, groups and communities
- Promote creativity and encourage creative skills
- Build relationships between schools and communities and develop new communities through online exchange and dialogue
- Synergy with curriculum needs, and effective links with distribution networks

## **Criteria for success**

### ***Technical/operational***

- Demonstrates an effective use of new media
- Complies with appropriate technical standards
- Drives digital take-up, reaches new audiences
- Evidence of effective innovation, new technologies or product

### ***Traffic/content***

- Depth of experience, time spent online, number of pages per visit, number of return visits
- Reach to target audience
- Effective presence on search engines
- Good range of links
- Qualitative assessment of content

# Common online measurements

- Hits
- Visits/visitors
- Unique visits/visitors
- Duration of site visit
- Most/least popular areas of the website
- Search terms used to reach the site/within the site
- 404 errors
- Number of downloads/uploads
- Number of registered users
- Site surveys
- Feedback from users

# Task

Look at the Film Street web statistics data

- What is the information telling us?
- What requires further interpretation?
- What is missing?

# Film Street web statistics

<b>Month</b>	<b>unique hosts</b>	<b>visits per day</b>	<b>Number of visits</b>	<b>Number of visits per visitor</b>	<b>pages</b>	<b>pages per visit</b>	<b>hits</b>
<b>Apr-06</b>	<b>385</b>	<b>49</b>	<b>1480</b>	<b>3.8</b>	<b>27336</b>	<b>18.5</b>	<b>94174</b>
<b>May-06</b>	<b>3500</b>	<b>452</b>	<b>14015</b>	<b>4.0</b>	<b>171911</b>	<b>12.3</b>	<b>590612</b>
<b>Jun-06</b>	<b>7850</b>	<b>790</b>	<b>23693</b>	<b>3.0</b>	<b>298713</b>	<b>12.6</b>	<b>979155</b>
<b>Jul-06</b>	<b>3246</b>	<b>347</b>	<b>10768</b>	<b>3.3</b>	<b>147858</b>	<b>13.7</b>	<b>141055</b>
<b>Aug-06</b>	<b>2503</b>	<b>275</b>	<b>8530</b>	<b>3.4</b>	<b>70708</b>	<b>8.3</b>	<b>193445</b>
<b>Sep-06</b>	<b>2587</b>	<b>303</b>	<b>9104</b>	<b>3.5</b>	<b>75398</b>	<b>8.3</b>	<b>226969</b>
<b>Oct-06</b>	<b>4109</b>	<b>409</b>	<b>12675</b>	<b>3.1</b>	<b>91179</b>	<b>7.2</b>	<b>279027</b>
<b>Nov-06</b>	<b>4770</b>	<b>463</b>	<b>13904</b>	<b>2.9</b>	<b>123229</b>	<b>8.9</b>	<b>401782</b>
<b>Dec-06</b>	<b>9673</b>	<b>748</b>	<b>23182</b>	<b>2.4</b>	<b>104162</b>	<b>4.5</b>	<b>376754</b>
<b>Jan-07</b>	<b>8511</b>	<b>750</b>	<b>23247</b>	<b>2.7</b>	<b>157871</b>	<b>6.8</b>	<b>568656</b>
<b>Feb-06</b>	<b>5573</b>	<b>556</b>	<b>15568</b>	<b>2.8</b>	<b>115066</b>	<b>7.4</b>	<b>413751</b>



# Other measures of evaluation success

- Third party evaluations
- Peer accreditations
- Educational accreditations
- Press & reviews
- Awards
- Anecdotal evidence
- Moving Here schools website summary