

The Role of Websites in Creating Cultures of Peace: A Preliminary Assessment

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Abstract

The mission of the Peaceful Societies website (<http://www.peacefulsocieties.org>), opened in January 2005, is to disseminate scholarly information about societies that are normally both internally and externally nonviolent. After 16 months of rapidly increasing numbers of visitors, the monthly use statistics for the website reveal several interesting trends, such as: (1) the Encyclopedia of Selected Peaceful Societies is the most popular part of the website; (2) scholarly articles, scanned for the website, on such topics as child raising and gender relations in peaceful societies have been used more than articles concentrating on conflict resolution or nonviolence; (3) some of the older news and reviews, published weekly throughout the year, continue to get more and more hits; and (4) except for the homepage, most of the general pages about peacefulness are used less than the rest of the website. Observations such as these represent the beginning of a larger investigation on the ways a peace website can influence the thinking of visitors.

Introduction

In a society that obsesses on size, where bigger is always better and numbers rule, an evaluation of a website could fall into the trap of looking solely at growth. People commonly ask webmasters, as well as serious bloggers, how much their statistics have grown. It is tempting to fall into that mind-set when looking at the Peaceful Societies website (<http://www.peacefulsocieties.org>) 16 months after it opened to the public. The fact that the numbers have grown is gratifying. They indicate that the website may be providing useful information to people who study peacefulness.

But a careful analysis of the Peaceful Societies website, and of any peace studies site, should go beyond that. An evaluation of this website should mimic the fundamental question most peace educators ask: how effectively is this program/course of instruction/website meeting its stated objectives?

The fundamental issues that motivate many peace studies educators also challenge the design of a peace website: are the people who sit in the classes or visit the website more peaceful individuals because of their experience? Are they more likely to choose non-violent options when confronting conflicts? Do they advocate for peace rather than war? Some questions, of course, are specific to a website. Who is using the site? Why are they visiting it? Where do they come

from? What kinds of information in the site are particularly useful to them? Are they referring others to the site? What parts of the site are most useful?

The practical process of evaluation normally focuses on the relative successes and failures of the specific, measurable objectives, but while the classroom instructor can use measurement tools like tests, essay exams, and written assignments to ascertain students' progress, the peace website educator is dealing with different parameters. Visitors are mostly unknown individuals who access the site from any spot in the world, for mostly unknown reasons. It is the assumption of this paper that assessing the effectiveness of a peace website can be done—but only to some extent—through a careful look at the statistics that the website host provides. In fact, the statistics for this website after 16 months of operation, January 2005 through April 2006, do provide some important feedback. They also show a lot of numbers that are hard to interpret.

The purpose of this paper is to present some of the more important statistics and, with them, tentative interpretations that may help suggest changes, improvements, and things to keep as they are. The basic issue is to see if the objectives are being met, and if so, how well. This is not a report on a scientific study: there are no hypotheses to test, no factual conclusions to make. It is hoped that a look at the numbers will be helpful, not only for planning the future of this website, but potentially, for the guidance of other peace websites that are also committed to creating cultures of peace.

What Are Peaceful Societies?

The first question is, what exactly is a peaceful society? Once we get over the feeling of sadness that anyone would even have to ask such a question (few would have to ask for an explanation of a violent society) the answer is a definition. A peaceful society is a group of people, usually having kinship ties and living together in more or less close communities, who strongly advocate pro-social values and, due to their beliefs and their social, cultural, religious, and psychological structures, are able to maintain social lives that are relatively free of interpersonal violence.

Several scores of societies around the world have been identified by scholars (Fry 2006) as being quite highly peaceful. None of them are perfect, none are utopias, all have their failings. The common characteristic they all share is that they experience very little violence. The reasons vary considerably from one to the next due to the vagaries of the geography, history, environment, culture, beliefs, and cultural conditions of each one. Peacefulness may vary from one community to the next, and it may vary over time, in each society. The commonality they share is a strong belief in transmitting their beliefs and practices of peacefulness to their young people.

Mission and Objectives of the Peaceful Societies Website

The basic premise of the Peaceful Societies website is that if more people would study the complexities and beliefs of these societies, they might be inspired to

work for a greater level of peacefulness in their own societies. The website is designed as a reference source for scholars, students, peace activists, and citizens who are interested in exploring the reasons why a small number of societies have become quite peaceful, the ways they maintain their nonviolence, and challenges to their peacefulness. It has an academic focus with an intended audience of (1) students in peace studies, anthropology, and other courses where peace issues are involved; (2) other academics; and (3) citizens who are interested in peace-building.

The objectives of the website that guided the design of the site in the summer of 2004 called for four levels of information, from the most general to the most detailed. The first, introductory level of the website was to consist of general pages. The most basic of all, a Homepage, was to provide an outline of the concept of peaceful societies, with links to other general pages that amplify and support that general theme: a Facts Page, an FAQ page, an About this Website page, a Best Books page, and a References page. These pages would establish what peaceful societies are, how they come about, their similarities and their differences. They would recommend some excellent books to read and provide bibliographic information about a wide range of literature.

A World Map, depicting the locations of the initial 25 societies chosen for the website, with perhaps the caption “Peaceful Societies Can Be Found Around the World,” was an important part of the initial design. But the cartographic challenges to devising an effective map threatened to significantly delay the opening of the whole website, so development of that page is temporarily on hold.

These general pages, in the initial conception of the website, would lead visitors into visiting the Encyclopedia of Selected Peaceful Societies, the 25 brief, encyclopedia-style, 1000-word essays about the 25 societies chosen for the initial release.

