

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

Geneva, 5–7 February 2014

**INTERNET VISIBILITY REPORT  
2013**

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

## SUMMARY

During 2013, the IBE website (created at the end of March 1996 and reorganized in 2008 and 2010 in accordance with the UNESCO guidelines) has been continuously updated. Starting from the beginning of October, the website is being migrated into the main UNESCO website. During 2014 the IBE website with a new layout will be progressively restructured to reflect the IBE's Centre of Excellence Strategy currently being implemented. For the migrated IBE website new tracking tools to assess traffic will be adopted. Therefore, from 2014 onwards statistical figures regarding IBE web usage will not be comparable to the previous series for 2002-2013.

In order to make information on IBE and its activities available to the widest range of audiences, contents are made available primarily in English, French and Spanish, and also in the other official languages of the Organization to attract an increasing number of visitors who use languages other than English. In 2013 a total of **27 news** have been published in three languages (English, French and Spanish), and in some cases also in Russian and Chinese.

The IBE website provides online access to a highly valued set of resources and materials made available to IBE's target audience. The 163 updated profiles of the database **World Data on Education** have been made available also through UNESDOC and widely disseminated. The updated profiles of the new edition of the database have a strong focus on curriculum and curriculum matters. The database **Country Dossiers** was kept updated (over 190 dossiers are available on the IBE website). It is possible to consult all IBE documents and publications along with the series of National Reports within each dedicated country page, including links to curricular resources in more than 100 countries.

The English version of the **IBE Glossary of Curriculum Terminology** was made available online at the beginning of September 2013. Conceived as a collaborative initiative, the preparation of the Glossary involved the contribution of some 30 specialists and experts from UNESCO, several national curriculum agencies/departments, universities as well as other organizations. The Glossary includes more than 260 selected entries and an extensive, authoritative bibliography. It is intended to be a working reference tool that can be used in a range of activities and help to stimulate reflection among all those involved in curriculum development initiatives.

The relevant sections of the IBE website (such as publications, databases, links, the Community of Practice, and the Clearinghouse on HIV and AIDS education) have been updated on a regular basis. The IBE is one of the key contributors to the **UNESCO HIV and AIDS Education Clearinghouse**, and in 2013 some 100 new documents have been compiled and entered into the database. An online exchange platform and forum for the alumni of the Diploma Course in Curriculum Design and Development has also been created and is operational since March 2013.

A total of 26 **Alerts** (including two thematic alerts on Teachers and Early Childhood Care and Education) and three digests were produced in 2013. Alerts are produced on a two-week basis. In 2013, some 400 new records have been added to the **IBE electronic catalogue** (IBEDOCs), fully integrated into the database of

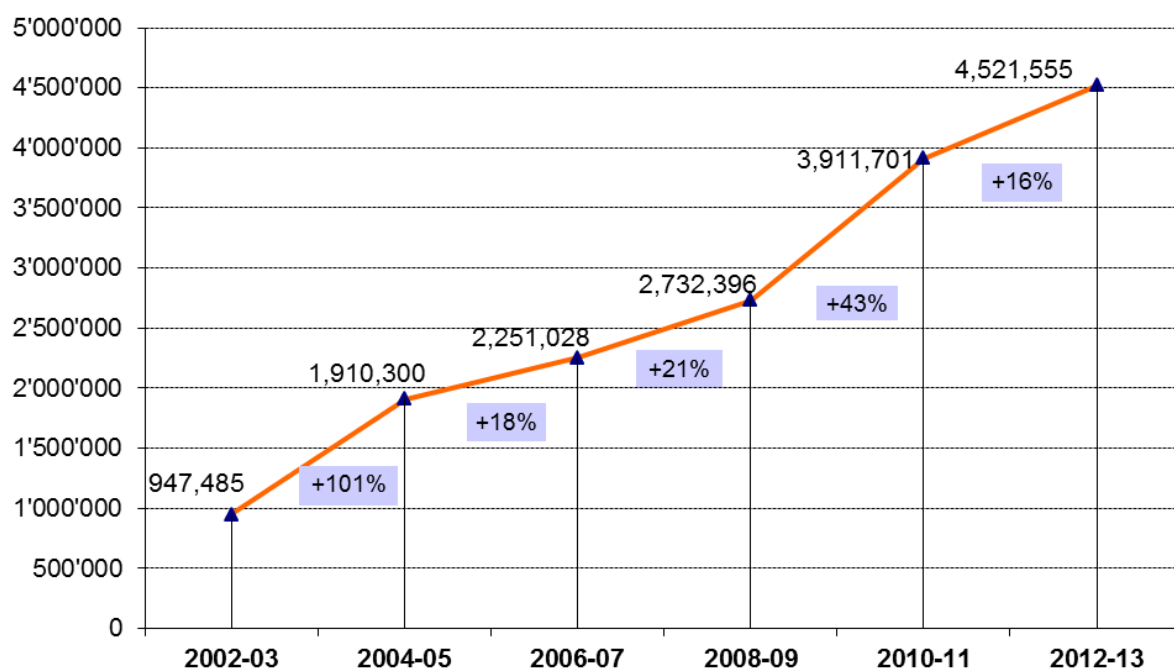
UNESCO documents and publications (UNESDOC); an additional 2,000 records were revised, including records prepared for the new digital collection of curricula.

