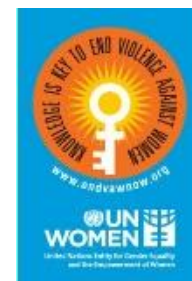


Virtual Knowledge Centre to End Violence against Women and Girls Six-Month Monitoring Report (March-September 2010)



The six-month monitoring report presents initial findings and analysis of the Virtual Knowledge Centre's (VKC) use between 4th March, when it was launched, and 4th September 2010.

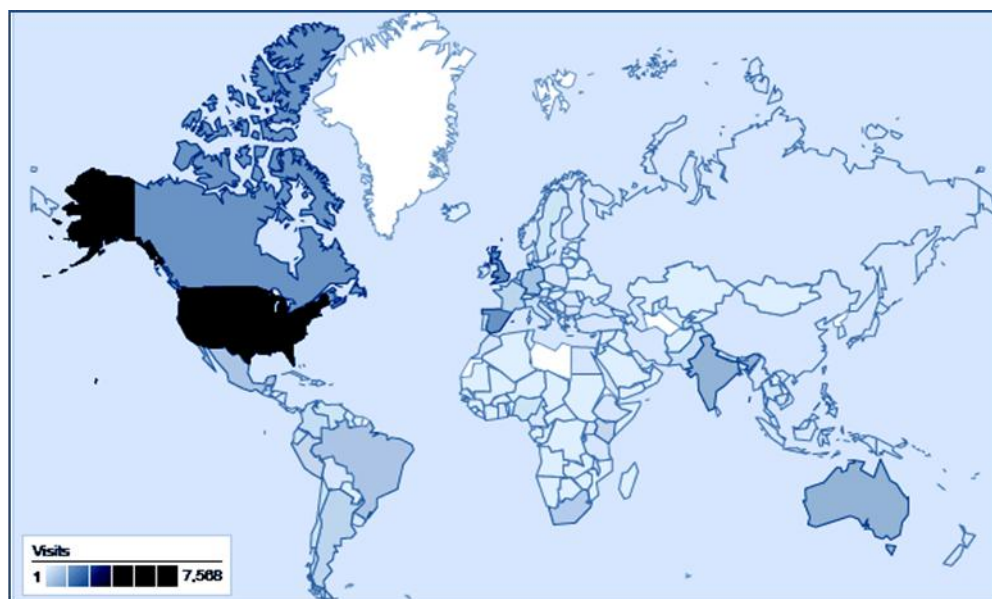
The report is based on data gathered through the following sources:

- Site usage statistics compiled by [Google Analytics](#);
- Responses received from the six-month monitoring survey (189 — 120 English, 42 Spanish and 27 French), which focused on user satisfaction with the design, functionality, features and content of the site (see Annex) and was distributed through Survey Monkey in English, French and Spanish to **1,110 contacts**, including **UNIFEM programme staff, United Nations Trust Fund Grantees and registered users**.¹
- Analysis of **566 registered user profiles** (316 female, 250 male) individuals who voluntarily completed a sign-up process to be members of the Virtual Knowledge Centre to receive updates, tailored information on the topics of interest they identified and to serve as a reference group for ongoing monitoring; and
- Ongoing discussions with the website developers, analysis of dissemination and outreach results and unsolicited feedback received.

General Visitors

There were a total of **27,022 visitors from 197 countries and territories** globally. The number of visitors and countries in this six-month period is high relative to comparable sites.² There were, on average, 146 visits to the site each day, with the greatest number of visits in a single day (963) occurring the day after the launch on 5 March 2010.

The **top 20 visiting countries** during that period, included: the United States of America, the United Kingdom, Canada, Spain, India, Australia, Germany, Mexico, Brazil, South Africa, Argentina, France, Peru, Kenya, Switzerland, Colombia, Pakistan, Netherlands, Philippines, and Belgium.



The site was most commonly accessed through English language channels (71%), followed by Spanish (15%) and French (4%).³ Though these statistics do not directly correspond to the language version of the site most used, it can be assumed that there is a high correlation.

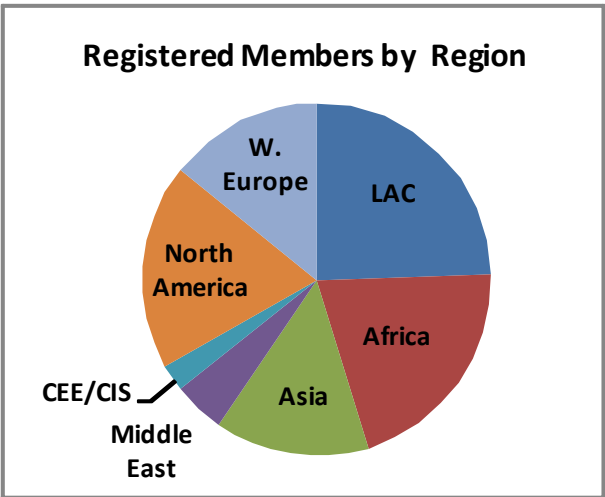
¹ A complementary rapid assessment format was piloted, comprising two questions, was distributed to a broader group of 1,790 contacts, and received 50 responses (40 English; 6 Spanish; 3 French). Ninety (90%) of the respondents felt that the site was useful, with 13 percent selecting the highest satisfaction category for its usefulness. Future monitoring surveys will use the more in-depth survey format targeting a smaller list of actual users rather than rapid assessments given the small response rate and limited feedback received in the pilot rapid survey.