In order to keep the website fresh and vital, the third level would be a weekly News and Reviews column, articles that would update news about the societies, about the website, and the literature of the field. The fourth level would consist of scholarly articles scanned and loaded as PDFs into the website. Those articles were seen as the foundation of the whole project, the heart of the scholarship, the works that validate and amplify the concept that peacefulness is possible since it really does exist.

Overview of the Statistics

The procedure used in this study has been to look carefully at the monthly statistics of website visitors, visits, pages and hits generated by the statistics package that the website host loaded before the site went public. Called AWStats (www.awstats.net), this service gives many types of statistics—far more than the monthly gross numbers. The tables in the monthly AWStats reports that relate to the objectives of the website have been copied into Excel files for more careful examination and rearrangement if appropriate.

Table 1 (page 11) provides an overview of the numbers of unique visitors, visits, pages, and hits from January 2005 through April 2006. A “visitor” is

defined as “a host that has made at least one hit on one page during the current period,” according to AWStats. “Visits” are the “number of visits made by all visitors.” Pages are the separate URL locations within the website. And “hits” include all the files that are provided by the server. Thus, since a “hit” includes every type of separate file, one visit to the Amish page in the Encyclopedia, which includes a map and photo, would count as three “hits.” A visit to another page, such as a news story without a map or picture, would count as just one “hit.” This is misleading. “Pages” will be the concept examined for the most part in this paper, since that term seems to be much more in line with normal understanding of what people look at when they visit a website.

The monthly totals for visits and pages in Table 1 presents the clearest picture of the overall use of the website during the 16 month period. It shows that usage of most of the website grew dramatically in the fall of 2005, leveled out during the winter, then grew again, even more, in the spring of 2006.

Table 2 (page 11), which breaks down page visits by category, indicates that usage of the general pages has grown for the most part. The Homepage gets the most visitors of any page in the website, while the other general pages get comparatively few.¹

The best way to look at the uses of different sections of the website is to concentrate on just one month, and November 2005, a busy part of the fall, seemed like a reasonable period to consider. Table 3 (page 12), November Pages by Category, portrays the use of the website during that month. Some observations are obvious from this table.

The General Pages, mostly due to the Homepage, represent a third of the page visits to the website. The usage of the FAQ page is disappointing considering the care and revisions that went into it. Perhaps careful arguments about peacefulness and peaceful societies are less interesting to visitors than more specific information about the societies themselves. Also, the Links page had remarkably few visits in November, which may be due to the fact that those links have not been emphasized too much.

Discussion of the uses of the Encyclopedia, News, and Archive categories will follow this section, but first it may be useful to compare the entry figures for the different pages, also shown on Table 3. Entry figures show the number of visitors in any month who enter the website directly into any given page. (Exit figures, also provided by the statistical reports, closely mirror the entry numbers.)

These entry figures provide an alternate way of looking at the relative popularity of different pages. Column D of Table 3, Entry, shows the number of website visitors who entered the site into that page, and column E shows the percentage of entries to all visits to that page.

The variations in percentages in column E are interesting. The Books, Facts, References, Specific Society pages in the Encyclopedia, News, and News and Reviews back file (NAR) are the ones that visitors most frequently come to directly when they enter the website. The FAQ, Links, Encyclopedia introduction, and Archive Introductions pages are directly entered the least. These numbers suggest that the pages with the greatest percentages of direct entries are the highly factual, topical pages. These are the pages that more people

are bookmarking, linking on other websites or blogs, or finding via search engines. The entry percentages show different measures of popularity than the total numbers of page visits. The most startling contrast is the Homepage itself, which had a high number of page views but a relatively low percent of entries, contrary to expectations.

Encyclopedia of Selected Peaceful Societies

The Encyclopedia pages, as Table 3 shows, get over 40 percent of the use. Even a quick glance at the statistics for page views of the different Encyclopedia entries (Table 4, page 13) will show that some of the societies are highly charismatic and get many views, far more than some of the others which are intrinsically just as interesting. The Amish are known worldwide, so the numbers of visitors to the Amish page is not surprising. The Mbuti have benefited (at least in the literature) by the international fame of Colin Turnbull's *The Forest People*, which is taught in many academic courses. The Zapotec, Hutterites, Ladakhis, Inuit, and the Ju/'hoansi (formerly called the !Kung) are nearly as well known.

The Fipa of Tanzania and the Tristan Islanders, who live on a very remote island in the South Atlantic, also have fascinating societies from which a lot of ideas can be gleaned about peacefulness, but visitors look at those encyclopedia entries about one-quarter as much as they do the Amish. Perhaps the literature about them is less charismatic and they are referred to less often in university classes.

News and Reviews

Two stories, usually a news story and a review of a book or article, have been posted into the News page every Thursday morning since the website opened. The two articles, normally running from 500 to 1000 words each, replace the two stories from the previous week. The stories are also saved in a permanent file, each with its own URL, so a Permanent Link will allow visitors to bookmark stories of particular interest or send them on to others.

Because of the steadily growing nature of the news file, there is little point in trying to compare the usage of the file from one month to the next. As the total News and Reviews back file (NAR) has grown, statistics on its use have tended to grow too. It is again more instructive to look at the NAR numbers for an individual month—November—to see what the numbers might indicate.

Looking back at Table 3, the difference between the NAR and the News pages is interesting. The News page has the highest entry figures for the entire website, and while the numbers of page views are not astronomical, there is obviously a small group of visitors who go straight into the News page when they visit the site.

The most frequently visited stories from the NAR file during November (see Table 5, page 14), in order, were 1) a review from May 26, 2005, of a journal article about an American painter named Anne Eisner, another American named Patrick Putnam, the British anthropologist Colin Turnbull, and the Mbuti people

of the Congo; 2) a review on April 21, 2005, of an article about how Zapotec godmothers are able to keep the peace in their communities; 3) a review on May 19 of a scientific journal article about an outbreak of conversion disorders in an Amish community; and 4) a news story on September 22 about the opening of a Hutterite store in South Dakota. It is not clear why those stories were more heavily used than others.

