



Virtual Knowledge Centre to End Violence against Women and Girls 2nd Annual Monitoring Report (March 2011-March 2012)

This annual monitoring report presents findings and analysis from the Virtual Knowledge Centre's (VKC) second year in operation from the 4th of March 2011 through the 3rd of March 2012. The report builds on previous monitoring surveys and analysis conducted (at six months and 12-months), presenting trends in site usage and application of content over time.

The report is based on data gathered through the following sources:

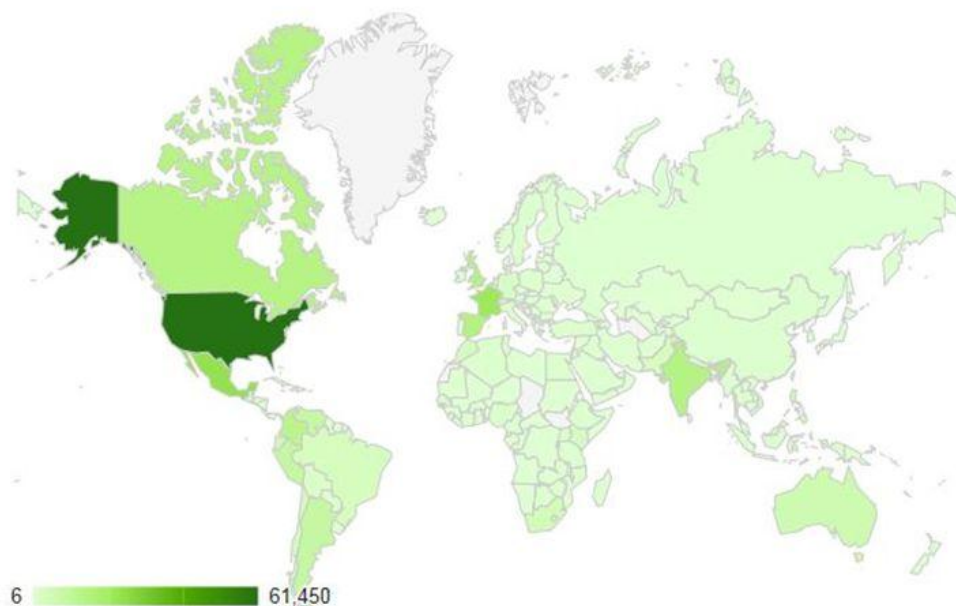
- Site statistics compiled by [Google Analytics](#).
- Survey responses (**500 total** — 283 English, 166 Spanish and 81 French)¹, distributed through Survey Monkey in English, French and Spanish to **approximately 3,000 contacts**, including **UN Women programme staff and registered users**².
- Analysis of **1,284 registered user profiles**.
- Ongoing discussions with the website developers, analysis of dissemination and outreach results and unsolicited feedback received.

General Visitors

The site has received a total of **278,822 visitors** from **221 countries** and territories representing at least **76 languages** since its launch in March 2010.

Virtual Knowledge Centre Visitors (March 2010 – March 2012)

United States	61,450
Mexico	24,338
France	22,031
Spain	15,578
India	14,880
United Kingdom	14,349
Canada	14,267
Colombia	12,652
Peru	9,372
Argentina	8,970
Venezuela	8,551
Australia	6,209
Philippines	5,382
Ecuador	4,926
South Africa	4,631
Chile	4,085
Morocco	3,908
Brazil	3,633
Pakistan	3,549
Belgium	3,396
Kenya	3,336
Guatemala	2,886
Switzerland	2,576
Dominican Republic	2,450
Germany	2,410



¹ The survey was available from 7-31 March 2012 and had a response rate of 26% among registered users.

² Registered users are individuals who voluntarily sign-up to the Virtual Knowledge Centre in order to receive updates, tailored information on self-identified topics of interest and to serve as a reference group for ongoing monitoring and feedback.

There was a **near seven-fold increase in visitors** in year two (244,650) compared with year one (35,256). The **top 25 countries** accessing the site have generally remained consistent with the first year and include: the United States, Mexico, France, Spain, India, United

Kingdom, Canada, Colombia, Peru, Argentina, Venezuela Australia, Philippines, Ecuador, South Africa, Chile, Morocco, Brazil, Pakistan, Belgium, Kenya, Guatemala, Switzerland, Dominican Republic and Germany. Notable differences include the number of visitors from Morocco and the increase in Latin American countries represented in the group. Compared with the last monitoring report, there has been an overall increase in visitors from all regions (with the exception of Central Asia), with the greatest increases in visitors from Central America (by 1,313%), South America (961%) and northern Africa (919%). Also notable, is that two (Colombia and Morocco) of the three countries with MDG-F dedicated programmes on VAW figure in the top 20.

"We want everyone to use the VKC more! It is an invaluable resource, thank you for all your hard work on it."

"Le Centre virtuel de connaissances est le meilleur site d'information et d'échange de connaissances que je connaisse."

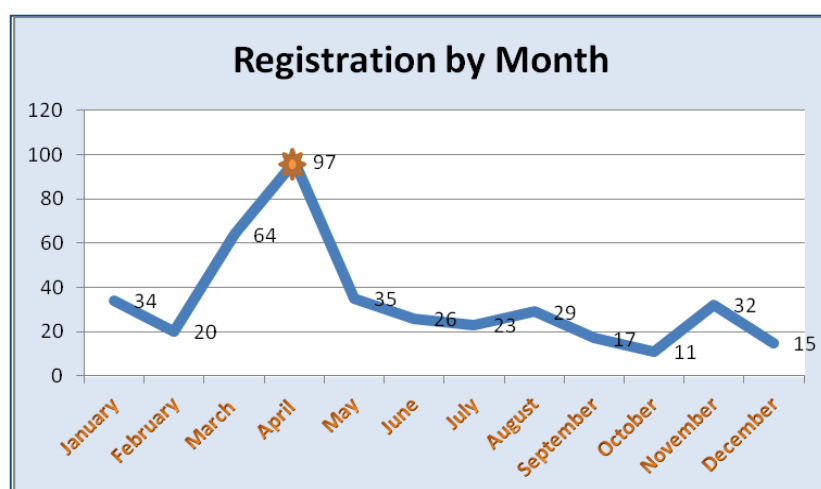
"Es fácil y dinámico; accesible y novedoso."