The **International Collection of Curriculum-related Materials** was made available online in July 2013. The new interface in three languages makes the searching of materials easier and faster than before. The collection consists of pre-primary, primary and secondary school curricula and syllabi, as well as 135 curriculum frameworks, from almost 90 countries worldwide. Over 1,150 full-text documents have been made available online in 2013. The **Digital Library of National Reports** 1932-2008, also available through UNESDOC, continues to be widely consulted.

For the biennium 2012-2013, IBE documents and publications accessible through UNESDOC–Paris have been downloaded over **540,000 times**, a **29.4% increase** compared to the biennium 2010-2011 (417,000 downloads).

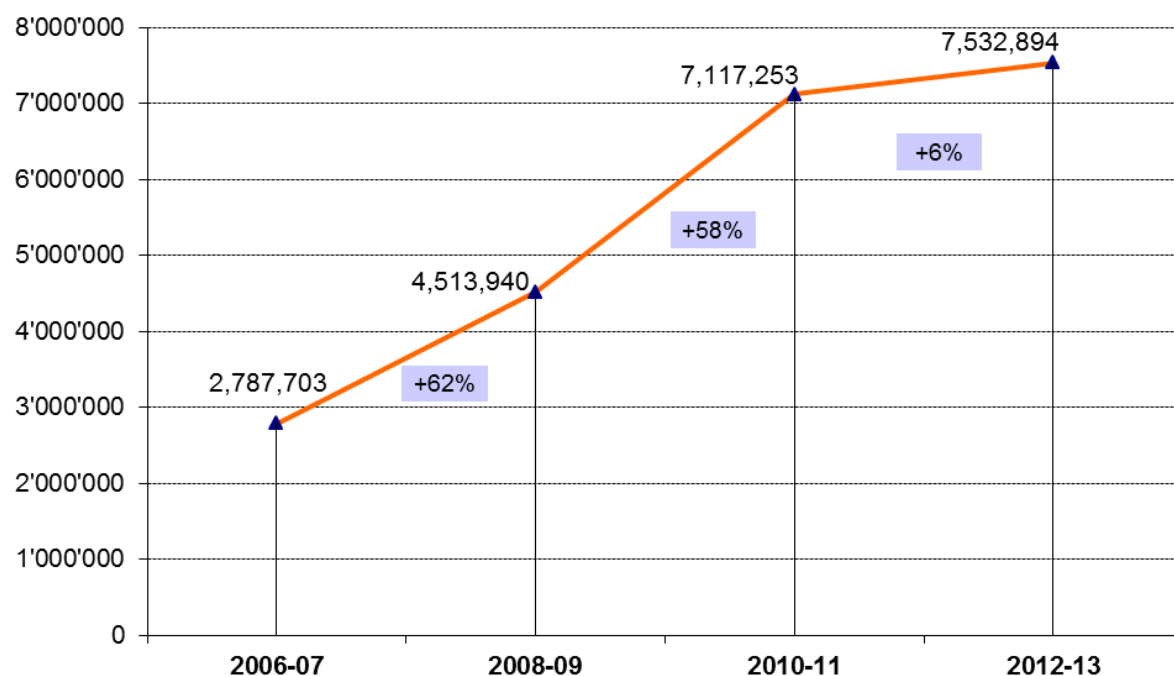
Overall, for the biennium 2012-2013 the total number of **visitors** of the IBE website has been more than **4,521,000** compared to some 3,911,000 visitors in 2010-2011, which represents a **16% increase**. The number of **visits raised by 6%** to about **7,532,000** in 2012-2013 in comparison to some 7,117,000 visits in the previous biennium. The most consulted pages of the IBE website are World Data on Education, Educational Practices, Thinkers on Education, the Digital Library of National Reports and the Alerts.