Entries for the top 10 NAR stories in November range from 47% up to 90% of the pages visited for the month. For all of the top ten stories, 72% overall were entry stories. These numbers suggest that the most popular NAR stories in November were either bookmarked and re-read by visitors, required reading, passed around on the Web, or perhaps popular for other reasons. It is hard to be sure.

Note also that all but one of the News and Reviews listed on table 5 were published to the website during the first half of the year or late in 2004, yet they remained highly popular in November 2005. It may be possible that some of the more successful News and Reviews actually gain in popularity during the year, as people use them and link to them. While one might reasonably expect them to quickly grow stale, to dry up and blow away into cyber space, that is not happening.

Similar questions would arise about the popularity of other news stories during other months. In January and February 2006, for instance, by far the most popular story was a news piece from September 8 explaining how the Semai of Peninsular Malaysia are learning advanced mapping technologies such as GPS in order to preserve their rights from developers and government agencies who are trying to take away their lands. Why are a few stories or reviews visited more often than others? The sudden growth of uses for some of these stories, frequently months later, suggests that there are special circumstances regarding their use, but one can only guess what they might be.

A comparison of the November NAR visits and the November Encyclopedia visits (Table 6, page 14) shows a striking similarity. The table compares the top ten NAR stories viewed in November, from Table 5, with the top ten encyclopedia pages viewed that month from Table 4. There is a remarkable alignment between the societies that are the focus of the most highly visited news stories and the most highly visited encyclopedia pages.

While it is not really clear how or if the News and Reviews are helping build the usage of the rest of the website, the numbers suggest they may be helping. One can hope that visitors who look at a news story or a review and leave may have been exposed, if even briefly, to the concept of peaceful societies. Some may remember and come back; some may want to explore the encyclopedia entries later. Who knows. Any exposure to this literature can be productive.

Although one of the purposes of the weekly news and reviews is to prompt people to find and use the site, there are some limits on how far one can go in tickling the interests of potential visitors when they Google a subject. Several people urged the coverage of a story about an Amish man who visited a prostitute and then contested a subsequent criminal charge. But covering stories such as this solely for the temporary growth of Google searches is counterproductive. People

who are looking for information on Amish AND prostitutes can doubtless find other websites.

Archive of Articles on Peaceful Societies

The Archive of Articles on Peaceful Societies consists of three basic parts: a summary page for the whole Archive, which consists of an introduction and a statement of purpose plus a listing of the contents by author, by society, and by broad topics; individual introductory pages for each article, typically consisting of an abstract of the article plus acknowledgements of permissions to copy the article; and the PDF reproductions of the articles themselves.

The PDF articles have been added to the website incrementally beginning in June 2005, as Table 2 indicates. Table 7, page 15, shows the patterns of page use statistics for the different articles in the Archive during November 2005. The page use statistics are arranged according to the broad subject categories assigned to each PDF on the Archive Summary page. Some of the PDFs were assigned several broad subject headings, but for the purposes of looking at the numbers of visits to these subjects, only the most significant subject heading for each article is reflected in the table. Five topical categories which included two or more articles and their average number of November page views are shown in Table 7. The articles are not identified by authors in the table, though the use statistics are shared with each author personally.

The specific, yet highly appealing, topics—child raising and gender issues—got a much higher average number of visits than the more general, peace-oriented, categories such as comparisons of peaceful and less peaceful societies, conflict resolution, or nonviolence in general. Visitors appear to read, and perhaps re-read, the PDF articles about the specific, family-focused topics more than they do the articles that focus on the somewhat more theoretical, peace-oriented subjects. Strangely, the PDFs on conflict resolution drew the lowest average number of page views of the five categories with more than one article.

Table 8, page 16, reflects the growth in visits to the Archive, but there is more to this table. The percentages found on row 6, the use of the PDF articles as a percentage of the whole Archive have risen strongly due to the relative decline in use of the other parts of the Archive.

These percentages probably indicate that visitors are increasingly going directly to the PDFs from search engines, from bookmarked links, from class assignments, or from references passed along by others, rather than from the internal referencing structure within the website. These percentages may indicate that the PDF files are slowly gaining a life of their own, an importance above and beyond the introductory material in the rest of the website.

The growth of the use of the Archive, and especially the increasingly independent use of the PDF research articles, is probably the closest one can come right now to finding out if the website is at all influential or useful, though without a study of users, it's impossible to tell if the 2781 total visits to the scholarly articles have convinced anyone of anything. But there is no denying that the articles have gained increased visibility from being easily available on the

website. They examine many aspects of peace building in many different social and cultural contexts, and as a whole they provide a powerful witness to the concept that peaceful societies are possible. That idea, like the articles themselves, may be slowly gaining traction.

Website Visitors

Table 9, page 16, shows the duration of visits to the website over the 16 month period. The first thing to notice is how the percent of very brief, 30 seconds or less, visits has steadily grown over the course of the months. From 59.3 percent during the first weeks of use, the percent of brief visits rose to 70 percent during the spring of 2005 and on to 80 percent during the fall. Very brief visitors in the spring of 2006 continued to rise even further to 82 percent in March and April.

It might be easy to become discouraged by the fact that visitors appear to stay, increasingly, for such brief periods of time. But even those brief visits may result in people bookmarking the site before moving on. If each visit, however brief, alerts someone to the idea that a peaceful society is really possible, then perhaps getting those few seconds of visitors' attention is worthwhile.