² Examples of comparable sites are available upon request.

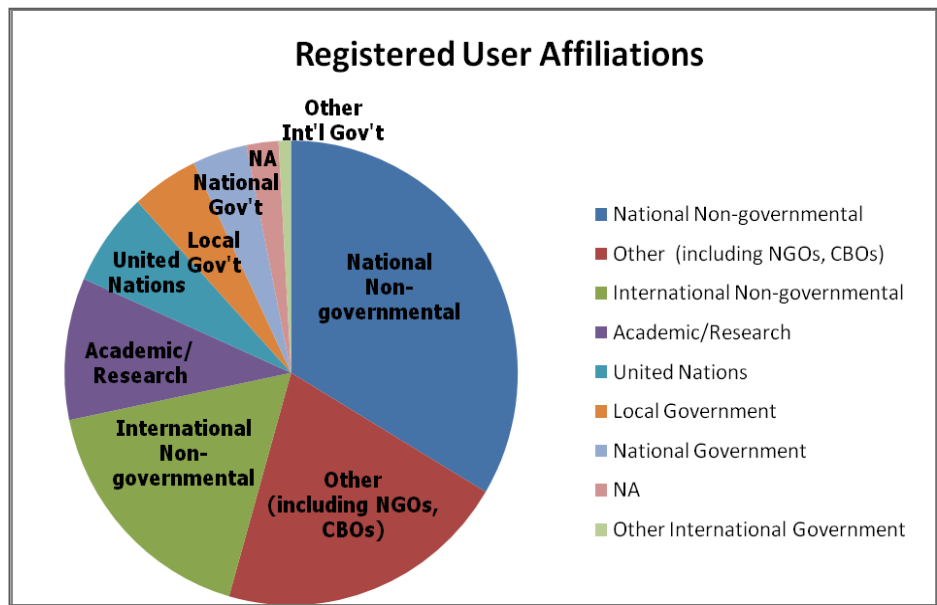
Registered Members:

The 566 individuals who signed up as registered members of the VKC come from 106 countries, reflecting the same diversity as the overall visitors to the site. Unlike the overall usage however, where most frequent visitors come from North America and Western Europe, **the vast majority of registered users are from developing countries.**

Registered members represent **35 different languages**, with the top five languages of operation as follows: English (277), Spanish (147), French (47), Portuguese (16), and Hindi (11).



Nearly three-quarters of registered members (**72%**) represent **non-governmental and civil society organizations**, with over half (55%) coming from national or community-based groups.



Overall, the registered user profiles suggest that the VKC is reaching its intended primary audience of country-level practitioners, while being valued by representatives of international NGOs, academic or research institutions and the United Nations (comprising 17%, 10% and 7% respectively).

“your virtual knowledge site is a fantastic resource – thanks so much”
 –Office of Women’s Policy
 Victoria, Australia

³ The remaining 10% are made up of other language categories.

Site Satisfaction

Thirty-two percent **(32%) of the visitors returned to the site**, which is higher than the 28% average returning visitor rate for many websites⁴. It is common for new sites to have a considerably higher percentage of new visitors to returning visitors, so the already high rate of return is positive and expected to climb even higher as additional content is added and as time passes. During the short six-month period, **1,577 users visited the Centre between 50 to over 200 times**, which further suggests that the programming site is a go-to resource on the issue and is being used as intended – a detailed online reference and learning resource.

“I have been using UNIFEM's Virtual Knowledge on VAW for many activities (courses, forums, background papers, etc.). It's a great resource for everyone working on this issue.”

–Development Connections

Nearly all survey respondents (95%) across all language versions found the site useful for their work, with 53% (91) giving it the highest satisfaction rating (Very Useful) and 32% giving it the second highest (Useful). The comparable satisfaction ratings across all language users surveyed vis-a-vis the relatively low number of French and Spanish speakers accessing the site (according to Google) indicates the importance of strengthening targeted outreach, which can enable greater numbers of users from those language groups to similarly benefit from the valued programming guidance and resources available on the VKC.

The majority of survey respondents (69%) reported using the site as much or more than other sites available on violence against women (41% and 28% respectively), while only 31% reported using it less often than other sites. These statistics are very encouraging given the short period since the site's launch and considering that much of the content (e.g. programming modules) has yet to be rolled-out.

