

Appendix 6

Home Page statistics for DRUID

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A Brief Presentation of Selected Web Server Statistics for the DRUID Home Page

Since the start-up of DRUID's home page in January 1996, we have had 294,332 "requests" (the concept of "requests" will be defined below) from visitors located all over the world (until July 1999). From the beginning, Lars Anderson (System Administrator at the Department of Business Studies, Aalborg University) has logged all visits to DRUID's page on the Web. Based on this material and the software analog3.11/Unix, a set of statistics is updated on a daily basis. The statistics exclude hits (requests) from the domains cbs.dk (Copenhagen Business School) and auc.dk (Aalborg University), to avoid any kind of "home-market" bias in the outcome.

The aim of this appendix is to describe briefly, the development in number of visitors the home page has had over time; the geographical dispersion of the visitors; and the aim is finally to describe the number of "hits" the DRUID Working papers have had, broken down on each individual paper.

In Figure 1, to be found below, it can be seen that the popularity of DRUIDs home page has been increasing rather dramatically since the start in January 1996. There are two ways of measuring the number of visitors to a given page, namely in terms of the number of "requests" and in terms of the number of "pages". Number of pages refers to how many times "html" files have been visited. An html file is a file containing links to other pages (html=hyper text markup language). An example of such a file is the DRUID "upcoming events" page to be found on "<http://www.business.auc.dk/druid/upcoming/upcome.html>". However, html files are not the only files to be found on the Web. All kinds of graphics files, pdf files (pdf=portable document format) etc. are used for various purposes as well. The DRUID logo (found on our Web site in various forms), is for instance, a gif graphics file. Whenever someone clicks on the DRUID "upcoming events" page, this means that we register two "requests", one for the html file (upcome.html), and one for the DRUID logo file (header.gif). In contrast, we will in the case register only one hit using the "page" measure. In this respect the number of "requests" can be said to be somewhat biased, due to an increasing number of graphics found on most home pages, these days (although the DRUID home page is relatively low-key in terms of fancy graphics). On the other hand, our DRUID Working Papers are stored in the so-called pdf format. These are not counted

when using the "pages" measure. Due to the fact that the increase in the number of hits on the DRUID Web Page is due to an increased numbers of hits on the Working Papers, the