The brevity of the visits suggests the possibility that an increasingly young group of people may be visiting the site. Speaking from personal experience, visitors in the bifocals generation often need a few minutes in a new website simply to adjust the text size on the screen and read a couple paragraphs to get a sense of what the site is all about. It would be a hopeful development if young people are taking an increasing interest in a website like this.

The website statistics also give clues about international visitors. In the early days of the Internet, Internet service providers from outside the U.S. normally had domains that reflected their countries, such as .uk for hosts in the United Kingdom. This is no longer necessarily the case, and many internet service providers around the world have .com, .net, .org and so forth, with no country specified. Nonetheless, many still use domain names that reflect their countries. Thus, the statistics for international visitors, given for Jan. to Dec. 2005 in Table 10, page 17, are doubtless higher than the domain name listings in the website statistics suggest, but they still may be instructive.

Table 10 shows the Domains/Countries other than those that are clearly from the U.S. or are ambiguous, from which visitors have come to the website. One significant observation from this table is the way the use of the website has steadily spread to a very wide range of countries. Unfortunately, the statistics don't allow any further analysis of what types of materials international visitors make, or how uses by those visitors may compare to those by U.S. visitors. The figures do suggest that an important future development for the website would be the provision of international language versions.

“Contact Us” Messages

Another way to try and figure out the nature of the visitors is to look, not at the statistics, but at the e-mailed comments received from visitors via the “Contact

Us” feature on the website. Some of those messages have been instructive. One person wrote to ask my gender and went on to accuse me of being gay (I’m not, in fact). I didn’t respond, but I was interested that the concept of peaceful societies had agitated at least one supporter of violence into taking the time to send a hate e-mail. Other writers have been very supportive.

A number of individuals have written to ask basic reference questions: Can I recommend any books or articles that deal with the peacefulness of Tanzania? A Pentecostal woman in rural Wisconsin wrote to see if I could guide her to any Hutterite colonies within 50 miles of her house, so she could find someone in one of them who would make very modest dresses for her. And, one of the most charming, a gentlemen from the state of North Dakota, asked, “Can you tell me how I can buy Hutterite chickens in Fargo, N.D.?” As a retired academic reference librarian, I kind of enjoy answering these sorts of questions.

Many of the “Contact Us” messages have come from peace scholars who have congratulated me on the site and made various suggestions about it, such as recommendations about other possible societies to consider for inclusion. The support from the peace scholarship community has been gratifying.

Conclusions

This investigation is seen as the first phase in an evaluation of the overall effectiveness of a peace website in its basic mission of developing more positive attitudes toward the possibility of a more peaceful world. Further investigation could involve interviewing or questioning website users to ascertain what they want to find in a website like this, what they may have learned from the site, and whether they think their attitudes and behaviors may have been challenged by the site.

To summarize, it appears as if the material in this website is particularly attractive to visitors if it is factual rather than abstract in nature, and if it relates to interesting ideas, fashionable trends, or relevant materials. The more successful News and Reviews, the more heavily used PDFs, the more frequently visited Encyclopedia entries either (1) focus on a familiar subject such as the Amish; (2) touch on a popular topic such as gender relations; or (3) relate to a subject that, for various reasons, has caught the attention of a group of people. Material about more obscure or esoteric subjects, such as the Kadar people of South India—or conflict resolution—get fewer visits. An obvious implication might be that the website should concentrate on providing what the visitors are most interested in. However, that possibility has to be balanced by the concept that promoting the study and literature about the less popular societies is also vital.

Another fact to consider is that peacefulness is always ephemeral, something that can never be taken for granted, a condition that in every peaceful society people have to work for constantly. Because of that, the relative ephemerality and changeability of a website makes it an ideal venue for exploring the characteristics of peacefulness and for presenting scholarship that establishes the validity of the concept.

Future plans for the website include finding an institutional home and securing grant support to further build the site. Specific plans include a filmography about the peaceful societies, a section for scholarly but unpublished works, a world map showing the locations of peaceful societies, and translations into other languages, among others. At some point perhaps a more visitor-interactive site can be developed, though the focus on careful scholarship about peaceful societies will remain the foundation of the website.

A website such as this one potentially offers an excellent way to examine the ideal proposed by Kenneth Boulding: “Anything that exists is possible.” That profound statement forms one of the two logos for the website, and is the basis for entire effort. And, reflecting on Boulding’s wisdom, one can only hope that, if the relatively modest numbers of visitors to websites such as this one do end up helping build cultures of peace, isn’t that good enough?

Endnotes

¹ Table 2 also shows that the Links page did not open until March 2005; the News and Reviews back file until March 2005, and the Archive Introductions and Texts until June 2005. The News column, which existed from the beginning in a rapidly growing file, was reorganized in March 2005, with all older stories going into the NAR file. It is also interesting to note on Table 2 the number of visits to the Archive Summary page during the five-month period when there was nothing there but a place-holder page.

References

Fry, Douglas P. 2006. *The Human Potential for Peace: An Anthropological Challenge to Assumptions about War and Violence*. New York and Oxford: Oxford University Press.