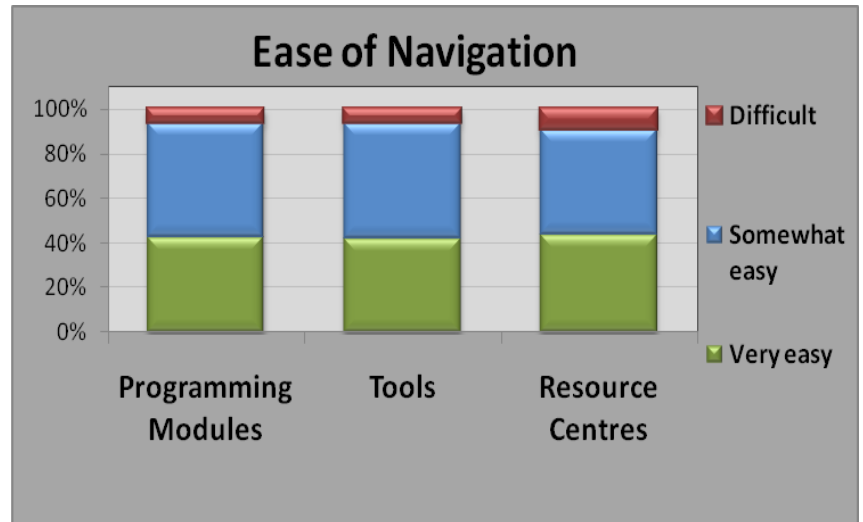
The other sites that respondents reported to frequently visit tend to be more narrowly focused (e.g. one form of violence, one region) or provide information on the issue rather than knowledge products and tools. They do not provide the level of technical guidance, programming detail and depth of information as the VKC. Future monitoring efforts will be aimed at further understanding how and for what purposes (i.e. research, programming, advocacy, etc.) the VKC is being utilized to continue to provide the type of support in demand by users.

Top other sites visited by respondents to obtain information and resources on Violence against Women and Girls

- Amnesty International (Global)
- Association for Women's Rights in Development (Global)
- GBV Prevention Network (Regional-Africa)
- National Coalition against Domestic Violence (United States)
- Sexual Violence Research Initiative (Global)
- Secretary General's Database on VAW (Global)
- UNIFEM (Global)
- World Health Organization (Global)

⁴Based on a review of more than 60 websites sites by [Cose Mindspring](#) and the website developer.

Ease of Navigation: The monitoring survey revealed that **the vast majority of respondents found the navigation somewhat or very easy, with 92% reporting that they found the information they were looking for** when using the search/advanced search function. These findings validate the design of the VKC, which allows quick and tailored searches for tools and expert organizations using keywords and/or by filtering according to language, region, subject, type of resource or type of service; and allows targeted navigation of the programming modules that are configured into several drop-down menu options.



Suggestions by respondents to improve site navigation, included:

- making internal page menus available;
- enhancing the layout and presentation of content; and
- expanding links to internal pages within the site.

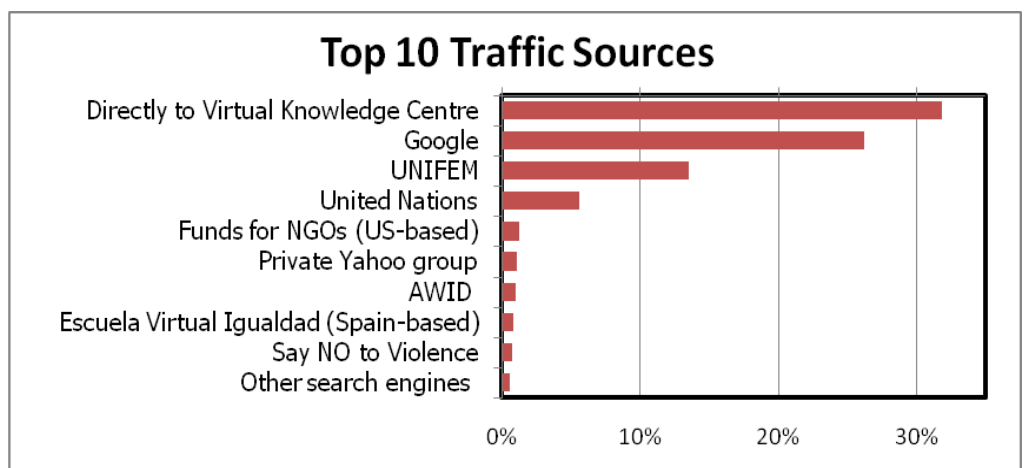
“I have gone to the website endvawnow and it is an excellent website/resource. I think it is set up in a great way and is very user friendly. I really like the fact that you can quickly download the tools and resources.”

–Pacific Regional Rights Resource Team

Access and Depth of Visits:

Traffic Sources: **Thirty-two (32%) per cent of visitors went to the site directly** (typing in the url), 41% accessed the site through referring sites and 27% through search engines (e.g. Google). Direct visitors as the largest single source indicate successful outreach related to site and that communications and dissemination efforts should continue as an integral part of the initiative. Referrals from other sites, in particular **UNIFEM’s website, related UN websites and Say No contributed to 20% of the visits**. This suggests that outreach efforts to link the site to partner websites should continue to expand the existing list of over 20 websites.

