

Understanding Research Communications Metrics

Pageviews

The total number of times individual pages were accessed at research.northwestern.edu in that fiscal year.

Sessions

The total number of sessions at research.northwestern.edu in that fiscal year. A session is defined as a number of interactions with the website from a single user in a given period. Thus, a single user may have multiple sessions.

Unique Visitors

The total number of unique individuals who visited the research.northwestern.edu website in that fiscal year. This metric is independent from sessions.

Print Magazine

Number of individuals receiving a print copy of Northwestern Research Magazine (<http://www.researchcomm.northwestern.edu/publications/>) in that fiscal year.

Print Impact Report

Number of individuals receiving a print copy of the Impact Report (<http://www.researchcomm.northwestern.edu/publications/>) in that fiscal year.

Digital Publications

Number of individuals receiving a digital publication from ORC via email in that fiscal year.

Average open rate for digital publications

Percentage of digital publications opened and read by their recipients on average in that fiscal year.

Original articles created/posted

Number of original articles developed, researched, and written by the ORC team in that fiscal year.

Faculty members highlighted

Number of Northwestern faculty members and their research promoted in ORC articles and publications in that fiscal year.