- Survey Respondents

Registered Users

There are a total of **1,284 registered users** (889 female, 395 male), increasing from 811 in the first year. The second year saw a marked rise (43%) in female registrants with a marginal increase in male registrants.

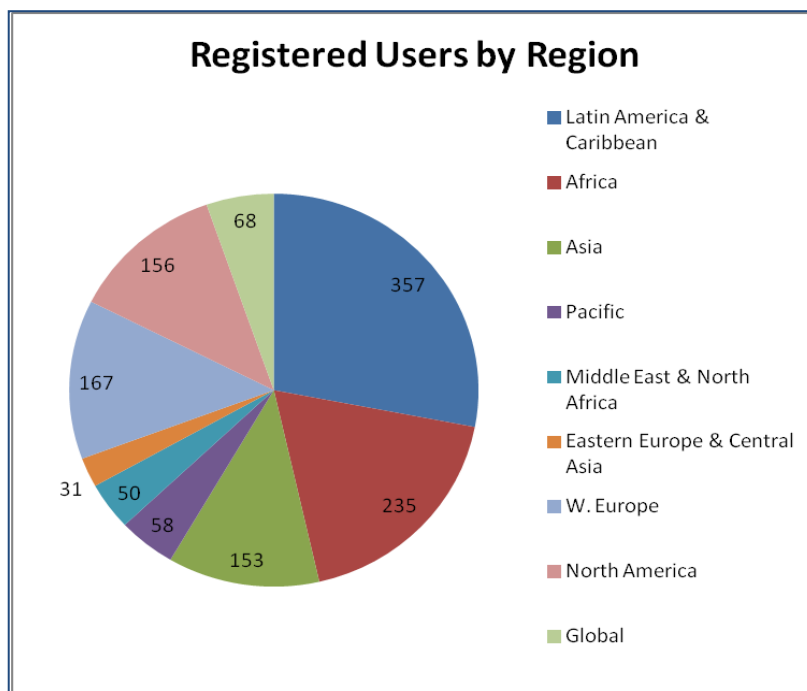
Trends in registration and access to the site followed the previous year pattern with **spikes around mass communications**, including announcements of new programming modules (health, campaigns, security and justice) in January, webinar demonstrations, material distributions at conferences, and presentations, including at the Commission on the Status of Women in March 2011.



Registered users represent 45 languages, reflecting the overall diversity of visitors to the site. The **top languages** through 2011 remained **English** (578 members), **Spanish** (397) and **French** (128). The language patterns are reflective of accessibility to the site, as all content is available in English, French and Spanish. **Arabic and Russian language users were weakly represented** with 15 and 8

people respectively, indicating that the site's reach is severely limited by these language barriers. Though tools are available in more than 60 languages, this seemingly had no effect on the language users.

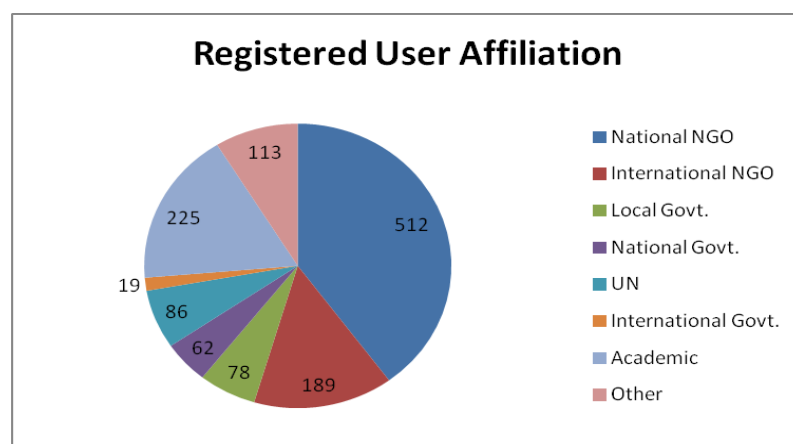
Country representation of registered users rose from 124 countries in 2010 to **137 countries in 2011**. Nearly **70%** of the users represent **low and middle income countries** with the greatest number of those registered from Latin America and the African Continent. With the exception of Central Asia and Eastern Europe which rose only 15%, there were **considerable increases in registered users across regions**: Africa (45%), Asia Pacific (39%), North America (41%) and Western Europe (49%). Impressive gains were made in the Middle East (85%) and in Latin America (77%).



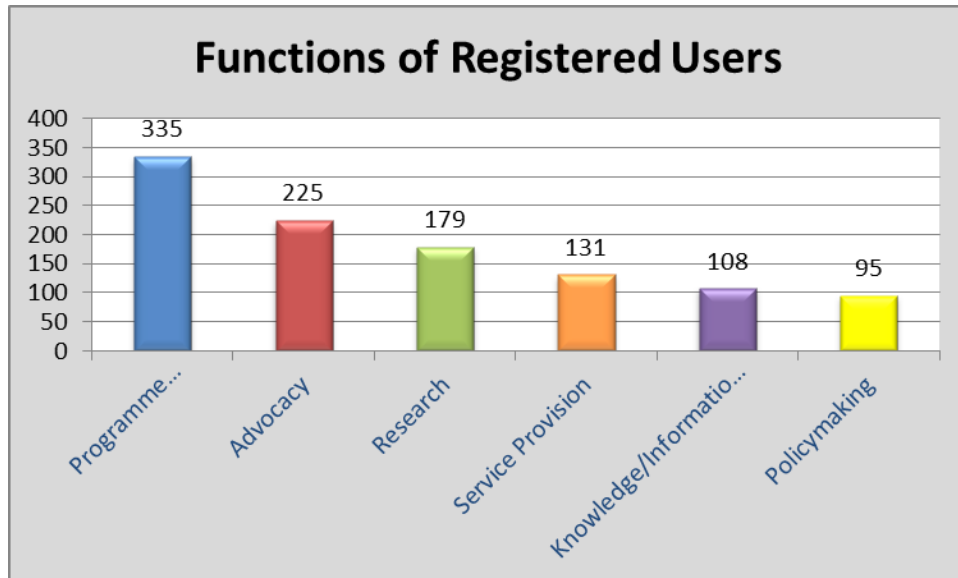
“Your virtual knowledge site is a fantastic resource – thanks so much”