As discussed with the website developers, the relatively small percentage reaching the site through search engines requires optimization by a technical expert on the backend, which is currently underway (See *Follow-up and Next Steps* Section).



Browser Preferences: Though Internet Explorer is the most popular browser (generally and for the VKC), it is known to be less reliable for users than Safari, Chrome and Mozilla Firefox by website developers. Together with the unique nature of the VKC, namely large volumes of original text and internal links, **visitors using Internet Explorer are more likely to experience difficulties using the site**, such as timed out sessions, the inability to access content on a previous page by pushing the “back” button, content that is inaccurately displayed (e.g. images/boxes off the page) or not visible at all, among a number of other challenges. These may cause some visitors to prematurely exit the site out of frustration.

User Browser Preferences

1. Internet Explorer (50.86%)
2. Mozilla Firefox (31.09%)
3. Safari (9.17%)
4. Chrome (7.40%)
5. Opera (1.01%)

Page Views: Within the first six months of the site launch, nearly 1,000 visitors **(952) had viewed 15 web pages or more per visit**, with 572 viewing more than 20 pages per visit. On average, users viewed just over 3 web pages per visit, which might reflect the challenges users may have experienced with Internet Explorer and validates the importance of ongoing upgrades being made to the site. The low number of page views by the majority of users might also relate to the time it takes to peruse the substantial amount of content on each page. Searches made in the tools and sources of expertise databases are not counted separately from the home page by the statistical system, making it impossible to capture the depth of use of these two features. However, the monitoring survey revealed that **tools and sources of expertise were the most widely used** of any feature available on the site.

Time on Site: In addition to the page views, **905 users spent over 30 minutes on the site per visit**, which demonstrates that a core group of visitors are maximizing their access to the guidance and resources available through the VKC. The average amount of time per visit was 4 minutes (although returning users spent an average of 7 minutes per visit). Slightly more than half of the visits (55.85%) were between 0 and 10 seconds long, which may be a result of various programming challenges (see *Bounce Rates* below) on the backend that are being improved through a new interface and search engine optimization.

Bounce Rates: On average, the site had a bounce rate of 53.96%, which is the percentage of visitors that left the site after viewing only one page, most often the home page. This percentage is higher vis-à-vis other website averages (40%).⁵ However, with the exception of the first two points below, there are several factors (also closely tied to *page views* and *time on site*) that may help explain why the **bounce rate is inaccurately inflated and is not necessarily a cause for concern:**

- Visitors referred to the site through search engines (e.g. by putting keywords into Google) are likely to be directed to the home page or incorrect content in the VKC due to missing title tags and keywords on the programmer’s backend.
- The rate at which content loads on a page will vary according to a user’s server, browser and computer capacity. Though the site was designed and developed with areas of low connectivity in mind, the heavy volume of original text often results in slower page loading times, even in better contexts.

⁵ For a thorough explanation and analysis of bounce rates, see: <http://webanalysis.blogspot.com/2008/03/typical-bounce-rates-survey-results.html#axzz1AvVcRWni>

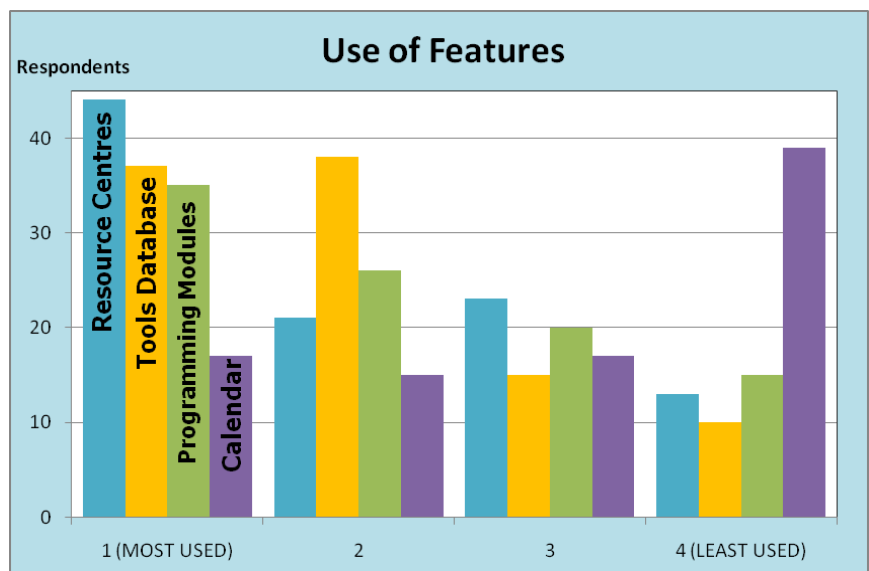
- The lack of recognition by the statistical tracking system that the ‘Sources of Expertise’ and ‘Tools’ databases are separate from the home page means, that the visitors accessing these two most used features on the site are contributing to the bounce rate even though they are accessing the information they need.
- The unexpected volume of original content (1,000 pages of programming guidance per language) by the website developers required that a large amount of text be placed on a single page (approximately 3-5 pages of text with multiple links and several embedded sub-sections). Visitors could therefore receive a considerable amount of information by viewing just a single page.
- Users who have become familiar with the site often go directly to the page(s) they need most (bookmarked pages⁶), in which case they would only be visiting one page at a time.

