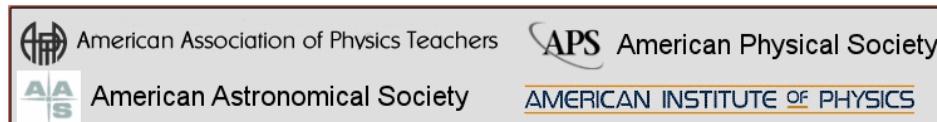




Using Omniture[®] to Evaluate a Digital Collection Redesign

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Jutta Wunder
LIS Graduate Assistant
University of Oklahoma



ComPADRE Digital Library

- **NSF-DUE Grant Awards:**
 - 0226129 (2002)
 - 0532798 (2005)
- **Professional Societies:**
 - American Association of Physics Teachers
 - American Astronomical Society
 - American Institute of Physics/Society of Physics Students
 - American Physical Society
- **Investigators:**
 - Bruce Mason (PI);
 - Susana Deustua (Co-PI) - AAS;
 - Jack Hehn (Co-PI) - AIP;
 - Warren Hein (Co-PI) - AAPT;
 - Toufic Hakim (Co-PI) - AAPT;
 - Theodore Hodapp (Co-PI) – APS
- **Digital Collections:**



The Physics Front (June 2007)

ThePhysicsFront.org

Providing high quality resources, tailored for the teaching of high school physics and physical sciences

LESSON PLANS ACTIVITIES LABS IN-SERVICES SITEMAP

home - about the Front - terms - privacy policy - faq
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current view: **guest**
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search
submit materials

conceptual physics
algebra-based physics
ap/calculus-based physics
physical sciences K-8

first time physics teachers
experienced teachers

Welcome to the Physics Front, a collection of resources for pre-college physics teachers.

Click here to participate in our quick online survey!

Featured Items


Celebrate AAPT's 75th anniversary in 2006

[Busy Teachers' Web](#)
Lesson plans and classroom activities and general physics info

NEW TEACHER CORNER


Need help?
Look no further!
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LESSON PLAN CENTRAL

- ◆ Regents Exam: Physics
- ◆ First-Year Physics Teacher?

AAPT
PTRA

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[contact the Physics Front Webmaster](#)



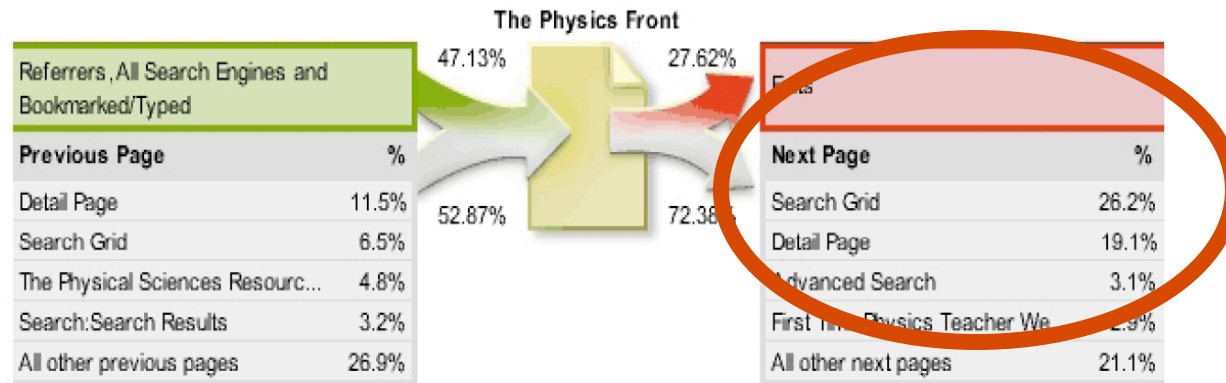
Page Summary (Aug-Nov 2006)

Page Summary Report

Reporting Date: Sat. 5 Aug. 2006 - Sat. 4 Nov. 2006

Selected Page: The Physics Front

Navigation



Details

1. Total Page Views during this reporting period	4,372 Page Views
2. Percentage of all page views	1.9%
3. Visits where this was an Entry Page	1,657 Visits
4. Visits where this was an Exit Page	971 Visits
5. Visits where this page is a Single-page Visit	651 Visits
6. Average number of Clicks to Page	1.3 Clicks
7. Time Spent on Page for this page	0.9 Minutes
8. Number of Reloads	182 Page Views

Bounce Rate*: 39.3%

* (Single page-Visits * 100)/Entry Page Visits

The Physics Front (July 2007)


ThePhysicsFront.org

Lesson Plans | Activities | Labs | Assessments

- home
- logout
- admin
- topics and units
- advanced search
- suggest a resource
- discussion forums
- shared folders
- my account
- my filing cabinet
- my messages
- about
- people
- sitemap
- contact us

>Welcome to the Physics Front Lyle!
The Physics Front provides high quality resources for the teaching of physics and physical sciences courses.

