ABRF Web Site Committee 2002 Study:
 Improvements and Demographics of the ABRF Web Site

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ABSTRACT
The ABRF has embraced the concept of electronic communication since its inception. The initial form of communication was the still popular and very valuable "Roundtable" discussion group which was announced in the ABRF news in September 1994. An FTP site for exchange of information was introduced shortly thereafter. The first ABRF web site was unveiled in August 1995 and the roundtable archives were initiated in 1996. The Web Site Committee was formed in June of 2000 as an ad-hoc group charged with reviewing the ABRF's current web presence and exploring avenues for improvement. Currently the ABRF membership is enjoying an attractive and functional new site that provides information about all functions of the ABRF and its Research Groups, activities, archives of the roundtable discussions, presentations from past meetings, the white pages of membership listing, and the yellow pages of facilities and the services they offer. Improvements include: a new list server system which has solved chronic problems with spam, virus/worm propagation and subscription issues; automatic archiving; an improved search engine; member tools for managing individual and facility information and Research Group pages. The ABRF Web committee recently compiled results showing web site activity over the past year that should aid in further refinements.

DESCRIPTION
This report describes the level of activity for the ABRF website and the roundtable email discussion group for the year 2002. The following data has been extracted from the statistics server provided by our web designer/hosting service, World Design Group. The data presented in this report is a small selection of typical data in which the authors believe the ABRF general public might be interested. Much is presented in the from of charts describing a typical day, week or month in the life of www.abrf.org. These charts are necessarily representations of averages and every effort has been made to select typical periods rather than highs or lows although some charts are accompanied by text describing highs and lows where they are considered relevant.

Units: Many of the figures that appear below refer to "page views" which is the best measure we have of the number of visitor events at the web site. A single visitor may generate several page views. For example, in the typical month described, there were 12836 visitors with 193,786 page views. This is an average of 6 page views per visitor.

THE ROUNDTABLE
Roundtable Activity for the Year 2002

Figure 1. Monthly Activity for the year 2002. There were 1332 active participants as of June, 2003, 156 in digest mode. A total of 5382 messages were sent in 2002.

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