“the resources you've developed are going to be so useful in so many ways, and I've already referred a number of people to the site”
 –Independent Expert, SGBV in Humanitarian Settings

Content:

Existing Feature Preferences: Although disaggregated Google statistics by feature were not available as a result of missing title tags and keywords, information on the features most used were available from respondents to the monitoring survey.

Average ratings demonstrate that **users were most interested in programming tools and locating organizations with expertise**. Programming modules were reported as the third most used, which makes sense considering their density on a specific topic; the limited number of modules available at six months (Programming Essentials, Monitoring and Evaluation, Men and Boys, Safe Cities and a portion of the Legislation module); and the lag time in translation from English to French and Spanish.



A promising finding was that **over half of the surveyed respondents expressed interest in seeing the programming modules expanded**. The calendar of events was consistently reported as being the least used of the four, though is an easy feature to maintain for those users who are keen to access information on training and knowledge sharing events and opportunities.

⁶ Anecdotal evidence from colleagues at Tostan, IRC and others suggests that bookmarking pages on the VKC is fairly common.

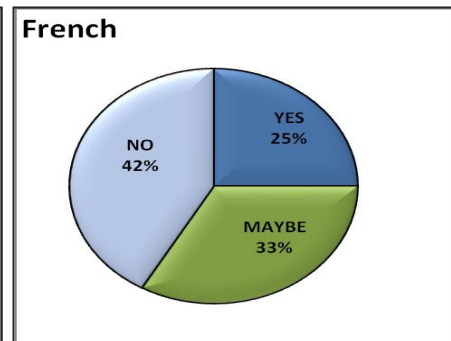
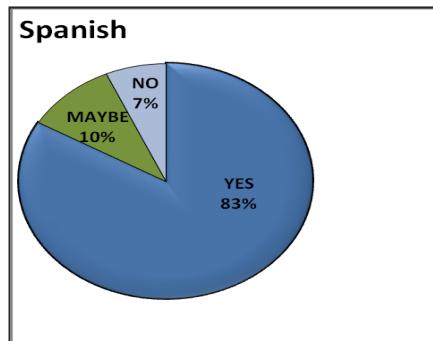
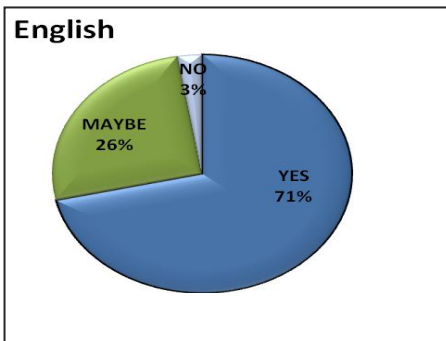
Additional features: Most respondents (82%) indicated their **interest in additional or expanded site features**, primarily **case studies**, which suggests that the number of case studies needs to be increased or that the design of the site does not easily direct users to the numerous case studies that already exist within the modules or that can be accessed through the dedicated filter category in the Tools Database.

Additional Features to Include/Expand	No. Responses
Case studies of good and promising practice	73
Full text documents (e.g. literature and reports)	66
Links to other useful websites and portals	57
Programming modules (i.e. distilled step-by-step guidance)	55
Video clips	52
Audio recordings	26

Access to **literature and reports** was another area of high interest. Although literature was deliberately not made available on the site⁷ for fear that it would detract from the main programme implementation focus of the site and potentially overburden the database system, access to select literature and reports will be explored in the coming year.

Peer Networks: A majority of respondents (**67%**) confirmed their interest in participating in peer networks if they were to become available, 28 per cent indicated they might be interested, while only 5 per cent noted that they were not interested in the feature. These findings confirm the value in continuing with the planned roll-out of a networking platform to provide practitioners from across the globe with a space for knowledge sharing and exchange, shared problem-solving and troubleshooting.

Expert Webinars: There was a **strong interest in webinars by English and Spanish respondents**, with most respondents (85% across all languages) preferring panels with a mix of international and regional/local experts, similarly validating roll-out of this mechanism, and highlighting the need for sessions to be made available in Spanish, either through translation or organization of separate events.



⁷ The only exceptions are the extensive reference lists attached to each module providing the evidence-base underpinning the guidance provided.

