

A 90 Year Quest for Excellence in Education !

**SIXTY-FOURTH SESSION OF THE
COUNCIL OF THE INTERNATIONAL BUREAU OF EDUCATION**

Geneva, 28 – 30 January 2015

INTERNET VISIBILITY REPORT 2014

Statistics relating to the IBE's website visibility, in particular to the consultations of the IBE's website and information resources.

SUMMARY

The IBE website has been migrated and fully integrated into the main UNESCO website since January 2014. It is currently being redesigned and further developed. In total, 39 **news** items were published in three languages (and in some cases also in Arabic, Chinese and Russian) during 2014. New tracking tools to assess web traffic have been implemented to provide better and more detailed data. Therefore, from 2014 onwards statistical figures regarding IBE web usage will not be comparable to the previous series 2002-2013.

For the period January – December 2014, the number of page views increased by 3.1% compared to the previous year. The total number of users (about 150,000) has remained relatively stable. For the first time users from Mexico have outnumbered those from the United States as the biggest user group, while some Asian countries (in particular India and the Philippines) are becoming more active users. The most consulted website pages and related downloads of IBE resources continue to be the database World Data on Education, the profiles of the Thinkers on Education, and the series Educational Practices. Increased consultations of curriculum related pages in Spanish indicate a rising interest in relevant information and knowledge about curriculum development processes and competency-based education.

The relevant sections of the IBE website (such as publications, links, improving reading in the early years of primary school, and HIV and AIDS education) have been updated on a regular basis. The online exchange platform and forum for the **Alumni of the Diploma Course** in Curriculum Design and Development, operational since March 2013, continues to be visited, with a growing community of users (around 65 current users).

A total of 25 **Alerts**, four digests and three thematic alerts (on global citizenship education and on assessment, along with a revised thematic alert on conflict and education) have been produced and disseminated. An online user survey conducted in April 2014 has provided very positive feedback. The majority of respondents agreed that the alert services help them to: “be aware of current education trends”; “find information they need for their work”; “keep informed about ongoing curriculum developments”; “discover recent curriculum developments”; and “manage information overload.”

In 2014, some 420 new records have been added to the **IBE electronic catalogue** (IBEDOCs), fully integrated into the database of UNESCO documents and publications (UNESDOC); an additional 300 records were revised, including records prepared for the digital collection of curricula.

The **online Curriculum Collection**, made available online in July 2013, has been further enriched and now provides access to some 1,500 curricular materials (including about 150 curriculum frameworks) from 106 countries. The **Digital Library of National Reports** 1932-2008, also available through UNESDOC, continues to be widely consulted.

For the year 2014, IBE documents and publications accessible through UNESDOC–Paris have been downloaded over **271,000 times**, a **14% increase** compared to the previous year (238,000 downloads).

IBE website statistics and downloads 2013-2014

	2013	2014	%
Users	150,667	153,480	+1.87%
Pageviews	1,169,233	1,205,445	+3.10%
UNESDOC downloads	238,265	271,569	+13.98%

Sources: Google Analytics and statistics concerning consultations of the UNESDOC database (PDF downloads).

Traffic indicators explained:

Pageviews: Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

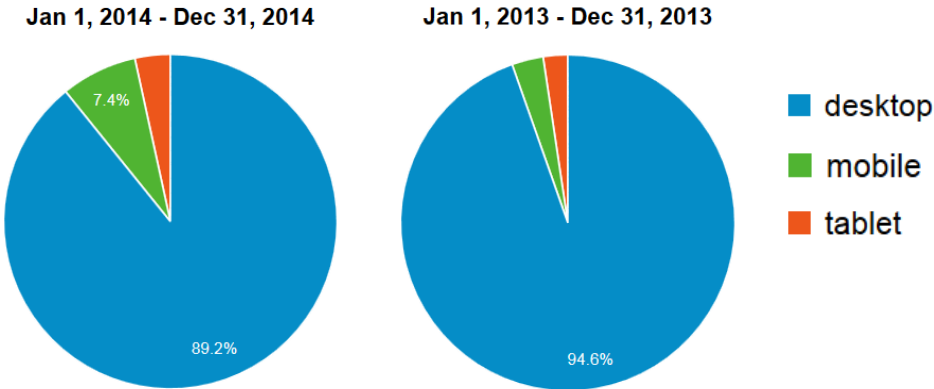
Users: Users that have had at least one session within the selected date range. Includes both new and returning users.