Table 1
Overall Statistics per Month, Jan. 2005 – Apr. 2006

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|
| Unique Visitors | 677 | 943 | 720 | 599 | 701 | 989 | 906 | 952 | 1168 | 2231 | 3292 | 2639 | 2925 | 3219 | 3804 | 3609 |
| Number of Visits | 774 | 1180 | 866 | 717 | 873 | 1205 | 1050 | 1166 | 1421 | 2684 | 3982 | 3223 | 3485 | 3864 | 4512 | 4379 |
| Pages | 1950 | 2620 | 2121 | 1975 | 2375 | 3213 | 2365 | 3012 | 3255 | 6862 | 9461 | 8312 | 8618 | 8170 | 9413 | 10007 |
| Hits | 5252 | 7732 | 5421 | 5076 | 6119 | 8436 | 6527 | 7275 | 8929 | 18858 | 26767 | 23872 | 23866 | 24278 | 29102 | 29719 |

Table 2
Pages Viewed by Category, Jan. 2005 – Apr. 2006

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| General Pages | | | | | | | | | | | | | | | | |
| Homepage | 770 | 671 | 367 | 278 | 329 | 324 | 280 | 312 | 455 | 1955 | 2050 | 2004 | 2032 | 1713 | 2065 | 1984 |
| About | 53 | 64 | 46 | 37 | 36 | 44 | 34 | 42 | 46 | 49 | 94 | 73 | 55 | 78 | 64 | 140 |
| Books | 96 | 24 | 50 | 48 | 87 | 82 | 67 | 76 | 89 | 133 | 178 | 151 | 179 | 143 | 160 | 156 |
| Facts | 93 | 75 | 57 | 49 | 58 | 65 | 49 | 67 | 66 | 161 | 274 | 307 | 269 | 228 | 226 | 272 |
| FAQ | 71 | 82 | 30 | 29 | 33 | 41 | 30 | 30 | 35 | 49 | 69 | 69 | 67 | 65 | 59 | 67 |
| Links | na | na | 11 | 28 | 23 | 18 | 22 | 31 | 37 | 32 | 35 | 38 | 26 | 25 | 32 | 41 |
| Refs | 48 | 56 | 146 | 109 | 120 | 169 | 85 | 121 | 159 | 251 | 333 | 459 | 185 | 218 | 270 | 281 |
| Total | 1131 | 972 | 707 | 578 | 686 | 743 | 567 | 679 | 887 | 2630 | 3033 | 3101 | 2813 | 2470 | 2876 | 2941 |
| Encyclopedia | | | | | | | | | | | | | | | | |
| Introduction | 82 | 128 | 43 | 53 | 77 | 51 | 30 | 34 | 55 | 62 | 130 | 95 | 106 | 98 | 88 | 114 |
| Specific societies | 593 | 1259 | 1007 | 956 | 1065 | 1353 | 915 | 1074 | 1143 | 2478 | 3708 | 3144 | 3731 | 3375 | 4351 | 4299 |
| Total | 675 | 1387 | 1050 | 1009 | 1142 | 1404 | 945 | 1108 | 1198 | 2540 | 3838 | 3239 | 3837 | 3473 | 4439 | 4413 |
| News | | | | | | | | | | | | | | | | |
| News | 98 | 79 | 139 | 92 | 97 | 174 | 87 | 119 | 147 | 135 | 203 | 192 | 182 | 152 | 179 | 162 |
| NAR | na | na | 129 | 262 | 407 | 677 | 556 | 861 | 719 | 990 | 1518 | 1221 | 1279 | 1430 | 1165 | 1530 |
| Total | 98 | 79 | 268 | 354 | 504 | 851 | 643 | 980 | 866 | 1125 | 1721 | 1413 | 1461 | 1582 | 1344 | 1692 |
| Archive | | | | | | | | | | | | | | | | |
| Summary | 19 | 41 | 18 | 24 | 21 | 53 | 39 | 47 | 35 | 74 | 87 | 71 | 61 | 82 | 86 | 105 |
| Introductions | na | na | na | na | na | 100 | 89 | 112 | 133 | 225 | 329 | 181 | 200 | 192 | 229 | 388 |
| Texts | na | na | na | na | na | 49 | 76 | 80 | 122 | 258 | 453 | 303 | 244 | 327 | 411 | 458 |
| Total | 19 | 41 | 18 | 24 | 21 | 202 | 204 | 239 | 290 | 557 | 869 | 555 | 505 | 601 | 726 | 951 |
| Total pages | 1923 | 2479 | 2043 | 1965 | 2353 | 3200 | 2359 | 3006 | 3241 | 6852 | 9461 | 8308 | 8616 | 8126 | 9385 | 9997 |

NAR = News and Reviews back file

Table 3
November Pages by Category, With Entry Numbers

| A | B | C | D | E |
|-----------------------|--------------------------|-------------------------------|-------------------------------|--|
| Category | Pages Viewed in November | Percent of Total Pages Viewed | Entry to Website in This Page | Entry as Percent of Views of That Page |
| General Pages | | | | |
| Index (homepage) | 2050 | 21.67% | 432 | 21.07% |
| About | 94 | 0.99% | 26 | 27.66% |
| Books | 178 | 1.88% | 95 | 53.37% |
| Facts | 274 | 2.90% | 140 | 51.09% |
| FAQ | 69 | 0.73% | 9 | 13.04% |
| Links | 35 | 0.37% | 6 | 17.14% |
| Refs | 333 | 3.52% | 170 | 51.05% |
| Total | 3033 | 32.06% | 878 | 28.95% |
| Encyclopedia | | | | |
| Encyclopedia Intro. | 130 | 1.37% | 23 | 17.69% |
| Specific societies | 3708 | 39.19% | 1910 | 51.51% |
| Total | 3838 | 40.57% | 1933 | 50.36% |
| News | | | | |
| NAR | 1518 | 16.04% | 816 | 53.75% |
| News | 203 | 2.15% | 124 | 61.08% |
| Total | 1721 | 18.19% | 940 | 54.62% |
| Archive | | | | |
| Archive Summary | 87 | 0.92% | 20 | 22.99% |
| Archive introductions | 329 | 3.48% | 44 | 13.37% |
| Archive texts | 453 | 4.79% | 189 | 41.72% |
| Total | 869 | 9.19% | 253 | 29.11% |