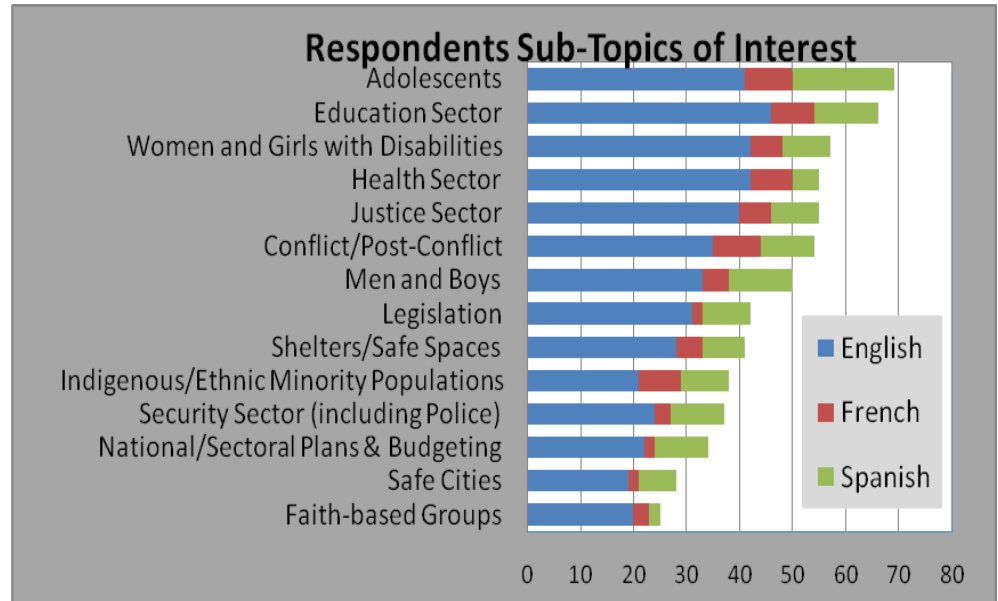
“...AMAZING job and filling a big VOID in knowledge. Hat off to you and your team behind this.”

–UNICEF

Topics: The analysis of Google statistics revealed that the **“Programming Essentials, Monitoring and Evaluation Module”** received more visitors than any other module on the site.

Data from survey respondents and registered users indicated several topical areas of interest, including: adolescents, education, women and girls with disabilities, the health sector, justice sector and prevention.

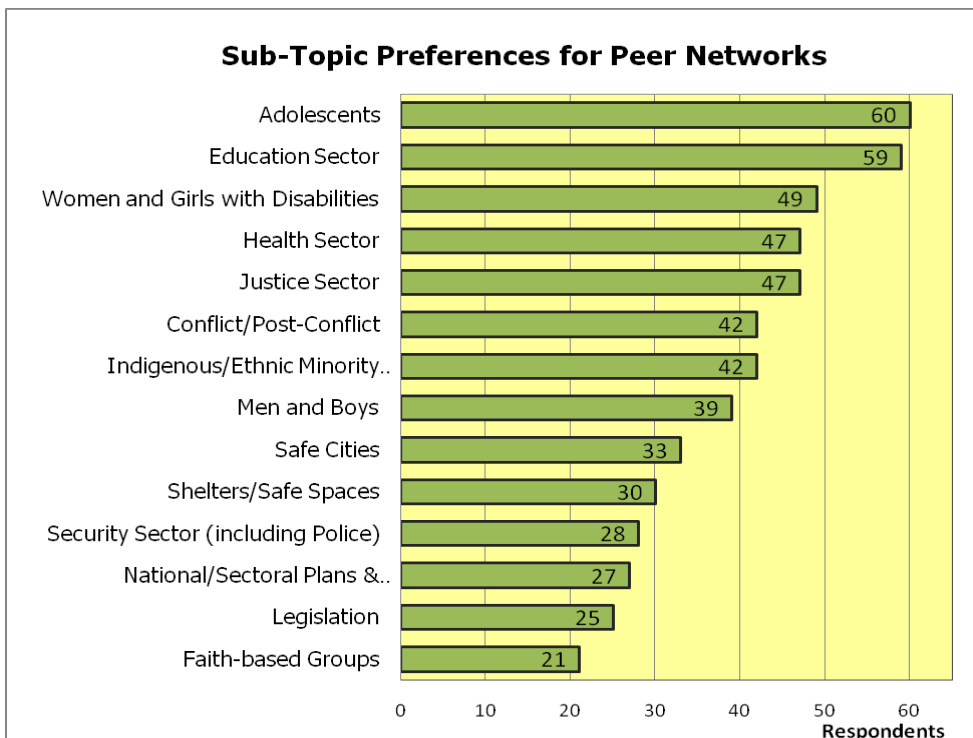
All, but one of these identified areas (women and girls with disabilities), align with modules that are currently under development and slated for launch in the coming year (2011).