– Office of Women’s Policy Victoria, Government of Australia

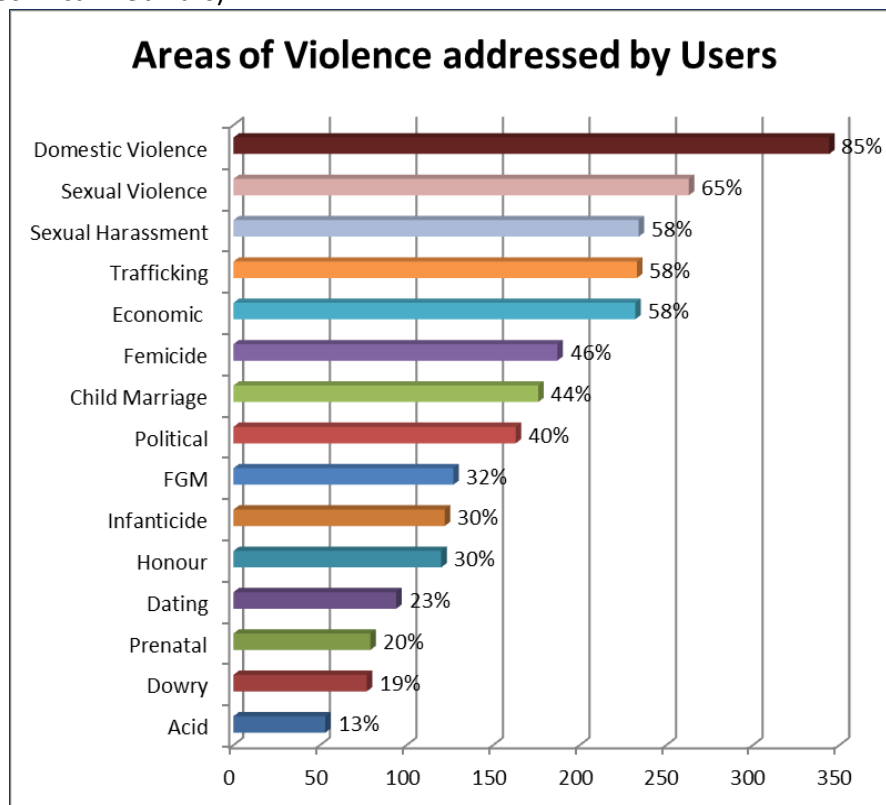
The majority of registered users (**55%**) are affiliated with **non-governmental and civil society organizations** – the bulk situated at country-level. Increases occurred across affiliations, with a noticeable increase in government users, who constitute 19% of the registered users. National government and United Nations staff have nearly doubled from 2010 to 2011.



Registered users comprise a variety of key groups, with the greatest number identifying themselves as **programme implementers**, followed by advocates, researchers, service providers, knowledge managers and policy makers. Of particular note is the increase in **service providers** (including lawyers and social workers, among others), who have become the fourth largest group. **Policy-makers** have also more than **doubled**. Other registered users included media personnel, development and human rights consultants and those working in the private sector.