NAR = News and Reviews back file

Table 4
 Page Views of Encyclopedia Entries for Specific Societies
 Jan. 2005 – Apr. 2006, Arranged by Totals

| Society | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | Totals |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| Amish | 79 | 142 | 83 | 53 | 55 | 94 | 82 | 78 | 78 | 222 | 369 | 268 | 353 | 403 | 625 | 557 | 3541 |
| Mbuti | 34 | 28 | 62 | 87 | 94 | 71 | 51 | 57 | 82 | 182 | 403 | 234 | 213 | 256 | 310 | 384 | 2548 |
| Zapotec | 44 | 19 | 44 | 35 | 52 | 64 | 42 | 49 | 51 | 186 | 285 | 191 | 245 | 257 | 424 | 299 | 2287 |
| Hutterites | 40 | 26 | 71 | 51 | 75 | 143 | 93 | 79 | 140 | 180 | 203 | 190 | 186 | 198 | 254 | 264 | 2193 |
| Ladakhis | 15 | 28 | 24 | 31 | 27 | 43 | 32 | 30 | 34 | 139 | 177 | 198 | 360 | 313 | 351 | 354 | 2156 |
| Inuit | 28 | 40 | 45 | 30 | 31 | 56 | 29 | 42 | 44 | 188 | 335 | 239 | 241 | 236 | 297 | 225 | 2106 |
| Ju/'hoansi | 37 | 33 | 95 | 77 | 67 | 47 | 36 | 41 | 67 | 137 | 236 | 207 | 121 | 233 | 267 | 247 | 1948 |
| Piaroa | 12 | 49 | 34 | 53 | 37 | 41 | 25 | 36 | 34 | 133 | 196 | 134 | 182 | 172 | 215 | 152 | 1505 |
| Ifaluk | 14 | 100 | 43 | 41 | 45 | 72 | 36 | 52 | 54 | 111 | 145 | 135 | 144 | 134 | 145 | 169 | 1440 |
| Semai | 22 | 32 | 54 | 72 | 48 | 59 | 60 | 39 | 64 | 103 | 168 | 132 | 139 | 113 | 127 | 201 | 1433 |
| Batek | 34 | 39 | 64 | 51 | 57 | 62 | 37 | 53 | 58 | 100 | 121 | 154 | 165 | 124 | 126 | 131 | 1376 |
| Tahitians | 16 | 23 | 60 | 28 | 57 | 76 | 38 | 47 | 47 | 107 | 123 | 110 | 115 | 111 | 167 | 150 | 1275 |
| Nubians | 29 | 21 | 31 | 36 | 34 | 49 | 37 | 40 | 37 | 100 | 117 | 116 | 140 | 103 | 125 | 115 | 1130 |
| Paliyans | 13 | 85 | 32 | 31 | 51 | 66 | 52 | 42 | 43 | 61 | 66 | 66 | 96 | 62 | 79 | 136 | 981 |
| Kadar | 16 | 61 | 24 | 26 | 28 | 38 | 20 | 30 | 35 | 63 | 87 | 105 | 120 | 92 | 110 | 71 | 926 |
| Tristan Islanders | 14 | 64 | 16 | 24 | 27 | 33 | 26 | 45 | 22 | 50 | 79 | 89 | 144 | 70 | 98 | 122 | 923 |
| Chewong | 20 | 22 | 33 | 31 | 41 | 47 | 31 | 47 | 36 | 55 | 89 | 78 | 98 | 63 | 80 | 102 | 873 |
| Lepchas | 15 | 166 | 24 | 29 | 27 | 46 | 21 | 26 | 32 | 57 | 63 | 78 | 75 | 45 | 60 | 75 | 839 |
| Birhor | 16 | 62 | 30 | 24 | 31 | 49 | 25 | 43 | 33 | 40 | 68 | 74 | 88 | 77 | 81 | 85 | 826 |
| Fipa Rural | 15 | 28 | 24 | 27 | 26 | 40 | 28 | 36 | 19 | 75 | 87 | 88 | 91 | 62 | 73 | 92 | 811 |
| Thai | 18 | 36 | 20 | 26 | 34 | 36 | 21 | 32 | 28 | 37 | 69 | 51 | 100 | 82 | 99 | 103 | 792 |
| Buid | 16 | 46 | 27 | 21 | 27 | 35 | 23 | 43 | 23 | 43 | 71 | 66 | 101 | 60 | 74 | 100 | 776 |
| Gwi | 22 | 29 | 24 | 23 | 37 | 29 | 28 | 31 | 34 | 38 | 51 | 50 | 75 | 49 | 75 | 61 | 656 |
| Yanadi | 7 | 37 | 24 | 28 | 32 | 30 | 22 | 30 | 24 | 38 | 51 | 50 | 71 | 27 | 48 | 52 | 571 |
| Mala- pandaram | 17 | 43 | 19 | 21 | 25 | 27 | 20 | 26 | 24 | 33 | 49 | 41 | 68 | 33 | 41 | 52 | 539 |

Table 5
Page Views, Most Popular News and Reviews, Nov. 2005

| <u>Most Popular News Stories Visited in November</u> | <u>Number of Visits</u> | <u>Entries to Website in This Page</u> | <u>Percent: Entries /Visits</u> |
|--|-------------------------|--|---------------------------------|
| Turnbull/Eisner Mbuti story of 5/26/05 | 81 | 57 | 70.37% |
| Zapotec godmothers story of 4/21/05 | 50 | 45 | 90.00% |
| Conversion disorder, Amish girls 5/19/05 | 47 | 38 | 80.85% |
| New Hutterite store in SD, 9/22/05 | 43 | 31 | 72.09% |
| Hutterite expansion in MT, 3/31/05 | 42 | 35 | 83.33% |
| Indiana Amish bk rev 2/17/05 | 39 | 30 | 76.92% |
| Tahitian dance, 9/29/05 | 38 | 23 | 60.53% |
| Crimes against Mbuti 12/26/04 | 34 | 16 | 47.06% |
| Malaysian discrimination against Orang Asli, 3/24/05 | 33 | 19 | 57.58% |
| Peace & violence, Ladakh & US, 4/28/05 | 32 | 24 | 75.00% |