IBE website: top 10 most consulted pages in 2014

		%/total
1	/en.html (Homepage in English)	6.6%
2	/en/services/online-materials/world-data-on-education/seventh-edition-2010-11.html	3.5%
3	/es/comunidades/comunidad-de-practica-cop/enfoque-por-competencias.html	3.4%
4	/es.html (Homepage in Spanish)	2.4%
5	/en/services/online-materials/world-data-on-education.html	2.4%
6	/en/services/online-materials/publications/thinkers-on-education.html	1.8%
7	/fr.html (Homepage in French)	1.6%
8	/en/about-the-ibe/who-we-are/employment.html	1.2%
9	/en/services/online-materials/publications/educational-practices.html	1.2%
10	/es/temas/temas-curriculares/desarrollo-curricular.html	1.2%

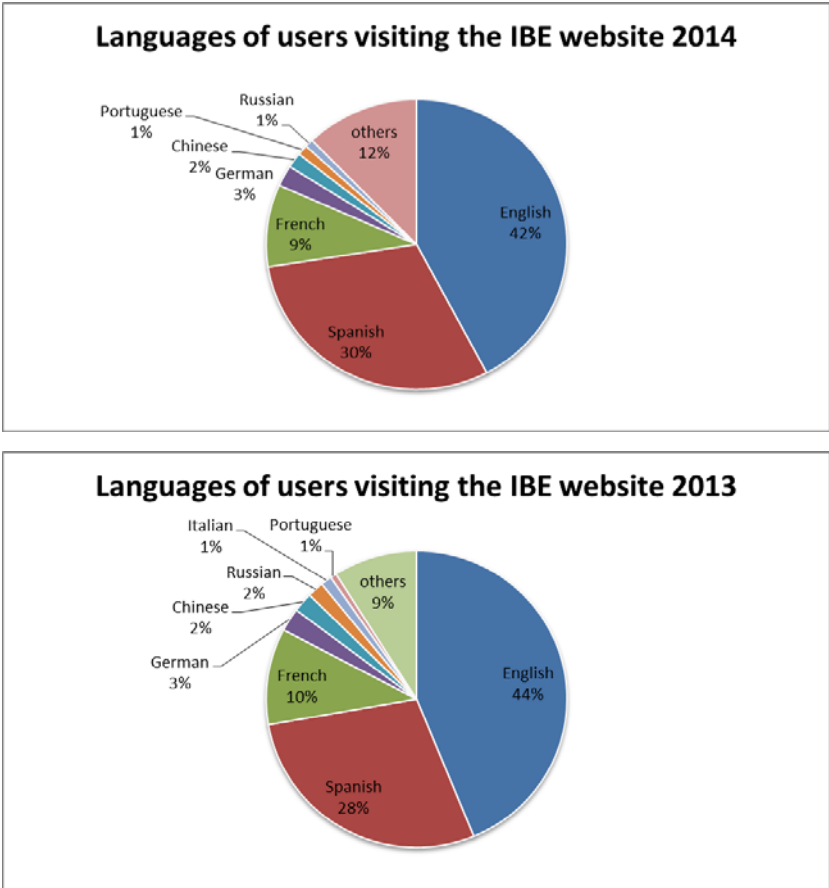
Source: Google Analytics (not including generic pages).

Use of desktop, mobile and tablet device, 2014 and 2013



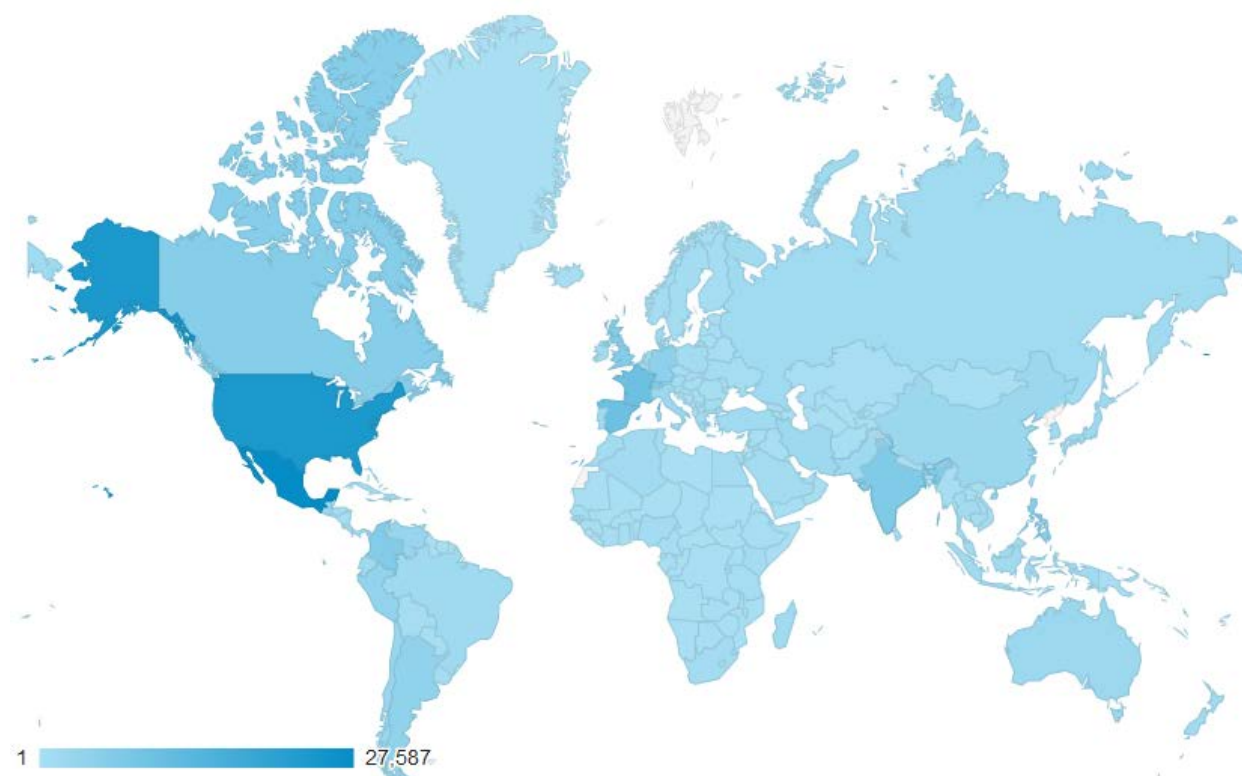
Source: Google Analytics

Languages of users visiting the IBE website, 2014 and 2013



Source: Google Analytics.