The Physics Front is a free service provided by the American Association of Physics Teachers in partnership with the NSF/NSDL.



Recognizing the interconnectedness of the Conservation Laws yields a more complete understanding of physical principles.

Featured Resources

[Science Educator's Guide to Assessment](#)
This assessment guide is designed to help science teachers find their way through the maze of assessment by providing clearly written purposes and methods.

[Upcoming PTRA Workshops](#)
Check out the PTRA Workshops that are administered locally by Master Physics Teachers.

[Developing a Rubric to Assist in Grading](#)
A special teacher assessment tool brought to you from the new teacher handbook written by Mary Winn and Jan Mader.

Topics and Units by Course

- Physical Sciences K-8
 - Physics First
 - Conceptual Physics
 - Algebra-Based Physics
 - AP-Calc Based Physics

Lesson Plan Central

- TOPScience
- Busy Teacher's WebSite/Physics
- Hands on Physics Activities with Real World Applications
- Science Educator's Guide to Assessment
- The Calendar

[Archive >](#)




Recent Additions

- Nov 5 [An Introduction to Assessments in K-12 Science Curricula](#)
- Nov 5 [What Does the NAEP Science Assessment Measure?](#)
- Nov 5 [Curriculum Mapping](#)
- Nov 5 [Molecular Expressions: Electricity and Magnetism - Transformer](#)