Table 6
Most Popular News and Encyclopedia Pages in Nov. Compared

| <u>Most Popular News Stories Visited in Nov. (from Table 5)</u> | <u>Number of Visits</u> | <u>Society Represented</u> | <u>Most Popular Encyclopedia Page Visits in Nov. (from Table 4)</u> | <u>Number of Visits</u> |
|---|-------------------------|-----------------------------|---|-------------------------|
| Turnbull/Eisner Mbuti story of 5/26/05 | 81 | Mbuti | Mbuti | 403 |
| Zapotec godmothers story of 4/21/05 | 50 | Zapotec | Amish | 369 |
| Conversion disorder, Amish girls 5/19/05 | 47 | Amish | Inuit | 335 |
| New Hutterite store in SD, 9/22/05 | 43 | Hutterites | Zapotec | 285 |
| Hutterite expansion in MT, 3/31/05 | 42 | Hutterites | Ju/'hoansi | 236 |
| Indiana Amish bk rev 2/17/05 | 39 | Amish | Hutterites | 203 |
| Tahitian dance, 9/29/05 | 38 | Tahitians | Piaroa | 196 |
| Crimes against Mbuti 12/26/04 | 34 | Mbuti | Ladakhis | 177 |
| Malaysian discrimination against Orang Asli, 3/24/05 | 33 | Orang Asli (includes Semai) | Semai | 168 |
| Peace & violence, Ladakh & US, 4/28/05 | 32 | Ladakhis | Ifaluk | 145 |

Table 7
Archive Pages in November, by Categories

| PDF Articles Visited in November 2005 | Number of Visits | Average No. of Nov. Visits |
|---------------------------------------|------------------|----------------------------|
| Child raising | | |
| Article 1 | 28 | } 33 |
| Article 2 | 38 | |
| Comparisons | | |
| Article 3 | 20 | } 19 |
| Article 4 | 18 | |
| Conflict Resolution | | |
| Article 5 | 20 | } 15.3 |
| Article 6 | 8 | |
| Article 7 | 18 | |
| Gender Issues | | |
| Article 8 | 34 | } 30.6 |
| Article 9 | 31 | |
| Article 10 | 23 | |
| Article 11 | 31 | |
| Article 12 | 34 | |
| Nonviolence in General | | |
| Article 13 | 24 | } 17 |
| Article 14 | 14 | |
| Article 15 | 7 | |
| Article 16 | 21 | |
| Article 17 | 11 | |
| Article 18 | 27 | |
| Article 19 | 15 | |
| Other Miscellaneous Topics | | |
| Article 20 | 2 | } 10.3 |
| Article 21 | 11 | |
| Article 22 | 18 | |
| Total Archive texts visited | 453 | 20.6 |

Table 8
Archive Pages, June 2005 – Apr. 2006

| Pages | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | Totals |
|--|------|------|------|------|------|------|------|------|------|------|------|--------|
| 1 Archive Summary Page | 53 | 39 | 47 | 35 | 74 | 87 | 71 | 61 | 82 | 86 | 105 | 740 |
| 2 PDF Introduction Pages | 100 | 89 | 112 | 133 | 225 | 323 | 171 | 177 | 160 | 229 | 388 | 2107 |
| 3 PDF pages | 49 | 76 | 80 | 122 | 258 | 453 | 303 | 244 | 327 | 411 | 458 | 2781 |
| 4 Total Archive Visits | 202 | 204 | 239 | 290 | 557 | 863 | 545 | 482 | 569 | 726 | 951 | 5628 |
| Percent of PDF Page Visits Out of Total | | | | | | | | | | | | |
| 6 Archive Visits (3/4) | 24.3 | 37.3 | 33.5 | 42.1 | 46.3 | 52.5 | 55.6 | 50.1 | 57.5 | 56.6 | 48.2 | 49.4 |