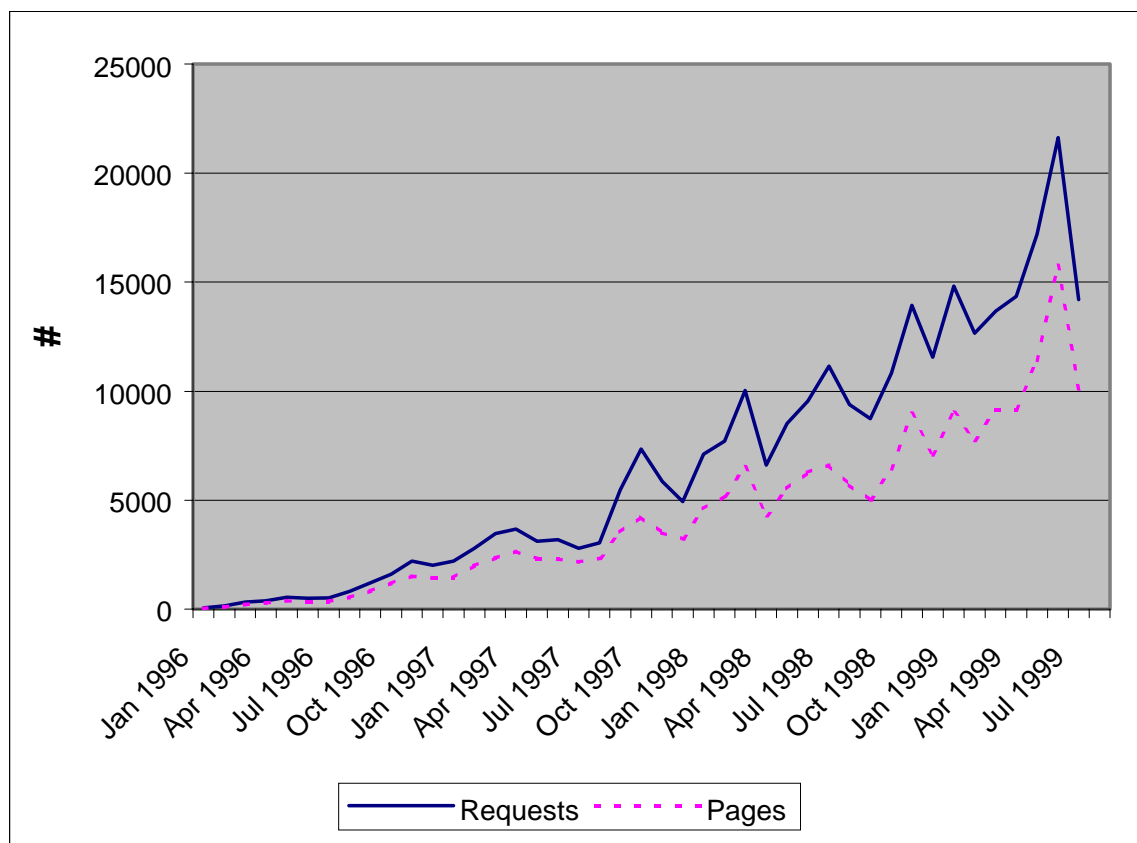


Figure 1: Monthly visits to DRUID's home page, January 1996 - July 1999

"pages" measure is biased in this respect. However, as can be seen from Figure 1, the two series both have dramatic upward trends. Both series have increased more than three fold over the period from around December 1997 to May 1999. In total we have had 257,851 "visitors", using the request measure, while we have had 166,933 "visitors", using the pages measure, in the period from the start-up (Jan. 1996) to the most recent completed month (May 1999).

The statistics can also be broken down on nationality of the visitors. In Table 1 are listed the geographical locations of the visitors to DRUID's home page (with more than five hundred visits). However, some computers are not set up, using the "country codes", but applies instead numerical addresses, which cannot be assigned to any location (unresolved numerical addresses). The US cannot be found as one country, as these hits are split into .com (commercial addresses), .edu (educational addresses), .gov (government

Table 1: Geographical location of DRUID=s Web page visitors, with more than five hundred visits

#requests	Domain
83712	[unresolved numerical addresses]
36090	.com (Commercial)
31438	.dk (Denmark)
21590	.net (Network)
15353	.fr (France)
14700	.uk (United Kingdom)
12432	.edu (USA Educational)
8919	.de (Germany)
5432	.no (Norway)
5171	.se (Sweden)
5112	.fi (Finland)
4702	.nl (Netherlands)
4505	.it (Italy)
4393	.es (Spain)
4111	.au (Australia)
3789	.br (Brazil)
3719	.ca (Canada)
3097	.tw (Taiwan)
1938	.org (Non-Profit Making Organisations)
1741	.pt (Portugal)
1641	.sg (Singapore)
1381	.at (Austria)
1241	.jp (Japan)
1209	.ch (Switzerland)
1174	.be (Belgium)
1043	.gr (Greece)
963	.nz (New Zealand)
867	.th (Thailand)
865	.ie (Ireland)
715	.kr (South Korea)
708	.my (Malaysia)
604	.hu (Hungary)
575	.ar (Argentina)
529	.pl (Poland)

addresses), .us (US general addresses), and .mil (US military addresses).

It can be seen from Table 1 that the commercial addresses, are the most frequent visitors. It can also be noted that although DRUID has a substantial amount of international linkages, and address an international audience to a large extent, then the most hits still stem from the "home Country" of DRUID. Otherwise it can be seen from the table that the "heaviest" visitors to the DRUID Web page come from mainly the richest countries in the world (the OECD countries). However, it can be noted that DRUID has had visits from