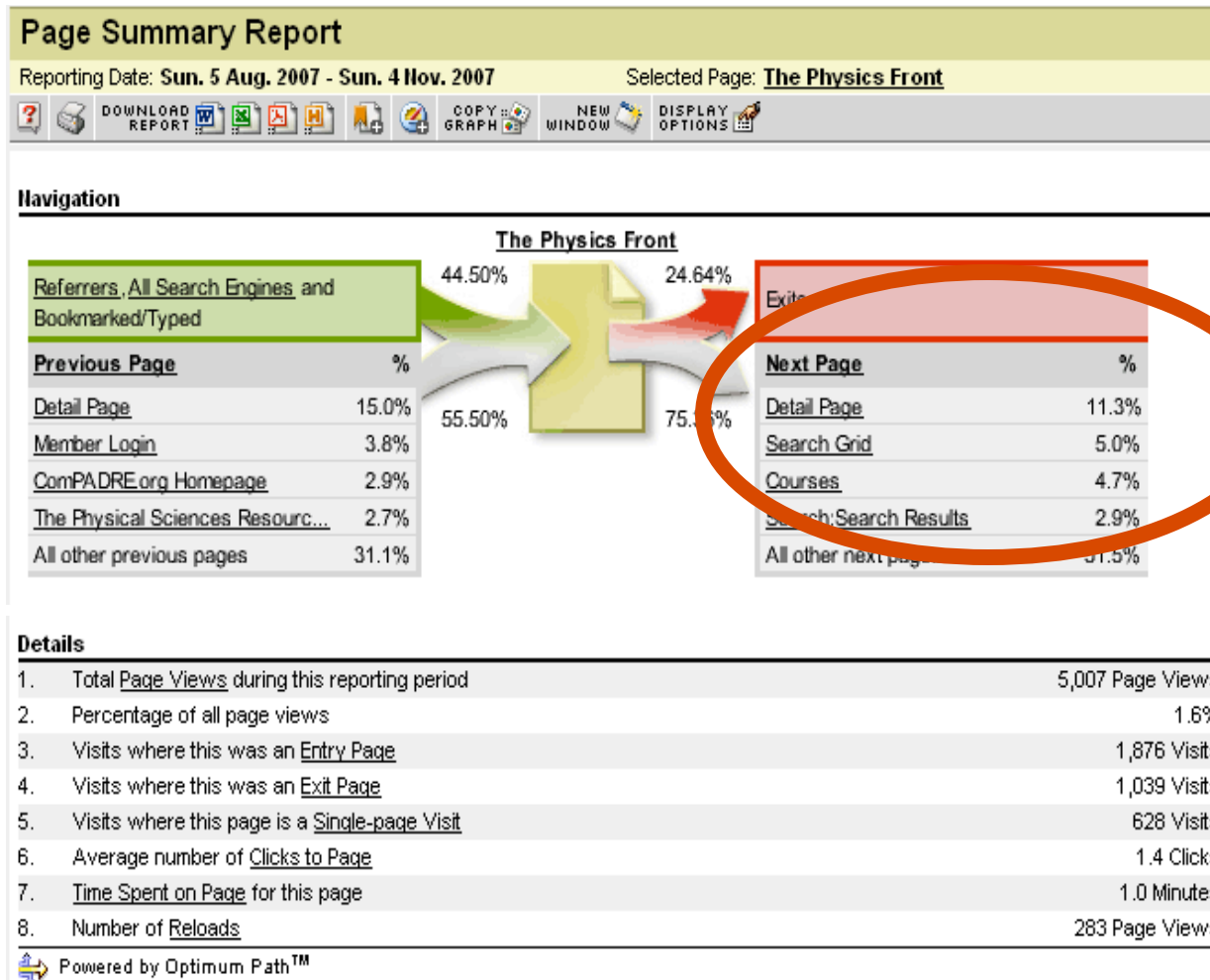
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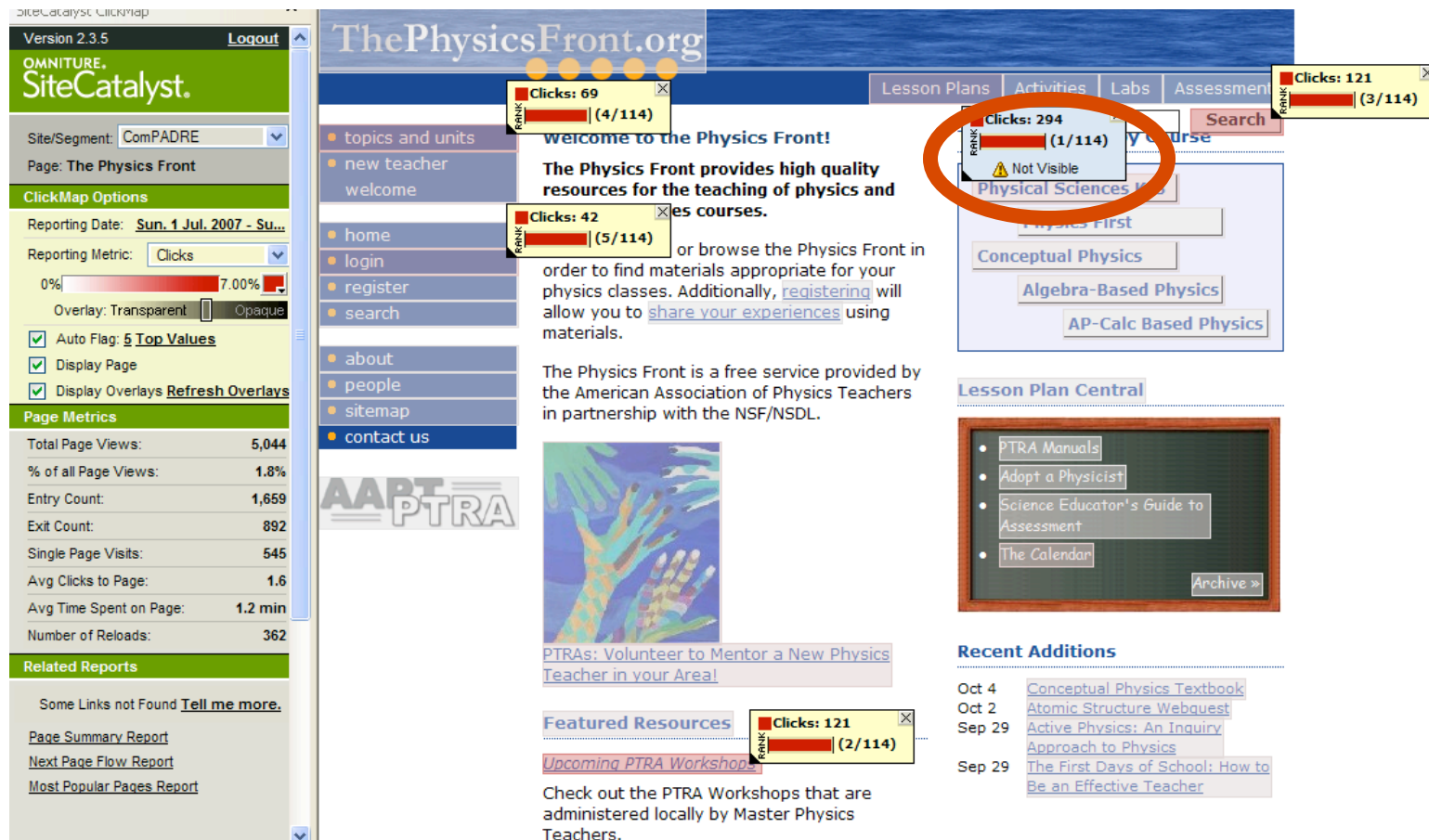
Page Summary (Aug-Nov 2007)