### IBE website: total number of visitors 2002-2013, by biennium



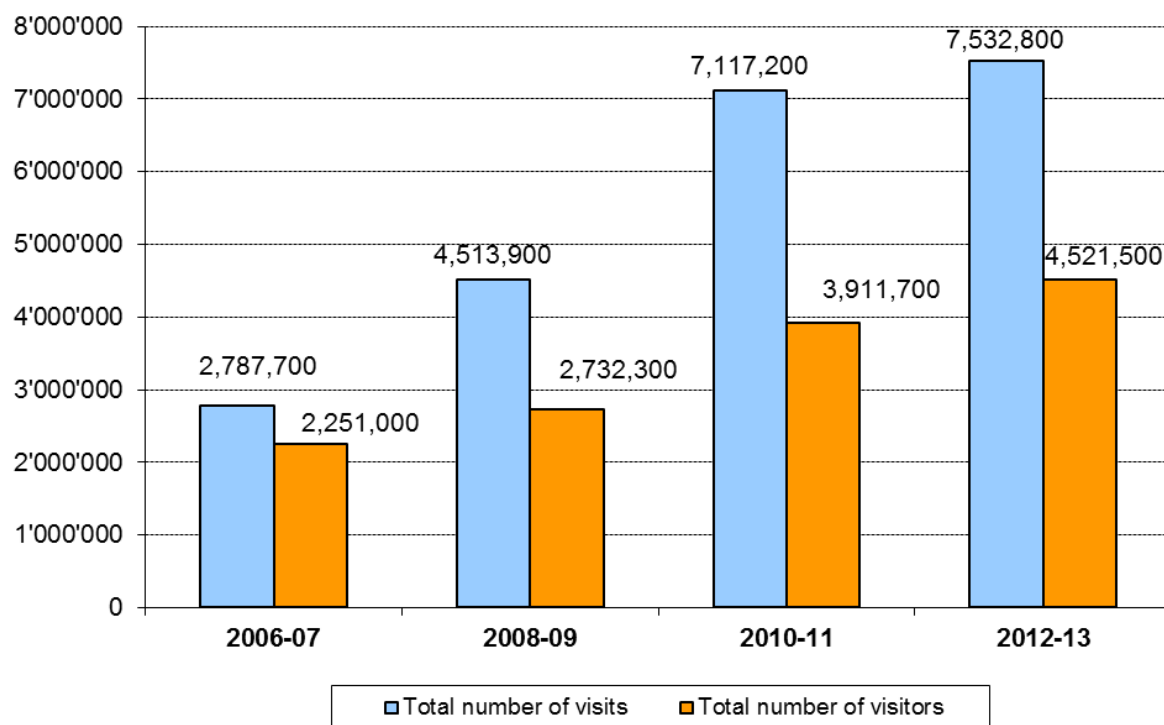
Source: UNICC statistics.