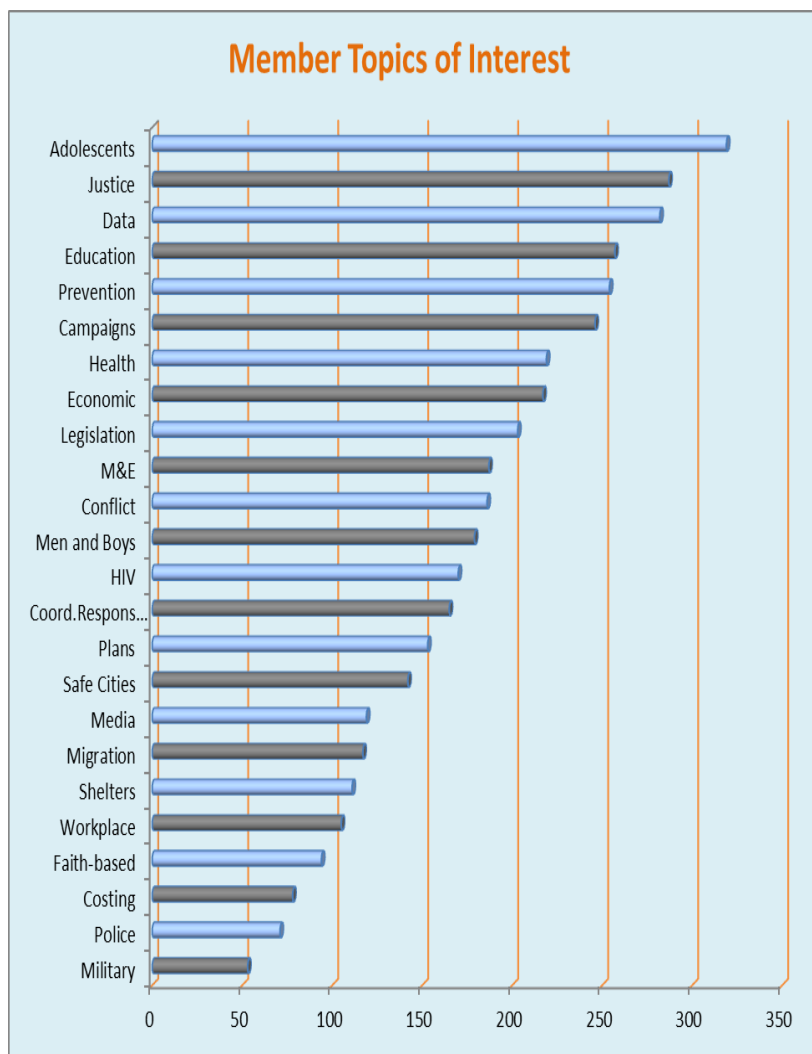


In 2011, **domestic violence** and **sexual violence** remained the main focus areas of work for new members, with trafficking, economic abuse and political violence also fairly constant with responses from the previous year. Notably, work on **femicide** and especially **sexual harassment** has been reported with **considerable increases** from 2010 to 2011. The Virtual Knowledge Centre's content heavily address domestic and sexual violence in line with the majority of member's areas of work. However, **emerging areas and those gaining greater prominence, such as sexual harassment, economic abuse, femicide and political violence** provide important background information for where to focus future efforts to expand the guidance and resources provided on the Virtual Knowledge Centre and through other complementary knowledge management endeavours (e.g. technical webinars).



Topical interests of members shifted slightly from 2010 to 2011. The **top five areas** identified include: **adolescents, justice, data, education and prevention**. Of particular note are the significant increases in primary prevention, economic empowerment and justice. Interest in police and men and boys dropped significantly from the previous year. All other areas remained fairly constant.

In Fall 2011, modules on health, justice, security (including police) and campaigns were launched to complement existing modules on men and boys, safe cities, legislation and monitoring and evaluation from the previous year, covering a number of the areas identified by members. Adolescents, education and prevention are all under development and slated for launch in 2012 and 2013. Though there is no module planned on data, there are a number of tools available, which can be packaged and further disseminated to members directly.

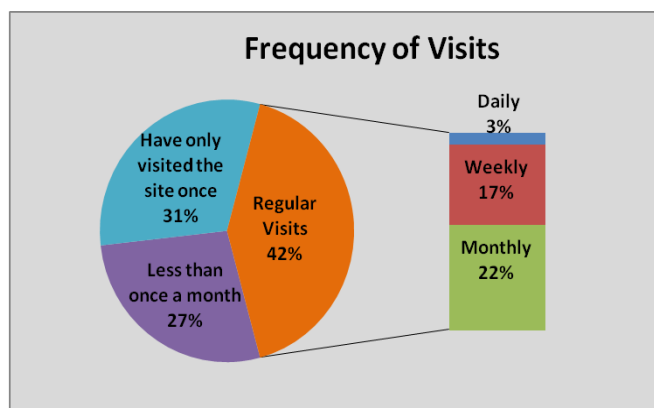


Site Usage and Satisfaction

Site statistics combined with survey responses provide valuable insights related to use, accessibility and, quality of experience/overall satisfaction of users with the Virtual Knowledge Centre, in addition to providing some highlights of results to which the site has contributed and indications of where to focus future attention.

Frequency and Purpose of Use:

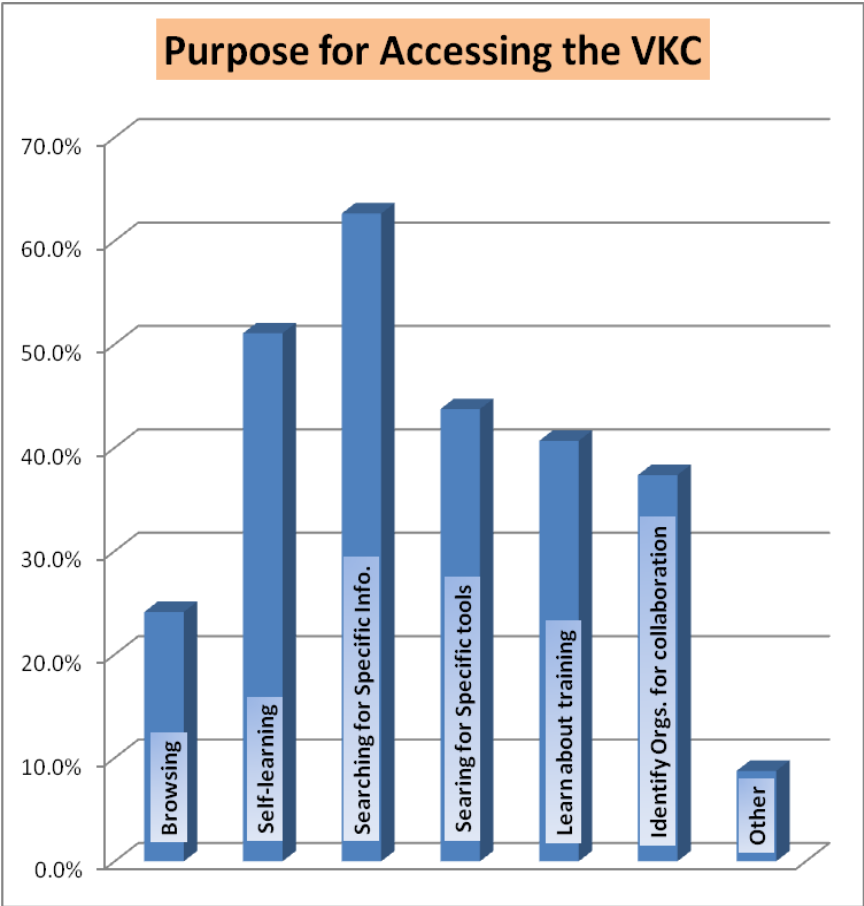
Based on site statistics, roughly 55,000 practitioners used the site repeatedly with close to 8,500 that relied on the site **between 2 and 16 times or more a month** in the two years since its launch. Survey respondents corroborated the site statistics with almost half (42%) noting regular use and **69% having visited repeatedly**. Frequency of visits remained more or less equal to the previous year, despite a large increase in visitors, which statistically often results in the skewing of numbers downwards.