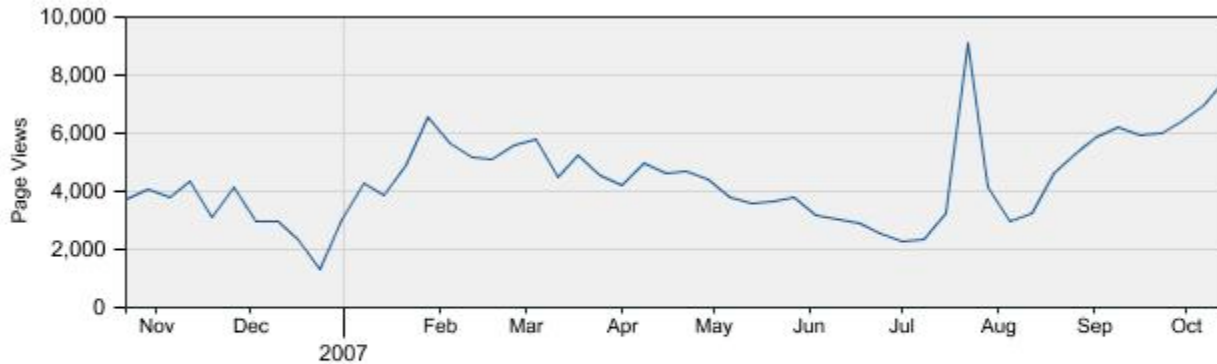
Bounce Rate*: 33.5%

* (Single page-Visits * 100)/Entry Page Visits

Clickmap of the Physics Front



Traffic from Past Year



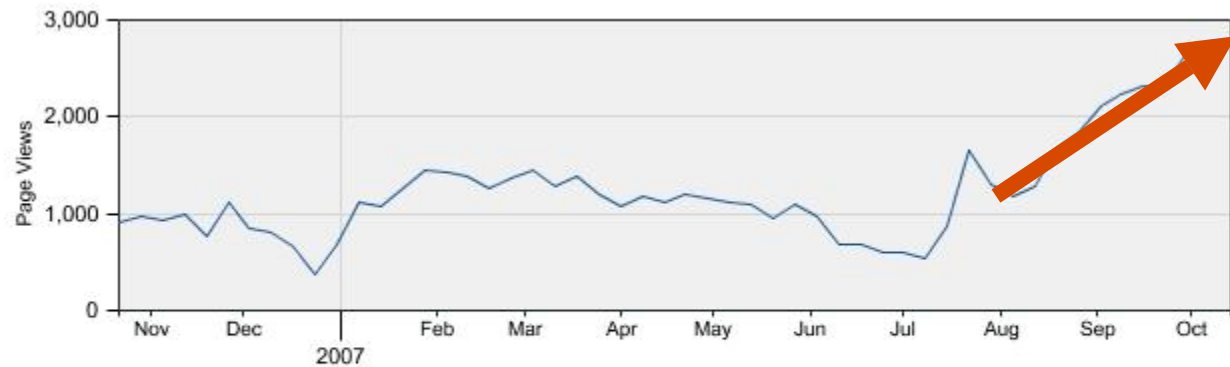
Site Sections Views

Sun. 22 Oct. 2006 - Sat. 20 Oct. 2007

Selected Period

The Physics Front

Graph Generated by SiteCatalyst using Report Accelerator at 09:17 PM EST, 7 Nov 2007