### IBE website: total number of visits 2006-2013, by biennium



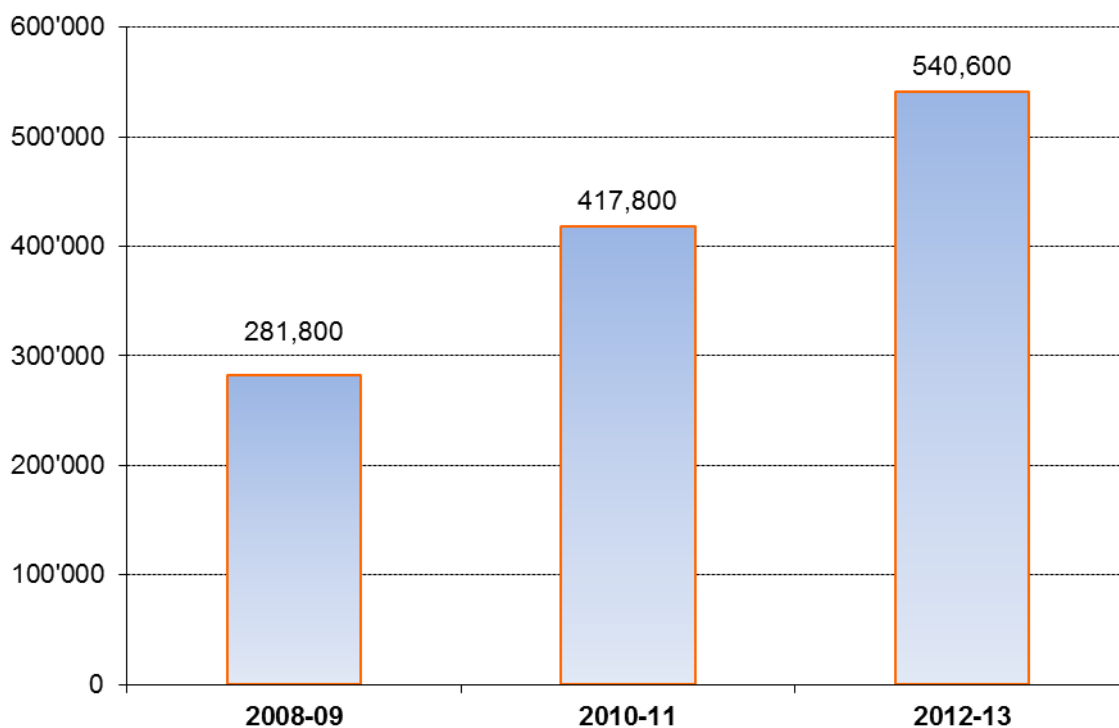
Source: UNICC statistics.

### IBE website: total number of visits and visitors 2006-2013, by biennium



Source: UNICC statistics. (Figures have been rounded).

### Downloads of IBE resources through UNESDOC 2008–2013, by biennium



Source: Statistics concerning consultations of the UNESDOC database (PDF downloads). (Figures have been rounded).

## IBE website statistics and downloads 2010-2013

	2010	2011	2012	2013
<b>Total visitors</b>	1,706,324	2,205,377	2,414,962	2,106,593
<b>Total visits</b>	3,380,050	3,737,203	3,708,668	3,824,226
<b>UNESDOC downloads</b>	189,278	228,483	302,434	238,265

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

### *Traffic indicators explained:*

**Visits:** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

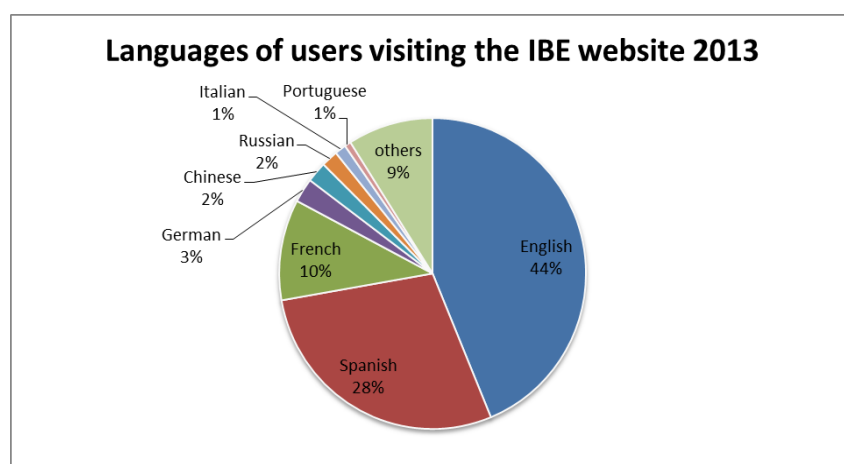
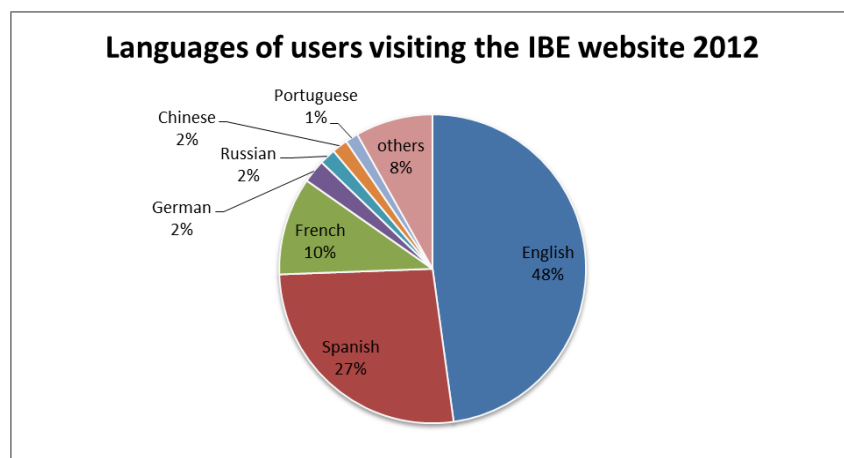
**Visitors:** A Visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie. Thus the same person visiting from two different computers will count as two Visitors.