Table 2: Number of downloads per DRUID working paper

RANK	HITS	AUTHOR	FILE
1	2451	Richardson, George B.	96-10.pdf
2	1982	Lundvall, Bengt-Åke	96-1.pdf
3	1843	Lund, Reinhard & Gjerding, Allan Næs	96-17.pdf
4	1796	Foss, Nicolai J.	96-2.pdf
5	1729	Foss, Nicolai J.	96-8.pdf
6	1636	Foss, Nicolai J.	96-15.pdf
7	1628	Foss, Nicolai J.	97-1.pdf
8	1458	Langlois, Richard N. & Foss, Nicolai J.	97-2.pdf
9	1304	Andersen, Esben S. et al.	96-5.pdf
10	1161	Richardson, George B.	97-4.pdf
11	1102	Laursen, Keld	96-12.pdf
12	962	Foss, Nicolai J.	96-4.pdf
13	917	Foss, Nicolai J. and Christensen, Jens Frøslev	96-7.pdf
14	891	Maskell, Peter	96-6.pdf
15	813	Maskell, Peter	96-11.pdf
16	793	Foss, Kirsten	96-9.pdf
17	784	Ducatel, Ken	98-2.pdf
18	769	Ernst, Dieter & Guerrieri, Paolo	97-7.pdf
19	708	Borrus, Michael & Zysman, John	97-5.pdf
20	662	Dalum, Bent, Laursen, Keld & Villumsen, Gert	96-14.pdf
21	655	Ernst, Dieter	97-3.pdf
22	627	Andersen, Esben Sloth	96-13.pdf
23	610	Dalum, Bent and Villumsen, Gert	96-3.pdf
24	608	Lam, Alice	98-22.pdf
25	606	Lundvall, Bengt-Åke & Kristensen, Frank Skov	97-16.pdf
26	591	Lam, Alice	98-7.pdf
27	575	Foss, Nicolai J.	97-10.pdf
28	575	Foss, Nicolai J.	98-19.pdf
29	572	Valente, Marco	98-6.pdf
30	568	Gjerding, Allan Næs	96-16.pdf
31	568	Præst, Mette	98-1.pdf
32	559	Lazaric, Nathalie & Marengo, Luigi	97-8.pdf
33	553	Ernst, Dieter & Lundvall, Bengt-Åke	97-12.pdf
34	531	Drejer, Ina, Kristensen, Frank Skov & Laursen, Keld	97-14.pdf
35	519	Foss, Nicolai J.	97-11.pdf
36	491	Ernst, Dieter	98-3.pdf
37	476	Foss, Nicolai J. & Mahnke, Volker	98-29.pdf
38	458	Foss, Kirsten & Foss, Nicolai J.	98-14.pdf
39	449	Lorenz, Edward	99-1.pdf
40	429	Foss, Kirsten	98-10.pdf
41	428	Foss, Nicolai J.	99-7.pdf
42	412	Andersen, Esben Sloth	98-13.pdf
43	394	Ernst, Dieter	97-9.pdf
44	385	Lorenzen, Mark	98-21.pdf
45	345	Joergensen, Kenneth Moelbjerg	98-8.pdf
46	332	Foss, Nicolai J.	99-3.pdf
47	327	Laursen, Keld	98-18.pdf
48	322	Holmén, Magnus & Jacobsson, Staffan	98-26.pdf
49	318	Christensen, Jens Frøslev	98-4.pdf
50	309	Jørgensen, Kenneth M	99-6.pdf

51	297	Andersen, Poul H	98-11.pdf
52	296	Laursen, Keld & Drejer, Ina	97-15.pdf
53	296	Mahnke, Volker & Aadne, John Harald	98-20.pdf
54	296	Foss, Nicolai J.	98-28.pdf
55	287	Kaisla, Jukka	98-17.pdf
56	279	Laursen, Keld	98-30.pdf
57	267	Lund, Reinhard	98-23.pdf
58	265	Valente, Marco	98-5.pdf
59	256	Laursen, Keld	98-25.pdf
60	254	Foss, Kirsten & Foss, Nicolai J.	99-5.pdf
61	249	Ernst, Dieter	98-16.pdf
62	242	Christensen, Jesper Lindgaard & Drejer, Ina	98-24.pdf
63	234	Teubal, Morris	97-6.pdf
64	222	Foss, Kirsten & Foss, Nicolai J.	99-4.pdf
65	220	Andersen, Esben Sloth	98-9.pdf
66	198	Richardson, George B.	98-27.pdf
67	187	Nymark, Søren	98-12.pdf
68	164	Lorenz, Edward	98-15.pdf
69	155	Kristensen, Frank Skov	97-13.pdf
70	148	Ernst, Dieter	99-2.pdf
71	50	Lund, Reinhard	99-8.pdf

places like Jamaica, Mauritius, Kyrgyzstan, and Kenya (Kenya together with South Africa, being the only two countries on the African Continent, who's citizens have visited our page).

By far the single most popular service on the DRUID Web site is the electronically available Working Papers Series. Approximately 90,000 of the total DRUID requests (294,332) can be attributed to Working Paper related pages or files (about 30% of the total number of requests). DRUID has at present published 71 Working Papers. The number of hits each paper has attracted is displayed in Table 2 (unweighted in relation to the time the papers have been available). From

the table it can be seen that the single most popular paper was written by a long-term friend of DRUID, namely George B. Richardson.