



Indicators for the Scheldt estuary

Use of the instrument 'Indicators for the Scheldt Estuary'



The indicators for the Scheldt Estuary can only be optimally applied when the instrument is frequently and continuously consulted by the endusers/target group. The user statistics of the website indicate the extent to which the audience has found access to the indicators for the Scheldt Estuary. Furthermore, the analysis of the user statistics serves as an indirect consultation and will be used to update the content and concept of the Scheldt indicators. In addition, these statistics can also be used to evaluate the communication strategy and adjust it, if necessary. The data that underpin this indicator will be available several months after the launch of the Scheldt indicators website, when a sufficiently long time series of user statistics is recorded.

Why monitor this indicator?

[The indicators for the Scheldt Estuary](#) are framed within the 'Target 2030' of the Long Term Vision (LTV) for the Scheldt Estuary [1]. These indicators can serve as a tool for the exploration, planning, implementation and analysis of policies and are also useful as a link between scientific research and policy. It is crucial that during the design, evaluation and adjustment of this instrument interaction occurs with the target audience and that their knowledge and needs are taken into account.

The indicators for the Scheldt Estuary can only be optimally applied as they become widely known. A broad societal basis can not be established unless if the instrument is frequently and continuously consulted by the endusers/target group. The user statistics of the website (see below in "What does the indicator show?") indicate the extent to which the audience has found access to the indicators for the Scheldt Estuary. Therefore, the user statistics give an indication of the societal basis of the instrument. Furthermore, the analysis of these statistics can also be used to evaluate the communication strategy and adjust it, if necessary.

The concept and content of the indicators need to be updated on a regular basis in order to guarantee a relevant and up-to-date product. During the updating process, it is necessary to take the feedback of the users of the Scheldt indicator website into account. Hence, the analysis of the user statistics of the website serves as an indirect consultation and is used to update the content and concept of the Scheldt indicators.

The publication of these statistics should therefore be considered as a kind of self-evaluation and is consistent with the openness and transparency that is being pursued in this project. The implementation of the findings, obtained by the feedback with the audience, aims at increasing the visibility, usability and the utility of the indicators for the Scheldt Estuary.

What does the indicator show?

The data that underpin this indicator will only be available several months after the launch of the Scheldt indicators website, when a sufficiently long time series of user statistics recorded.

The statistics to be collected in order to evaluate the use of the indicators for the Scheldt Estuary are given below:

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- The number of hits on the landing page: <http://www.scheldemonitor.org/indicatoren.php>
- The number of hits on the individual indicator pages (e.g. <http://www.scheldemonitor.org/indicatorfiche.php?id=1>)
- The number of downloads of the indicator sheets (e.g. <http://www.scheldemonitor.org/indicatoren/pdf/bevolkingsdruk.pdf>)
- The number of hits on the landing page of the Scheldt indicators compared to the total number of hits on the website of the [ScheldeMonitor](#).

Where do the data come from?

The user statistics of the Scheldt indicators webpages are tracked by the program: AWStats. This is an open source web analytics reporting tool, suitable for analyzing data from Internet services such as websites.

Pages-URL				
Total: 777 different pages-url	Viewed	Average size	Entry	Exit
/	8918	159 Bytes	237	144
/imis.php	2398	86.66 KB	430	441
/dataportal/index.php	802	56.58 KB	17	26
/home.php	416	20.42 KB	53	52
/indicatoren.php	232	30.56 KB	20	22
/indicatorfiche.php	191	18.51 KB	12	11
/awstats/awstats.pl	181	35.93 KB	2	3
/indicatorfiche.php?id=13	163	20.42 KB	3	7
/info.php	157	23.52 KB	5	11
/data.php	98	17.63 KB	6	13
/e_room.php	97	17.82 KB	34	50
/account.php	61	15.79 KB	4	10
/dataportal/	52	113.13 KB	11	6
/index.php	51	5.73 KB	2	16
/econf/topics.php	42	8.47 KB	42	41
/account.php?p=login	36	15.99 KB	1	5
/indicatorfiche.php?id=1	32	18.37 KB	1	2
/projectfiche.php	31	23.30 KB	3	3
/datafiches/	29	27.16 KB		3
/indicatoren/pdf/SIF_welvaartsindex.pdf	27	365.92 KB	24	25

Figure 1: An example of the user statistics of the Scheldt indicators web pages for the month November 2010, tracked by AWStats.

Opportunities and Threats

When analyzing the user statistics of the Scheldt indicators web pages, some limitations need to be taken into account. The statistics only show the number of hits on the Scheldt indicators web pages and do not reflect the number of unique visitors. Interpretation of these figures could therefore lead to an overestimation of the number of visitors of the web pages. Moreover, the statistics give no motivation/ reason for whether or not certain pages are being consulted. A possible solution to this problem is conducting a users' survey on the annual LTV conference.

The frequent use of the instrument 'Indicators for the Scheldt Estuary' will only be achieved if they are



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used in a continuous and efficient communication strategy, in cooperation with the [Scheldt Information Centre \(SIC\)](#). Furthermore, the use of the Scheldt indicators is closely related to the extent to which up-to-date and relevant information is available.

How to cite this fact sheet?

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Available online at <http://www.scheldemonitor.org/indicatoren.php>

References

[1] **Directie Zeeland; Administratie Waterwegen en Zeewezen** (2001). Langetermijnvisie Schelde-estuarium. Ministerie van Verkeer en Waterstaat. Directoraat-Generaal Rijkswaterstaat. Directie Zeeland/Ministerie van de Vlaamse Gemeenschap. Departement Leefmilieu en Infrastructuur. Administratie Waterwegen en Zeewezen: Middelburg, The Netherlands. 86 pp. + toelichting 98 pp., [details](#)