## IBE website: top 10 most consulted pages in 2013

		%/total
1	/en.html	7.5%
2	/en/services/online-materials/world-data-on-education/seventh-edition-2010-11.html	3.7%
3	/es.html	2.6%
4	/en/services/online-materials/world-data-on-education.html	2.5%
5	/en/services/online-materials/publications/thinkers-on-education.html	2.1%
6	/es/comunidades/comunidad-de-practica-cop/enfoque-por-competencias.html	2.1%
7	/fr.html	1.7%
8	/en/services/online-materials/publications/educational-practices.html	1.5%
9	/en/services/online-materials/publications.html	1.4%
10	/fr/services/documents-en-ligne/publications/penseurs-sur-leducation.html	1.3%

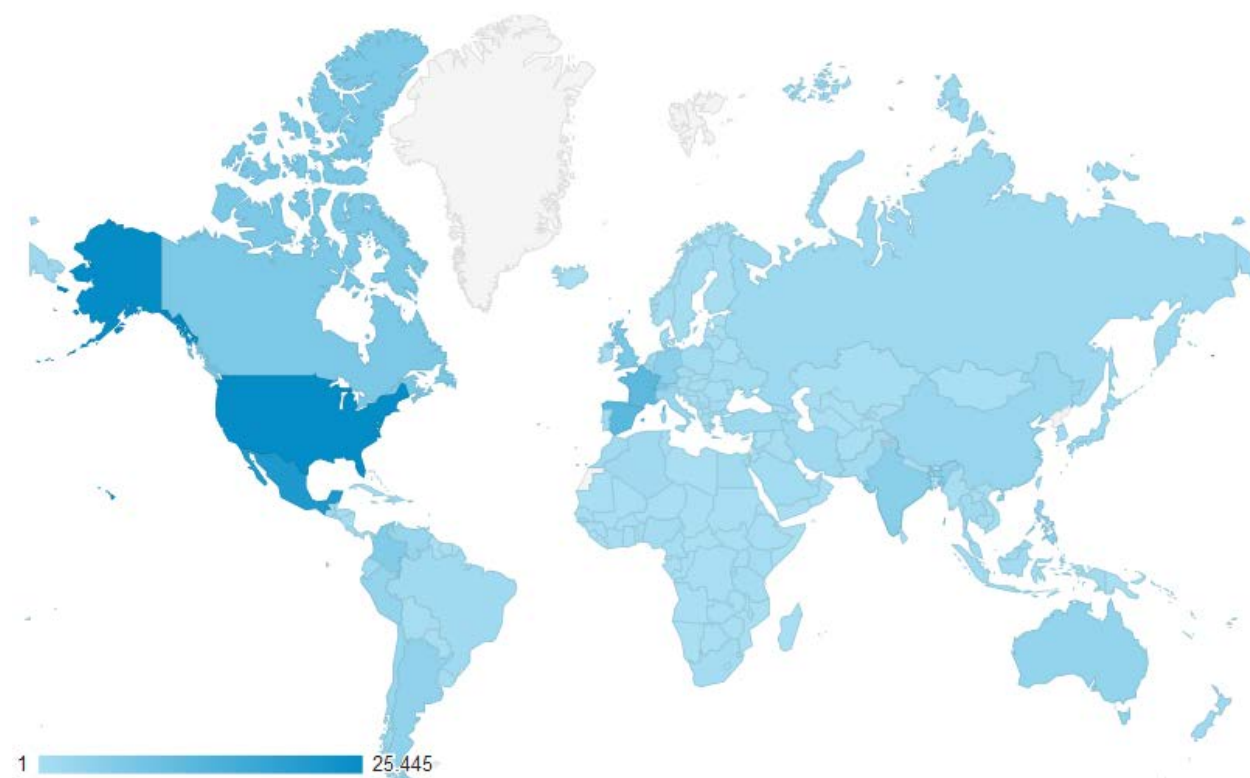
Source: Google Analytics (not including generic pages).