The majority of users access the VKC to search for specific information and tools and for self-learning, indicating that it is a known go-to resource for substantive content and guidance on violence against women. There was a marked increase in users searching for specific information from 62% in 2010 to 74% in 2011. Similarly there was a marked decrease in users that are casually browsing the site from 30% in 2010 to 16% in 2011. These numbers indicate that ongoing refinements to the initiative, based on user preferences and demands, are resulting in better engagement of practitioners. Searching for specific tools and learning about training also figured prominently at or above 40% of respondents. Approximately 1/3 are also seeking to identify organizations for collaboration, highlighting the need to further expand this resource on the site.

Access to the Site

Traffic Sources: The greatest percentage of users in 2011 reached the site through organic searches (e.g. using Google or other search engines). Monitoring results from 2010 revealed that users searching for specific items on violence against women through search engines were not being directed to the Virtual Knowledge Centre, but to other websites. This prompted a process of data gathering and analysis to undertake **search engine optimization, which resulted in a drastic increase in visitors using these engines** (from 35% in 2010 to 80% in 2011). The top referring sites for 2011 included: UN Women (21%), CSS Mania (9%) and other UN websites (8%).



“Congratulations for a useful, user friendly and beautiful portal!”

- UNFPA LAC Regional Office

Browser Preferences: **Internet Explorer** remains the most popular browser used by visitors (42.6%), a slight decline from 2010, despite the redesign which rectified some of the technical difficulties more likely to be faced by users when using this browser compared to Mozilla Firefox (25.78% users), Chrome (21.45%) or Safari (6.88%). Chrome, as the newest and fastest browser, more than doubled in preference from 2010 to 2011.

Bounce Rates: The **bounce rate increased to 80 percent** in 2011, due to the seven-fold increase in visitors and the search engine optimization. The bounce rate can be explained by the large content available on each page of the VKC (unlike many websites) with multiple links to external sties and resources (i.e. many instances of exit and re-entry); the design of the site which counts searches on the Tools and Resource Centres Databases as visits to only the homepage; and the fact that external browsers from Google and other search engines are directed to the explicit content they are searching for and need not navigate through the site. Informal discussions and unsolicited feedback also indicate that users bookmark pages that they reference often, which would similarly contribute to the high bounce rate.

Time and depth of visits: Roughly **11,700 visitors spent 10 minutes or more on the site**, with 2,346 who spent over 30 minutes during their visit, an increase from 1,500 visitors in 2010. A little more than 8,000 visitors viewed 9 or more pages during their visit, with **2,837 visitors viewing more than 20 pages – a near three-fold increase from those who visited in 2010** (965). These statistics indicate an upward trend in the number of users who are engaging more deeply with the site.

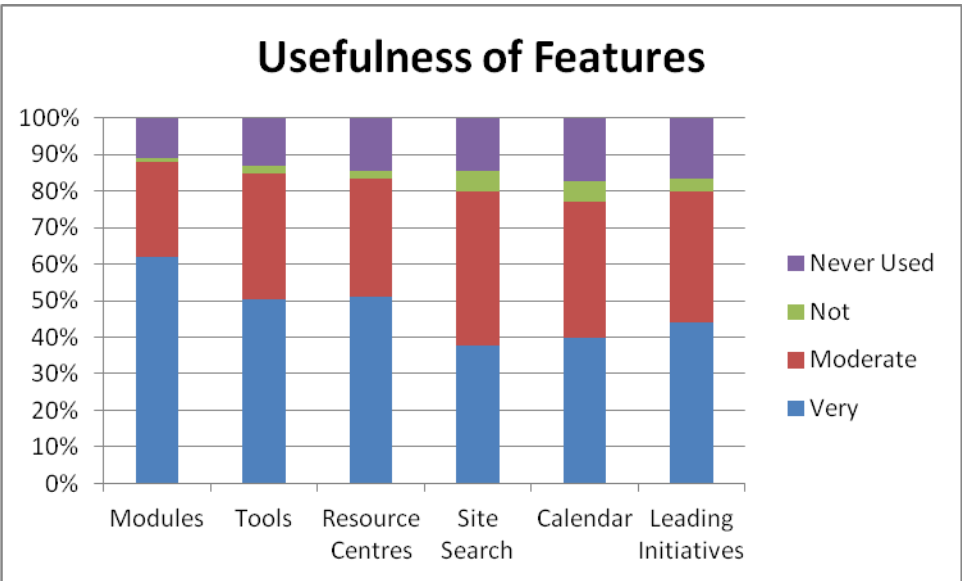
Translation: Translation continued to be well regarded, with **97% of Spanish readers** and **100% of French readers** reporting that the translations were of **good/excellent quality**.

“The portal is incredibly valuable and hopefully will develop even more as people start to use it.”

– World Health Organization

Utility of Content and Experience using the site

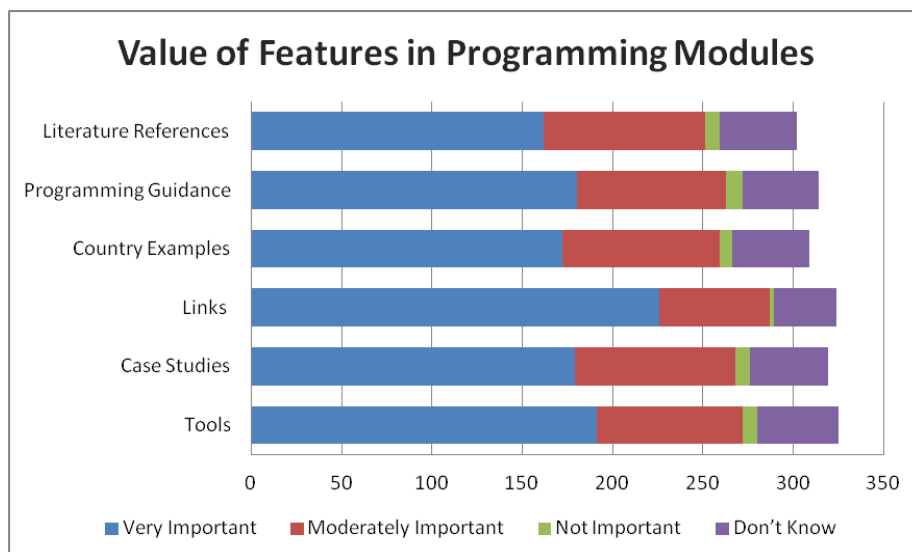
Nearly all of respondents (95% on average) confirmed the **usefulness** of all **key features** available on the VKC. Programming Modules, Tools and Sources of Expertise were given the highest ratings by respondents, indicating that the ‘how-to’ features are most valued.