The topics of least interest across users included: faith-based groups, budgeting/ costing/planning and security/ police. Working with faith-based groups is currently mainstreamed throughout the site and given the findings will not likely warrant investment in a dedicated module. The low interest in planning/ budgeting and police may reflect the inability of the primary audience (NGOs) to engage with these actors and processes, indicating

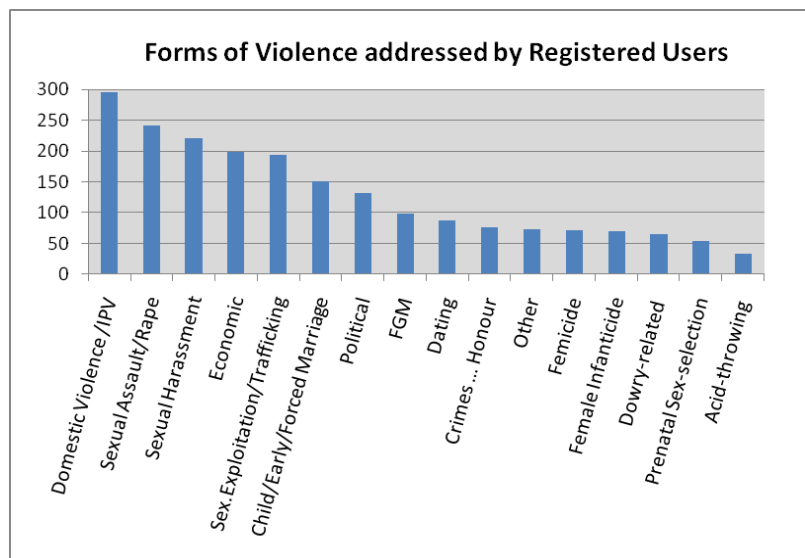
that the materials under development will be targeted for dissemination to United Nations staff and other users from national and local government.

Similar topical interests were noted for peer networks, indicating the value of the forthcoming programming modules and potential for related interactive spaces on the subjects identified.



Forms of Violence: Registered users work across all forms of violence, although more than half (296) focus on domestic or intimate partner violence, followed by sexual assault and sexual harassment, which align with the current focus of the programming guidance and resources available through the VKC.

Economic abuse was identified among the top 5 forms of violence, indicating the importance of expanding programming materials and guidance related to this issue.



Additional Suggestions: Survey respondents highlighted a few additional ideas not captured above, including:

- making available the modules listed but not yet launched on the site;
- providing additional information to existing data sections (e.g. country-level data and statistics on dating violence);
- addressing issues related to migrant as well as lesbian, bisexual and transgender women;
- adding interactive features; and
- enhancing links to training and resource centres.

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

–Centers for Disease Control and Prevention Foundation

Links to the Virtual Knowledge Centre

From 4 March to 4 September 2010, **the Virtual Knowledge Centre was covered at least 75 times by English, French and Spanish electronic media sources alone.** Since its launch, the site has been linked to over 20 other websites and in social networking spaces such as Facebook and Twitter; it has also been referenced in several publications such as the [Economist Intelligence Unit’s “The Women’s Economic Opportunity Index”](#) (The Economist) and a policy brief of the [Population Reference Bureau](#).

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

–WHO

Follow-up and Next Steps:

The analysis and findings detailed in the 6-month monitoring report have been used to inform the ongoing website upgrades and will be integrated in the planning of future developments and planning for the Virtual Knowledge Centre. The following is a list of **key actions related to the report findings or areas of improvement identified by the team that are underway or will be undertaken in 2011:**

- **A communications and outreach plan** will be elaborated that is tailored to various events and populations, with particular attention to expanding outreach to French and Spanish-speaking audiences. The communications plan will be informed by: research identifying channels for dissemination of the VKC to harder-to-reach audiences at local levels across the globe; continued outreach to advocacy, information and programming-related websites on violence against women and girls to increase links with the VKC; well-structured and varied (i.e. disaggregating groups to avoid blasts) email communications to respect the preferences of users (85% indicated that they did not want periodic updates); and assessment of potential alternative outreach mediums, such as continuing to conduct brief ‘show and tell sessions’ on the VKC or disseminating VKC materials at key international and regional events and venues identified throughout the calendar year.
- Website developers are producing **a new interface, content management system and ‘fixes’ for Internet Explorer** to rectify all programming bugs and challenges in order to improve the overall navigation and experience of users.
- **Search engine optimization** is being undertaken to better direct visitors referred to the site using various search engines to access the relevant content on the VKC and minimize visitors searching for inappropriate content.⁸ This process will also expand the capacity of Google Analytics to more accurately track visitors and usage of the VKC.
- Existing and forthcoming Programming Modules will include **reformatted content that is easier to access and quicker to read** (e.g. additional sub-menus and ‘cheat-sheets’ on main strategies and lessons learned).
- **Finalization of programming modules most in demand** (adolescents, education, justice, health and prevention).
- **Assessment of available technical expertise and capacity to respond to new areas of interest** (e.g. women with disabilities or economic abuse) through distilled guidance, additional tools, webinars or peer networking spaces.
- **Expansion of the number of expert organizations admitted to the database.**
- Exploration of design changes that can **enhance access to existing case studies**, while additional case studies are added to the site.
- Determination of **making available select literature**, such as country reports, without detracting from the main purpose of the site or burdening the existing database.
- **Continued development of the peer networking platform** with decisions to prioritize topics around those most in demand.
- Organization of **expert webinars on topics in demand targeting English and Spanish-speakers only**, until demand in French changes.
- **Development and dissemination of a one-year monitoring survey** to probe in more detail the experience of users, the value of content and the results obtained from use of the programming resources. The survey will be conducted in mid-March 2011.

