e-Bug: *'Tis snot* just a classroom resource

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INTRODUCTION

The main aim of the e-Bug educational resource is that all children will leave school with a knowledge of prudent antibiotic use and how to reduce the spread of infections for themselves and future young children, which is where much of the antibiotic misuse occurs. Whilst evaluation of any campaign is essential, not only in deciding its overall success/failure it is also necessary to continually improve and modify the resource. Following the e-Bug pack qualitative evaluation findings we developed an interactive student website to accompany the teacher resources.

Fig 1. The new e-Bug student website

METHOD

Weblog analysis of the e-Bug website has been carried out using Google Analytics. This online tool allowed us to track how many people visited the site and how extensively they interacted with the content.

WEBLOG RESULTS: HOW IS THE e-BUG WEBSITE BEING USED?

English site usage: 1st Oct 2010 – 31st Jul 2011

- 39,485 visits came from 158 countries/territories
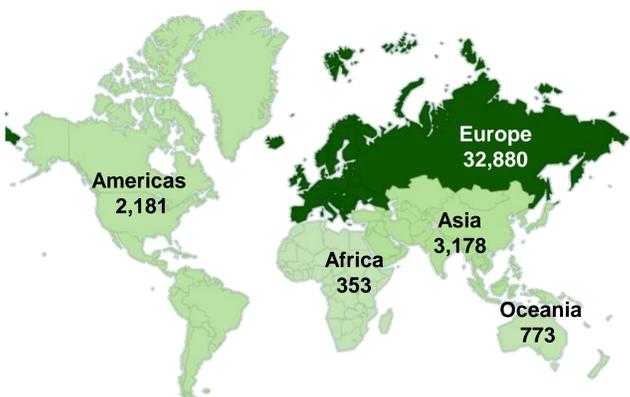- Average time on site 4.50 minutes
- Average number pages per view 4.94

Fig 2. Recorded visitors by continent

Americas 2,181
Europe 32,880
Asia 3,178
Africa 353
Oceania 773

- The UK sent 23,228 visits via 678 cities
- Following promotion in particular regions, weblog data has demonstrated an immediate and prolonged increase in usage.
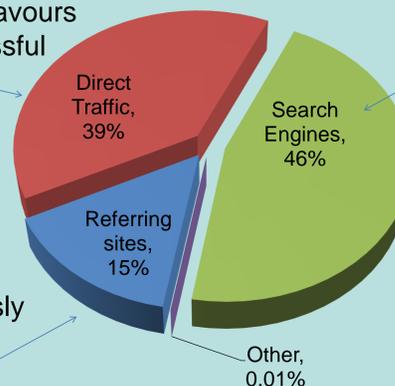- National data has identified which regions of the UK require more promotion.

Fig 3. Recorded visitors from the UK

How are visitors finding the site?

39% of visitors access the site directly suggesting that promotional endeavours have been successful

The majority (60.4%) of visitors accessing via search engines used some variation of the e-Bug web address www.e-bug.eu indicating that users are searching specifically for the e-Bug website

These visitors were actually looking for something else and got referred to us. They obviously liked what they saw, staying on site for an average of 4 min.

Direct Traffic, 39%
Search Engines, 46%
Referring sites, 15%
Other, 0.01%

Fig 4. Traffic sources to the e-Bug site during the 2010/11 academic year

New Vs. Returning Visitors

- 427 pages were viewed a total of 194,941 times
- 56.3% of all visitors have viewed more than 1 page with 4.41% viewing 20+ pages
- 27% of hits were from returning visitors
- Returning visitors spent over twice as long on the site browsing more pages
- Returning visitors had a lower bounce rate, which shows that they knew what they were looking for.
- The junior complete pack download was the top viewed page for both new and returning visitors indicating that teachers are perhaps the main users of the website.

Table 1. Dashboard data for new versus returning visitors during the 2010/11 academic year

	New	Returning
Visits	28,915	10,570
Average Page views	4.85	5.18
Time on site	3.41 min	7.57 min
Bounce rate	44.60%	41.10%

Out with the Old and in with the New

Table 2. Top ranking pages visited prior to and post new student website launch

6 week PRE web site launch	Rank	6 week POST web site launch
TEACHER Welcome to e-Bug	1	**STUDENT** site: Welcome to e-Bug
TEACHER Junior Pack Download	2	TEACHER site: Welcome to e-Bug
TEACHER Junior: Intro to Microbes	3	TEACHER Junior Pack Download
TEACHER Junior: Useful Microbes	4	**STUDENT** Junior: Hand Washing
TEACHER Junior: Harmful Microbes	5	TEACHER: Intro to Microbes
TEACHER Junior: Food Hygiene	6	TEACHER Junior: Harmful Microbes
TEACHER Senior Pack Download	7	TEACHER Junior: Useful Microbes
TEACHER Junior: Hand Hygiene	8	**STUDENT** Junior: 'Tis Snot GAME
TEACHER Senior: Intro to Microbes	9	**STUDENT** Junior: Kitchen GAME

Table 3. 6 weeks of dashboard data prior to and post new student website launch

	6 weeks PRE Launch	6 weeks POST launch
Visits	2,993	5,252
Average Page views	11,718	28,298
Pages per visit	3.92	5.39
Time on site	3.42min	5.00min

- The addition of the student pages has increased the number of visitors to the site.
- Visitors are staying longer on the site and viewing more pages
- The teacher landing site is still ranked 2nd suggesting that a high population of site visitors are teachers
- The student games section is a favourite with repeat visits indicating future resource development should focus on this area.

When is the site being accessed?
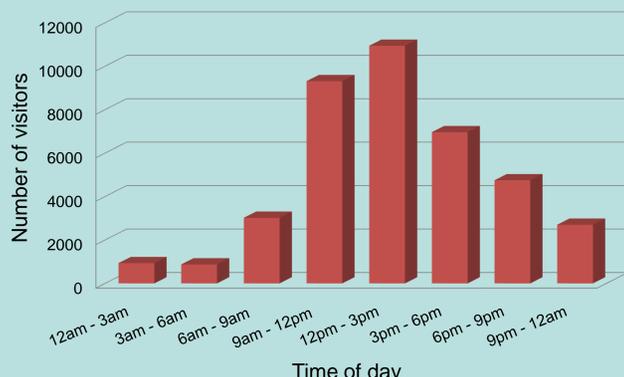
Visits peak during school hours however the website is being used at home indicating continual learning outside the classroom.

Fig 5. Visitor access to the website throughout the day

FINAL CONCLUSIONS

- The ongoing evaluation and monitoring of this website have facilitated the continual improvement and modification of the work of the e-Bug team.
- The data collected helps us decide
  - Which areas of the website to further develop
  - Where to focus promotional activities
  - Which target audience to focus our promotional activities to
  - Which areas of the UK to take the science shows
  - Where to seek future funding