“You continue to provide vital and unique information not accessible anywhere else, a central repository for a developing and important field.”

- USAID

Value of Features in Programming Modules



Programming Modules:

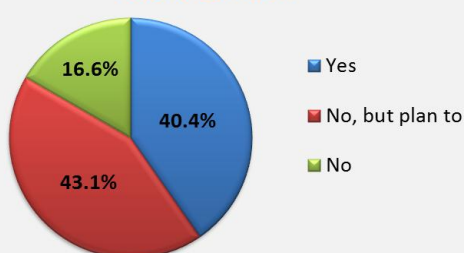
There are currently nine available programming modules, ranging in size from 100 to 1,050 pages each. Programming modules provide step-by-step implementation guidance with case study examples from different regions, recommended tools and links to other resources.

Ninety-seven percent (97%) of respondents felt that all features within programming modules were important with

tools receiving a rating of 99%, among respondents with an opinion on the features. This demonstrates a rise across all components from 2010.

Roughly **84% of respondents already have or plan to use the content** from these modules in their work. The most prominent uses are for general research and for training, suggesting the exponential reach of the content featured in the modules, beyond what is already captured through ongoing monitoring of the site. Presentations, programme design and advocacy follow closely. Programme monitoring and evaluation, teaching, programme implementation and publishing also figured prominently. These findings mirror the findings in 2010 with slight increases in uses for training and programme monitoring and evaluation.

Use of Content

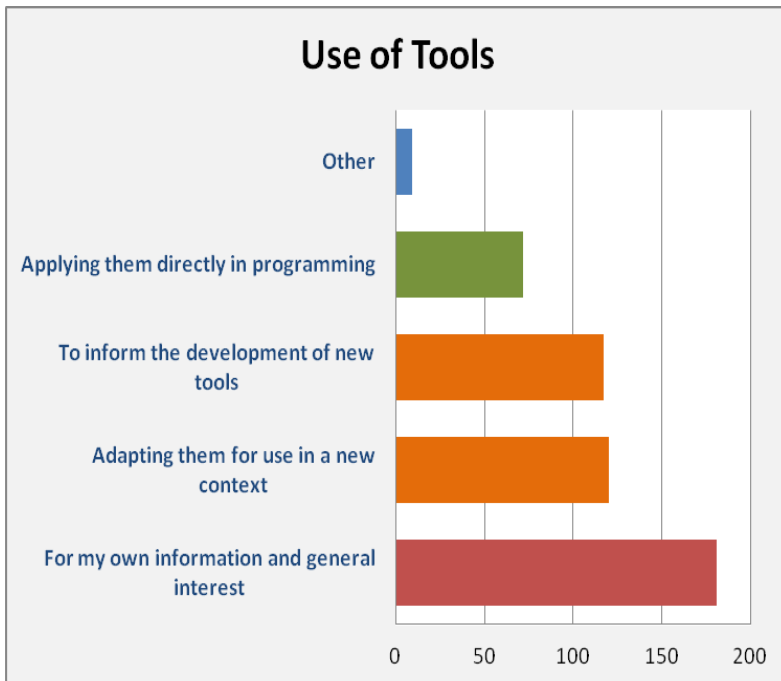


How Data has been Used



Tools:

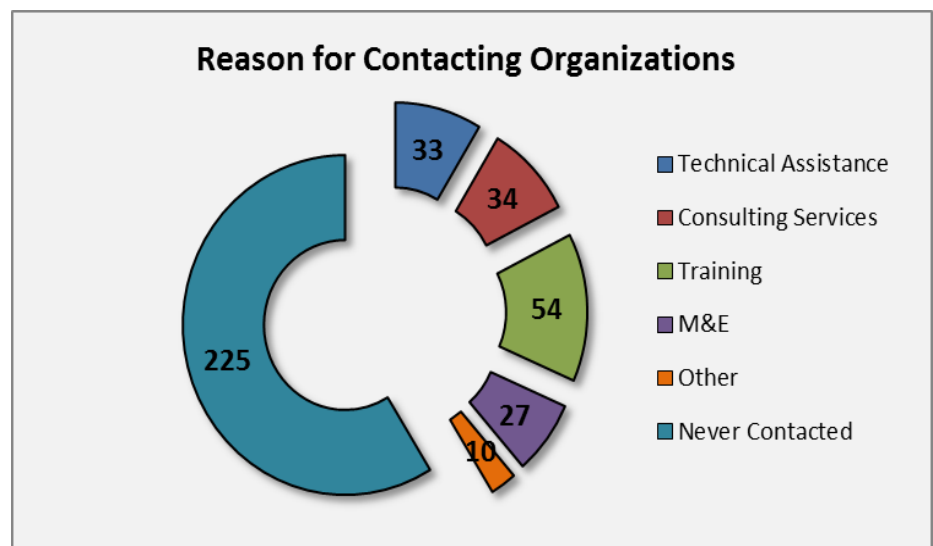
Ninety-six percent (96%) of respondents reported finding tools that they were looking for, either all, most or some of the time. The percentage of users who reported rarely or never finding what they were searching for dropped from 6.4% to 4%.