Custom Insight 1 Views

Sun. 22 Oct. 2006 - Sat. 20 Oct. 2007

Selected Period

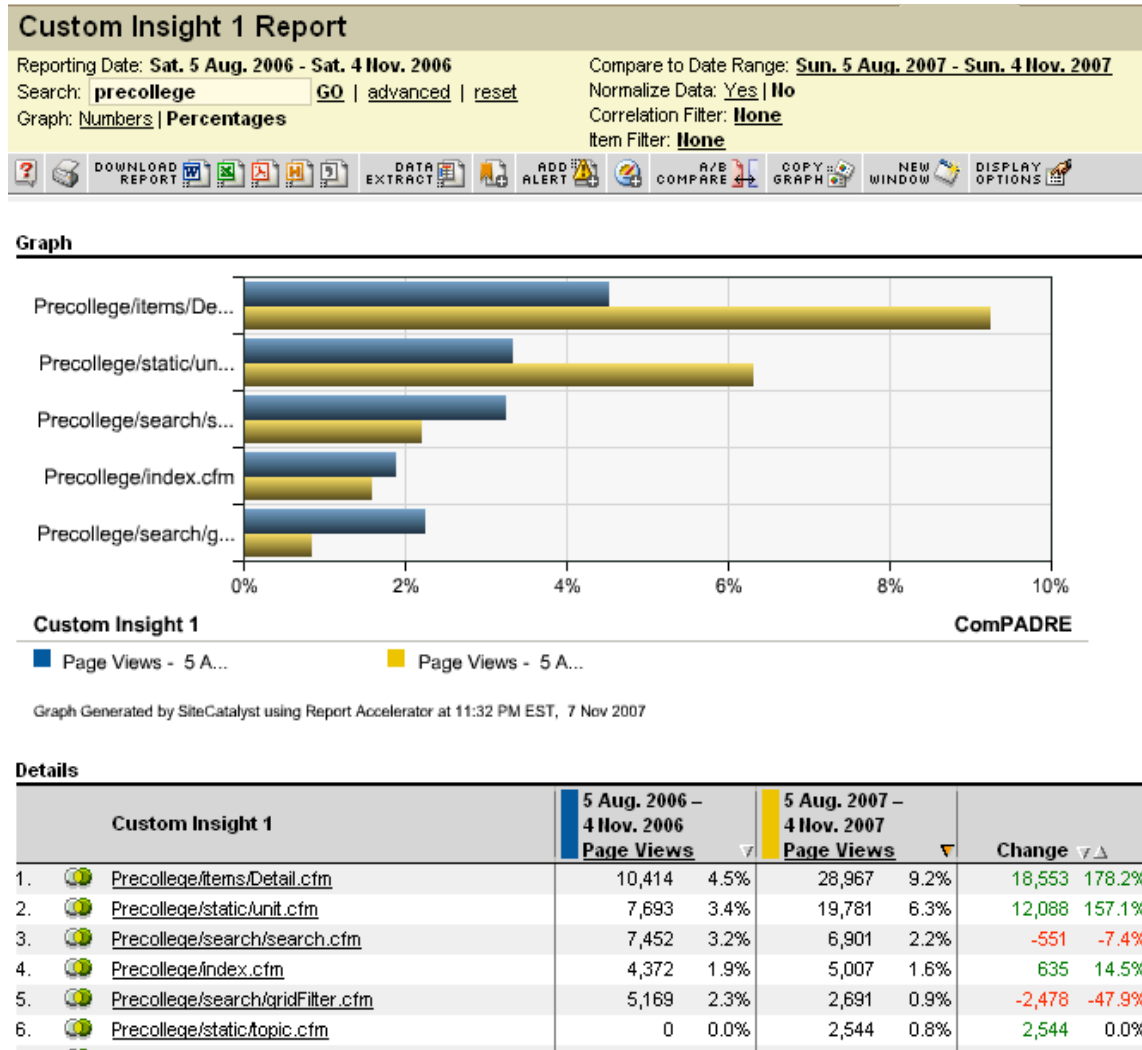
The Physics Front Detail Pages

Graph Generated by SiteCatalyst using Report Accelerator at 09:22 PM EST, 7 Nov 2007

Omniure[®] Data (Traffic Patterns)

- **Page Views**
 - Upward trend
- **Most Popular Sections**
 - Detail pages
 - Topics and unit pages
- **Spike in July**
 - PTRA workshop at the AAPT summer meeting

Omniure[®] Comparison Report of Most Used Physics Front Pages



Conclusions

Omniure[®] can be used to evaluate digital collection redesigns.

- Initial data from Omniure[®] on homepage use suggested a redesign of The Physics Front might facilitate our intended usage of Topics & Units.
- The analysis of the data following the redesign shows the redesign fulfilled its goals of:
 - Increased Topics & Units usage
 - Lower Bounce Rate
 - Greater number of people reaching the material detail pages

What's Next

- We are using Omniture[®] in preparing a redesign of the Physical Science Resource Center, another ComPADRE collection.
- We are planning to use Omniture[®] in an upcoming redesign of our detail pages.

Also, we'd both like to graduate someday.