⁸ For example, it has been found by search engine optimization experts running similar enhancements for the Stop Rape Now website that users entering the word “rape” into Google may be looking for pornographic material.

Annex: Monitoring Survey

Virtual Knowledge Centre to End Violence against Women and Girls

Monitoring Survey @ 6 months

To provide you with the best possible resource, we kindly ask that you take just 5 minutes to give us your valuable feedback on the [Virtual Knowledge Centre to End Violence against Women and Girls](#), so that we can continue to improve it.

OVERALL

1. Overall, how useful do you find the Virtual Knowledge Centre to your work?

- Very Useful Useful Somewhat Useful Not Useful

2. Are there other sites that you visit to obtain information and resources on Violence against Women and Girls?

- No Yes, please specify _____

3. How often do you use the Virtual Knowledge Centre compared to other sites on violence against women and girls?

- More often About the same Less often

4. How do you like the design (“look and feel”) of the Virtual Knowledge Centre?

- Very Much It's OK Not much

5. What would you change or improve (optional)?

NAVIGATION

1. How easy is it to navigate the Virtual Knowledge Centre and find information in:

Programming Modules

- Very easy Somewhat easy Difficult

Tools

- Very easy Somewhat easy Difficult

Resource Centres

- Very easy Somewhat easy Difficult

2. What would you change or improve (optional)?

3. Does the search/advanced search help you find the information you are looking for (check one)?

- Always
- Sometimes
- Seldom
- Have not used the search/advanced search

CONTENT

1. In order from 1-4, which features do you use the most (1 being the most used)?

- _ Programming Modules
- _ Tools Database
- _ Resource Centres Database
- _ Calendar
- _ Other _____

2. Which sub-topics would you like more information on (check all that apply)?

- | | |
|-----------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> Adolescents | <input type="checkbox"/> Education Sector |
| <input type="checkbox"/> Women and Girls with Disabilities | <input type="checkbox"/> Health Sector |
| <input type="checkbox"/> Faith-based Groups | <input type="checkbox"/> Justice Sector |
| <input type="checkbox"/> Indigenous/Ethnic Minority Populations | <input type="checkbox"/> National/Sectoral Plans & Budgeting |
| <input type="checkbox"/> Men and Boys | <input type="checkbox"/> Security Sector (including Police) |
| <input type="checkbox"/> Safe Cities | <input type="checkbox"/> Conflict/Post-Conflict |
| <input type="checkbox"/> Shelters/Safe Spaces | <input type="checkbox"/> Legislation |
| <input type="checkbox"/> Other _____ | |

3. Are there features or products that you would like to see added or expanded on the Virtual Knowledge Centre?

- Yes No

What are they?

- Full text documents (e.g. literature and reports)
- Programming modules (i.e. distilled step-by-step guidance)
- Links to other useful websites and portals
- Case studies of good and promising practice
- Video clips
- Audio recordings
- Other _____

FUTURE DIRECTIONS

1. **Would you participate in peer networks if they were available on this site?**

- Yes Maybe No

On which sub-topics (check all that apply)?

- | | |
|-----------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Adolescents | <input type="checkbox"/> Education Sector |
| <input type="checkbox"/> Women and Girls with Disabilities | <input type="checkbox"/> Health Sector |
| <input type="checkbox"/> Faith-based Groups | <input type="checkbox"/> Justice Sector |
| <input type="checkbox"/> Indigenous/Ethnic Minority Populations | <input type="checkbox"/> National/Sectoral Plans & Budgets |
| <input type="checkbox"/> Men and Boys | <input type="checkbox"/> Security Sector (including Police) |
| <input type="checkbox"/> Safe Cities | <input type="checkbox"/> Conflict/Post-Conflict |
| <input type="checkbox"/> Shelters/Safe Spaces | <input type="checkbox"/> Legislation |
| <input type="checkbox"/> Other _____ | |

2. **Would you attend (via your computer) webinars to learn more from experts and practitioners on how they undertake programming to address violence against women and girls?**

- Yes Maybe No

Would you prefer the panel members to be (check one):

- International Experts
 Regional/local Experts
 A Combination of Both

ADDITIONAL FEEDBACK

Any other comments you would like to make?

THANK YOU!!!