## Languages of users visiting the IBE website, 2012 and 2013



Source: Google Analytics.

## Geographical origin of visits in 2013



Source: Google Analytics.

## Top 10 domains/countries in 2013, compared to 2012 visits and ranking

		Visits	Ranking
1.	<b>United States of America</b>	-7.3%	=
2.	<b>Mexico</b>	+8.9%	=
3.	<b>Spain</b>	-9.2%	=
4.	<b>France</b>	-2.9%	=
5.	<b>Switzerland</b>	+0.4%	+3
6.	<b>Canada</b>	-9.9%	+1
7.	<b>UK</b>	-15.4%	-1
8.	<b>Colombia</b>	-10.2%	+1
9.	<b>India</b>	-21.2%	+1
10.	<b>Germany</b>	-2.0%	+2

Source: Google Analytics.



## IBE website news 2013

13.01.2013	62nd session of the IBE Council 2013
18.02.2013	Comparing Learner Performance in Southern Africa (Prospects #164)
26.02.2013	UIS launches the 2013 Education Survey
28.03.2013	Evaluation of the pilot distance-training programme for teachers of HIV and AIDS prevention in the CEMAC zone
04.04.2013	Register now for the Latin America Diploma in Curriculum Design and Development (starting August 2013 in Uruguay)
23.04.2013	Register now for the Africa Diploma in Curriculum Design and Development (starting December 2013 in Tanzania)
03.06.2013	Glossary of Curriculum Terminology
07.06.2013	Education, Fragility and Conflict (Prospects #165)
20.06.2013	World Council of Comparative Education Societies (WCCES 2013)
25.06.2013	Improving quality of teaching in Haiti through curriculum reform
08.07.2013	The curriculum debate: why it is important today (IBE Working Papers on Curriculum Issues N° 10, June 2013)
11.07.2013	IBE Curriculum collection - now online
16.08.2013	Fourth Latin America Diploma in Curriculum Design and Development in Uruguay
30.08.2013	Regular issue on key education and quality issues (Prospects #166)
06.09.2013	Development of psychosocial skills through HIV and AIDS education in CEMAC countries
13.09.2013	Just published: Final version of the IBE Glossary of Curriculum Terminology
23.09.2013	Key Curricular and Learning Issues in the Post-2015 Education and Development Agenda
30.09.2013	UNESCO-IBE Statement on Learning in the Post-2015 Education and Development Agenda
02.10.2013	Workshop on processes of curriculum change and development: trends, issues and strategies
04.10.2013	Training Tools for Curriculum Development: A Resource Pack
17.10.2013	Out now: IBE Brochure and Strategy & Programme of Work 2012-2017
21.10.2013	Strengthening national capacities for educational assessment in Peru
04.11.2013	Effective implementation of active learning pedagogy for the development of psychosocial skills in HIV and AIDS
14.11.2013	Composition of the IBE Council for the 2014-2015 biennium
15.11.2013	IBE special alert on teacher education
06.12.2013	Learning in the post-2015 education and development agenda (Prospects #167)
11.12.2013	The IBE launches the third Postgraduate Diploma in Curriculum Design and Development in Africa

## In Focus articles 2013

- Early Childhood Care & Education and the Curriculum
- Glossary of Curriculum Terminology
- The curriculum debate: why it is important today
- New online catalogue of curriculum-related materials
- International Expert's Meeting: Key Curricular and Learning Issues in the Post-2015 Education and Development Agenda
- UNESCO-IBE Statement on Learning in the Post-2015 Education and Development Agenda