Table 9
Website Visit Durations, Jan. 2005 – Apr. 2006

| Number of Visits | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
|--|------|------|------|------|------|------|------|-----|------|------|------|------|------|------|------|------|
| 0s-30s | 459 | 848 | 602 | 496 | 637 | 907 | 832 | 922 | 1104 | 2135 | 3198 | 2556 | 2774 | 3082 | 3726 | 3594 |
| 30s-2mn | 116 | 108 | 74 | 72 | 69 | 102 | 60 | 70 | 98 | 159 | 217 | 178 | 215 | 228 | 213 | 228 |
| 2mn-5mn | 87 | 70 | 58 | 44 | 44 | 61 | 51 | 46 | 70 | 95 | 159 | 146 | 131 | 144 | 163 | 151 |
| 5mn-15mn | 58 | 73 | 69 | 48 | 53 | 69 | 58 | 64 | 81 | 123 | 158 | 139 | 156 | 186 | 198 | 170 |
| 15mn-30mn | 21 | 34 | 36 | 20 | 40 | 35 | 16 | 32 | 33 | 52 | 82 | 75 | 86 | 82 | 84 | 85 |
| 30mn-1hr | 22 | 33 | 17 | 28 | 20 | 19 | 25 | 20 | 31 | 54 | 92 | 65 | 54 | 69 | 64 | 76 |
| 1hr+ | 11 | 14 | 10 | 9 | 10 | 12 | 8 | 12 | 4 | 57 | 62 | 64 | 55 | 63 | 58 | 75 |
| unknown | | | | | | | | | | 9 | 14 | | 14 | 10 | 6 | |
| Percent of All Visits That Month | | | | | | | | | | | | | | | | |
| 0s-30s | 59.3 | 71.8 | 69.5 | 69.1 | 72.9 | 75.2 | 79.2 | 79 | 77.6 | 79.5 | 80.3 | 79.3 | 79.5 | 79.7 | 82.5 | 82 |
| 30s-2mn | 14.9 | 9.1 | 8.5 | 1 | 7.9 | 8.4 | 5.7 | 6 | 6.8 | 5.9 | 5.4 | 5.5 | 6.1 | 5.9 | 4.7 | 5.2 |
| 2mn-5mn | 11.2 | 5.9 | 6.6 | 6.1 | 5 | 5 | 4.8 | 3.9 | 4.9 | 3.5 | 3.9 | 4.5 | 3.7 | 3.7 | 3.6 | 3.4 |
| 5mn-15mn | 7.4 | 6.1 | 7.9 | 6.6 | 6 | 5.7 | 5.5 | 5.4 | 5.7 | 4.5 | 3.9 | 4.3 | 4.4 | 4.8 | 4.3 | 3.8 |
| 15mn-30mn | 2.7 | 2.8 | 4.1 | 2.7 | 4.5 | 2.9 | 1.5 | 2.7 | 2.3 | 1.9 | 0.02 | 2.3 | 2.4 | 2.1 | 1.8 | 1.9 |
| 30mn-1hr | 2.8 | 2.7 | 1.9 | 3.9 | 2.2 | 1.5 | 2.3 | 1.7 | 2.1 | 2 | 2.3 | 2 | 1.5 | 1.7 | 1.4 | 1.7 |
| 1hr+ | 1.4 | 1.1 | 1.1 | 1.2 | 1.1 | 0.9 | 0.7 | 1 | 0.2 | 2.1 | 1.5 | 1.9 | 1.5 | 1.6 | 1.2 | 1.7 |
| Unknown | | | | | | | | | | 0.3 | 0.3 | | 0.4 | 0.2 | 0.1 | |

s = seconds; mn = minutes; hr = hour

Table 10
International Visitors by Country (and Domain), Jan. – Dec. 2005

| Country | Total | Country | Total |
|-------------------------|--------------|-------------------------|--------------|
| Argentina (ar) | 24 | Micronesia (fm) | 9 |
| Armenia (ae) | 3 | Morocco (ma) | 16 |
| Australia (au) | 1150 | Namibia (na) | 1 |
| Austria (at) | 123 | Nepal (np) | 11 |
| Belgium (be) | 108 | Netherlands (nl) | 426 |
| Bermuda (bm) | 8 | New Zealand (nz) | 206 |
| Botswana (bw) | 2 | Nieu (nu) | 1 |
| Boznia-Herzegovina (ba) | 2 | Nigeria (ng) | 2 |
| Brazil (br) | 122 | Norway (no) | 108 |
| Brunei (bn) | 1 | Oman (om) | 1 |
| Cambodia (kh) | 4 | Pakistan (pk) | 13 |
| Canada (ca) | 1179 | Papua New Guinea (pg) | 4 |
| Chile (cl) | 6 | Paraguay (py) | 2 |
| Cocos Islands | 2 | Peru (pe) | 3 |
| Colombia (co) | 12 | Philippines (ph) | 43 |
| Costa Rica (cr) | 78 | Poland (pl) | 102 |
| Cote D'Ivoire (ci) | 1 | Polynesia, French (pf) | 1 |
| Croatia (hr) | 25 | Portugal (pt) | 49 |
| Cyprus | 3 | Qatar (qa) | 1 |
| Czech Republic (cz) | 58 | Romania (ro) | 10 |
| Denmark (dk) | 82 | Russian Federation (ru) | 8 |
| Dominican Republic (dr) | 1 | Saint Helena (sh) | 2 |
| Egypt (eg) | 1 | Samoa Islands (ws) | 3 |
| Estonia (ee) | 4 | Saudi Arabia (sa) | 14 |
| Finland (fi) | 220 | Singapore (sg) | 109 |
| France (fr) | 160 | Slovak Republic (sk) | 5 |
| Germany (de) | 309 | South Africa (za) | 13 |
| Ghana (gh) | 1 | Spain (es) | 243 |
| Gibraltar (gi) | 1 | Sweden (se) | 109 |
| Greece (gr) | 25 | Switzerland (ch) | 94 |
| Hong Kong (hk) | 11 | Syria (sy) | 1 |
| Hungary (hu) | 37 | Taiwan (tw) | 21 |
| Iceland (is) | 61 | Tanzania (tz) | 1 |
| India (in) | 62 | Thailand (th) | 99 |
| Indonesia (id) | 8 | Trinidad & Tobago (tt) | 4 |
| Ireland (ie) | 32 | Turkey (tr) | 29 |
| Israel (il) | 35 | Ukraine (ua) | 2 |
| Italy (it) | 193 | United Kingdom (uk) | 1245 |
| Japan (jp) | 257 | Venezuela (ve) | 1 |
| Kenya (ke) | 1 | Vietnam (vn) | 2 |
| Latvia (lv) | 9 | Zimbabwe (zw) | 3 |
| Lithuania (lt) | 10 | Int'l totals | 7757 |
| Luxembourg (lu) | 1 | Total, All Pages | 47521 |
| Malaysia (my) | 214 | Percent Int'l/All | 16% |
| Mexico (my) | 94 | Number of Countries | 86 |