Geographical origin of visits in 2014



Source: Google Analytics.

Top 10 domains/countries in 2014, compared to 2013 visits and ranking

	Visits	Ranking
1. Mexico	+27.8%	+1
2. United States of America	-6.9%	-1
3. Spain	-16.5%	=
4. France	-15.0%	=
5. India	+37.7%	+3
6. Switzerland	-4.8%	-1
7. Columbia	+6.6%	+1
8. United Kingdom	-12.1%	-1
9. Canada	-16.4%	-3
10. Philippines	+34.0%	+1

Source: Google Analytics.

IBE website news 2014

06.01.2014	62nd session of the IBE Council 2013
29.01.2014	Global learning crisis is costing \$129 billion a year
31.01.2014	IBE contribution to the Education for All Global Monitoring Report (EFA GMR)
18.02.2014	Curriculum reforms: In search of innovative models for dynamic education systems
04.03.2014	Register now for the Diploma in Curriculum Design and Development in Latin America and the Caribbean (starting September 2014 in Uruguay)
06.03.2014	Progress made in uncovering the IBE Historical Textbook Collection
13.03.2014	IBE organizes workshop on Holocaust education at the Comparative and International Education Society annual meeting
18.03.2014	The role of curriculum in fostering national cohesion and integration: Opportunities and challenges (IBE Working Papers on Curriculum Issues N° 11, March 2014)
25.03.2014	Crisis-sensitive planning and curricula: a capacity development programme
07.04.2014	Competency-based curriculum and curriculum autonomy in the Republic of Korea (IBE Working Papers on Curriculum Issues N° 12, April 2014)
10.04.2014	Learning outcomes in early grades: integration of curriculum, teaching, learning materials and assessment
07.05.2014	Emotions and Learning (Educational Practices Series 24)
07.05.2014	Nurturing creative thinking (Educational Practices Series 25)
07.05.2014	Scotland: Education, curriculum and learning. The strengths, challenges and solutions in lifelong learning (IBE Working Papers on Curriculum Issues N° 13, May 2014)
09.05.2014	Exploring Partnerships for Quality Curriculum in Latin American and the Caribbean
20.05.2014	Shaping the Post-2015 Education Agenda in Uruguay
03.06.2014	Citizenship education in Latin America: Priorities in school curricula
06.06.2014	Innovating for Inclusive Teaching Training in Mexico
16.06.2014	Mobile learning for teacher training and curriculum development (Prospects #169)
18.06.2014	International comparative study and reading curricula analysis in Burkina Faso, Niger and Senegal
19.06.2014	Moving Towards Inclusive Approaches to Learning
24.06.2014	Experts' meeting about teaching reading in Burkina Faso, Niger and Senegal
25.06.2014	The IBE bids farewell to its Director, Ms Clementina Acedo
26.06.2014	UNESCO: No progress in reducing global number of children out of school
01.07.2014	New video showcasing the Diploma in Curriculum Design and Development
02.07.2014	Advocating for Comprehensive Change in Youth Education and Curricula
21.07.2014	IBE welcomes new Director
07.08.2014	Skills for inclusive and sustainable development: Perspectives from the Asia Pacific region and beyond (Prospects #170)
15.08.2014	Register now for the Postgraduate Diploma in Curriculum Design and Development in Africa (starting November 2014 in Tanzania)
22.08.2014	The IBE and Presidential Candidates Convene for Post-2015 Education Agenda in Uruguay
09.09.2014	UNESCO-IBE shares curriculum insights on euronews
16.09.2014	Curriculum in the Twenty-first century: Challenges, Tensions and Open questions (ERF Occasional/Working Papers No 9)
14.10.2014	Regional debate on the teaching of reading in Burkina Faso, Niger and Senegal, and production of national plans of action to improve the outcomes of learning in reading
29.10.2014	Coming soon: the fourth Postgraduate Diploma in Curriculum Design and Development in Africa (starting 2015 in Tanzania)
03.11.2014	New IBE Publication: Pedagogical guide for competencies development in reproductive health and HIV and AIDs education
11.11.2011	Reflecting back, looking forward (Prospects #171)
10.12.2014	National workshop to define the Terms of reference of a teaching of reading document
12.12.2014	New Thematic Alert: Assessment in Education
19.12.2014	First anniversary of the project "Learning outcomes in reading in early grades: integration of curriculum, teaching, learning materials and assessment"