Tools were most often used collectively for implementation (adaptation of tools, informing development of new tools or direct application). Singularly, the highest reported use was for one's own information. Applying tools directly received the fewest singular responses, demonstrating the importance of continually expanding the database to include resources from various countries and contexts. These findings were parallel to those in 2010.

Sources of Expertise:

There was a considerable **increase in users who contacted organizations** for support from 20% in 2010 to 35% in 2011. The majority were seeking training support, followed equally by technical assistance and consulting services. Forty-one percent received free assistance and 8% hired the organization to provide services. Roughly 26% reported that the organization did not respond to their query.



Examples of how content has been applied include:

- Designing a regional NGO violence against women programme in **Africa**.
- Informing the development of government policies on women and youth in San Carlos de Bariloche Rio Negro, **Argentina**.
- Enriching teaching materials across **Asia**.
- Developing an awareness-raising programme for faith-based groups in **Canada**.
- Informing the “Teaching Learning” process of the Government of **India**.
- Developing trainer capacity on domestic violence in **Latin America**.
- Guiding development and implementation of the UN joint programme in **Macedonia**.
- Implementing the Women’s Support Programme in Federal Entities (9 States) of **Mexico**.
- Developing justice monitoring and evaluation approaches in the **occupied Palestinian territories**.
- Designing workshops for girls 8-14 through a Women's Health Practice in the **United States**.
- Enhancing United Nations evidence-based advocacy initiatives on violence against women in **Western and Eastern Europe** and **Central Asia**.
- Supporting the Observatory on Women’s Human Rights in **Venezuela**.
- Improving the programming cycle across a **global** NGO’s ending violence against women initiatives.

Overall Impressions

In regards to whether the various objectives of the VKC were being met, there was a slight decrease across all categories, though a relatively high level of effectiveness was maintained. **In ranking order, these include: bringing together the evidence base (73%);** encouraging knowledge sharing and exchange (69%); developing capacity on programming to address violence against women and girls (62%), as well as providing easy access to quality tools that can be adapted and used for programming (61%). Only 3.5% of respondents felt that none of these objectives were being met - a more than 50% drop from the previous year (8%).

“The Virtual Centre is a valuable resource tool that provides needed information to the public at large. I think that it is a great source base.”

- Canadian Academic

“Thank you for establishing the Virtual Centre, it is very important to have a space and a place to find information from, know where to go and experts in the field.”

- Survey Respondent

“The Global Virtual Knowledge Center is a Great Idea.”

- US Centers for Disease Control

“The Virtual Knowledge Centre is very useful for me to learn from and also explore different topics related to VAW. At the moment, I am using it to build my own knowledge, skills and background and that will enable me to develop better tools in M&E of ERAW projects and so on. Thank you for developing this website, it has been very useful for me.”

- United Nations Pacific Region

Respondent Suggestions

In order to continually meet the needs of users and maintain very high ratings, opportunities were given for open ended suggestions in the 2010 survey. The responses provided an important road map for technical changes to the website and further provided guidance on content to be developed. While progress was made in a number of areas, some of the suggestions from 2010 were echoed in the 2011 survey. Specific suggestions included:

- Advancing the release of new programming modules.
- Continuing to build-in developing country examples and case studies.
- Expanding awareness of the VKC and its reach globally.
- Developing ways to demonstrate the depth, richness of content and constantly updated information on the home page which can appear static and masks the vastness of the site.

"Please publicise the Learning Centre more. Everyone needs to know about it!"

- Survey Respondent

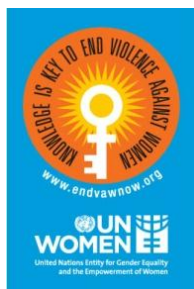
Follow-up and Next Steps:

The analysis and findings outlined in the one-year monitoring report will inform the continued development and future planning of the Virtual Knowledge Centre. **Key actions underway or to be taken in 2012-2013** include:

- Production of **technical webinars** (as capacity and resources allow). An overwhelming percentage of respondents (90%) expressed interest in participating with the topics of most importance identified as: Adolescents, Primary Prevention and Campaigns. Education, Men and Boys and Health also received strong interest.
- Finalization of **programming modules**, including: shelter, prevention, violence against women in conflict/post-conflict, coordinated responses, education, adolescents and policy-making and budgeting cycles.
- Development of **targeted mini-toolkits** (with preliminary distilled guidance and consolidation of relevant tools) in response to **new topical areas of interest** (e.g. women living with disabilities or economic abuse).



- Expansion and refinement of the **Resource Organizations Database** to include 100 organizations from different regions and follow-up with already included organizations to gain insights on experience to date (including capacity to respond to queries received).
- Launch of **peer networking spaces** for safe cities and for other sub-areas in high demand (e.g. shelter practitioners).
- Enabling easier access to existing **case studies** across modules and within the Tools Database, in addition to expanding the number of case studies.
- Making available select **country-specific or topic-specific literature** upon request through the Help Desk and/or through the development of a search filter in the Tools Database.
- Enhanced **communications and outreach** to various events and populations, with particular attention to expanding outreach to French and Spanish-speaking audiences, and service providers across different sectors.
- Exploration of **technical improvements** to the homepage to highlight new and/or important content embedded within the site.
- Continued **assessment of site utility, relevance and effectiveness**, including ongoing monitoring of site analytics, monitoring of solicited and unsolicited feedback received, and implementation of the annual survey.



Virtual Knowledge Centre to End Violence against Women and Girls
Annual Survey for 4th March 2011 to 3th March 2012

In order to provide you with the best possible resource, we kindly ask you to take 5 minutes of your time to give us your valuable feedback on the [Virtual Knowledge Centre to End Violence against Women and Girls](#).

INTRODUCTION

1. Which best describes your professional affiliation?

- ☐ Non-governmental/civil society
- ☐ Government (local or national)
- ☐ United Nations/other inter-governmental/bi-lateral
- ☐ Academic/ research
- ☐ Independent
- ☐ Other: _____

2. In which region(s) do you work? (check all that apply)

- ☐ Africa
- ☐ Arab states or North Africa
- ☐ Asia
- ☐ Canada/ United States
- ☐ Caribbean
- ☐ Central and Eastern Europe and Central Asia
- ☐ Latin America
- ☐ Pacific
- ☐ Western Europe
- ☐ Global

OVERALL

3. How often do you visit the Virtual Knowledge Centre?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Less than once a month
- ☐ Have only visited the site once

4. What best describes your purpose for accessing the Virtual Knowledge Centre? (check all that apply)

- ☐ Browsing the website
- ☐ Self-learning
- ☐ Searching for specific information
- ☐ Searching for specific tools
- ☐ To learn about training opportunities and events
- ☐ To identify organizations that I can collaborate with
- ☐ Other (please explain) _____

5. How useful do you find the following features?

☐ Very Useful ☐ Moderately Useful ☐ Not Useful ☐ Never Used

- Programming Modules (e.g. programming essentials/ M&E, campaigns, health, justice, legislation, men and boys, safe cities and security)
- Tools Database
- Sources of Expertise (Resource Centres) Database
- Site Search/Advanced Search
- Calendar of Events
- Leading Initiatives

Programming Modules (e.g. programming essentials/M&E; campaigns, health, justice, legislation, etc.)

6. How do you explore the programming modules?

- ☐ I read them from start to finish
- ☐ I review the outline and choose what to read
- ☐ I only look for specific information
- ☐ I have not yet accessed the programming modules

7. How would you describe the content of each programming module? (Scale will be used for each module below)

- ☐ Contains too much detail
- ☐ Contains the right amount of detail
- ☐ Does not contain enough detail
- ☐ Doesn't cover the information I am usually looking for
- ☐ Have not accessed module
 - Programming Essentials
 - Monitoring and Evaluation
 - Campaigns
 - Health
 - Justice
 - Legislation
 - Men and Boys
 - Safe Cities
 - Security/Police

Please explain if the modules don't cover the information you are looking for.

8. How important are each of the features found within the programming modules for supporting your work?

☐ Very Important ☐ Moderately Important ☐ Not Important ☐ Don't Know

- Case Studies
- Step-by-step guidance
- Resources/Tools
- Illustrative country/programme examples
- Links to other pages within the Virtual Knowledge Centre and to other websites
- References to the literature
- Other (please specify): _____

9. Have you used the content on the site in your own work?

- ☐ Yes ☐ No, but plan to ☐ No

10. How have you used the content on the site in your work?

(Please provide details, including title and country, for all examples)

- Academic Writing/Publishing _____
- Advocacy _____
- General Research _____
- Legislative development/reform _____
- Media and Press _____
- Policy development/ reform _____
- Presentations _____
- Programme design _____
- Programme implementation _____
- Programme monitoring and evaluation _____
- Teaching _____
- Training _____
- Other: _____
- Not used for my work

Tools and Sources of Expertise (Resource Centres)

11. Which phrase best describes your experience with the tools search?

- ☐ I always find what I am looking for
☐ I usually find what I am looking for
☐ I sometimes find what I am looking for
☐ I rarely find what I am looking for
☐ I never find what I am looking for
☐ I have never used the tools search

12. Which phrase best describes how you have used the tools: (check all that apply)

- ☐ For my own information and general interest
☐ To inform the development of new tools (please explain) _____
☐ Adapting them for use in a new context (please explain) _____
☐ Applying them directly in programming (please explain) _____
☐ Other (please specify) _____
☐ I have never used any of the tools

13. Which phrase best describes your experience with the sources of expertise database? (Check all that apply)

- ☐ I have contacted organizations for technical assistance
☐ I have contacted organizations for consulting services
☐ I have contacted organizations for training-related services
☐ I have contacted organizations for monitoring and evaluation assistance
☐ I have never contacted organizations from the database
☐ Other (please specify) _____

14. Did anything result from the contact?

- ☐ yes, I received free assistance from the organization.
- ☐ yes, I hired the organization for services.
- ☐ no, the organization never responded.
- ☐ no, I decided not to pursue it.

Future Directions

15. Would you participate in technical webinars to learn more from experts and practitioners on how they undertake programming to address violence against women and girls?

- ☐ Yes ☐ Maybe ☐ No

16. On which sub-topics would you be interested in technical webinars? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Adolescents | <input type="checkbox"/> Campaigns |
| <input type="checkbox"/> Conflict/Post-Conflict | <input type="checkbox"/> Coordinated responses |
| <input type="checkbox"/> Education sector | <input type="checkbox"/> Faith-based groups |
| <input type="checkbox"/> Health sector | <input type="checkbox"/> Indigenous/ethnic minority populations |
| <input type="checkbox"/> Justice sector | <input type="checkbox"/> Legislation |
| <input type="checkbox"/> National Plans, Budgets and Costing | <input type="checkbox"/> Men and Boys |
| <input type="checkbox"/> Primary Prevention | <input type="checkbox"/> Safe Cities |
| <input type="checkbox"/> Security sector (including Police) | <input type="checkbox"/> Shelter/Alternative accommodation |
| <input type="checkbox"/> Women and girls with disabilities | |
| <input type="checkbox"/> Other _____ | |

Final Thoughts

17. Which of the following objectives is the Virtual Knowledge Centre achieving:

(Check all that apply)

- ☐ Bringing together the evidence-base for addressing violence against women and girls
- ☐ Developing capacity on programming to address violence against women and girls
- ☐ Providing easy access to quality tools that can be adapted and used for programming
- ☐ Encouraging knowledge sharing and exchange
- ☐ None of the above
- ☐ Other (please specify) _____

18. Please provide any comments or suggestions you may have.

THANK YOU FOR YOUR PARTICIPATION

Thank You for taking time to fill out the online survey!

See the summary of results from the previous [survey](#).