



GEDIS - Gender Diversity in Information Science:

Challenges in Higher Education

Project Reference: 2024-1-ES01-KA220-HED-000246558

<https://ub.edu/GEDIS>



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GEDIS Technical Report

Website Usage and Zenodo Performance (Q1-2025)

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GEDIS Technical Report

Barcelona, 12/05/2025



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BARCELONA



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Institutional Note

This report has been prepared by the coordinator of the GEDIS project – *Gender Diversity in Information Science: Challenges in Higher Education* (2024-1-ES01-KA220-HED-000246558), within the framework of the cooperation funded by the Erasmus+ programme of the European Union.

The content of this document is based on work carried out at the University of Barcelona as the coordinating institution, with due recognition of the collaborative framework established among the following project partner institutions:

- FH Kärnten – gemeinnützige Gesellschaft mbH (Austria)
- Universität Hildesheim (Germany)
- University of Sarajevo (Bosnia and Herzegovina)
- University of Zadar (Croatia)
- Josip Juraj Strossmayer University of Osijek (Croatia)
- Silesian University in Opava (Czech Republic)

Responsibility for the content, analysis, and presented metrics lies solely with the author of the report.



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1. Executive Summary

During Q1 2025, GEDIS recorded 199 new user sessions. These users came from more than ten different national contexts. Spain and Croatia showed the highest levels of interaction overall. Barcelona was the single most active city accessing GEDIS content. Users also engaged actively from Bosnia, Germany, and Croatian regions. Most sessions originated from Google searches or direct access methods. Referrals included LinkedIn, EPALE, and institutional partner communication channels.

A total of 2,364 recorded events reflect user navigation activity. Interest focused on homepage, project description, and meeting information pages. The average interaction time was 54 seconds per individual user session. Initial content access was solid, but retention showed uneven results. Output-related pages had lower engagement and fewer returning user visits. Most access occurred via desktop, mainly using Google Chrome browser. Mobile usage represented 27% of total user access sessions.

2. Introduction

This technical report summarises analytics from GEDIS OER dissemination efforts. It includes Zenodo views, downloads, and website user engagement data. Website statistics were collected through Google Analytics 4 (GA4) configuration. The reporting period spans 6 January to 31 March 2025.

All data used is anonymised and respects GDPR compliance requirements. Key indicators include sessions, users, bounce rate, and referral sources. Metrics also cover interaction time, device types, and page performance. No behavioural profiling or personal user identification was carried out.



Period Analyzed: From January 7 to March 31 2025

Total Active Users: 129

New Users: 129

3. Methodology

3.1 Tools Used (Google Analytics 4, Zenodo, Drawrapper)

This section describes tools used to analyse GEDIS dissemination activity. It explains how user engagement data was collected and processed. The approach combines analytics, performance metrics, and visual presentation techniques. Focus areas include traffic sources and open access usage statistics.

Google Analytics 4 (GA4):

GA4 monitored GEDIS website interaction from January to March 2025. It assessed user activity across several predefined digital performance metrics. Metrics included new users, session length, and geographic user distribution. Device types, browser use, and page behaviour were also measured. Traffic sources were tracked to understand user access and flow.

Zenodo:

Zenodo hosts and distributes all GEDIS Open Educational Resources online (OER). View and download data were retrieved from Zenodo's public dashboard. The reporting period covers March to 2 May 2025. Each OER includes multilingual metadata, licensing, and version control information. All resources are openly licensed under Creative Commons BY 4.0..

Datawrapper:



This tool creates visual summaries of GEDIS OER performance metrics. It communicates user engagement through charts, graphs, and simple tables. All visualisations are web-based, accessible, and suitable for public reporting.

3.2 Data Collection and Privacy Compliance

All data used are aggregated and fully anonymised for analysis. The report complies with European GDPR data protection standards strictly. No personal identifiers, session IDs, or IP addresses were collected. Google Analytics 4 applies anonymisation and aggregates behavioural tracking only.

Zenodo usage data is public and contains no personal information. No cookies were used beyond basic technical access functionality settings. Analytics were used exclusively for monitoring and internal project reporting. This analysis supports dissemination, visibility, and digital engagement across GEDIS. No profiling or commercial targeting occurred during data processing activities. All practices follow Erasmus+ KA2 transparency and open-access policy requirements.

4. Website Analytics (January–March 2025)

This section presents GEDIS website usage data for early 2025. It includes user numbers, interaction trends, and geographic access patterns. The data reflect outreach effectiveness and overall digital dissemination reach. All metrics were obtained using GDPR-compliant Google Analytics 4 configuration. Insights support planning of future communication and engagement strategies online.

4.1 Audience Overview

Between 6 January and 31 March 2025, the GEDIS website attracted a total of 199 active users, all of whom were new visitors. The platform reached audiences in over



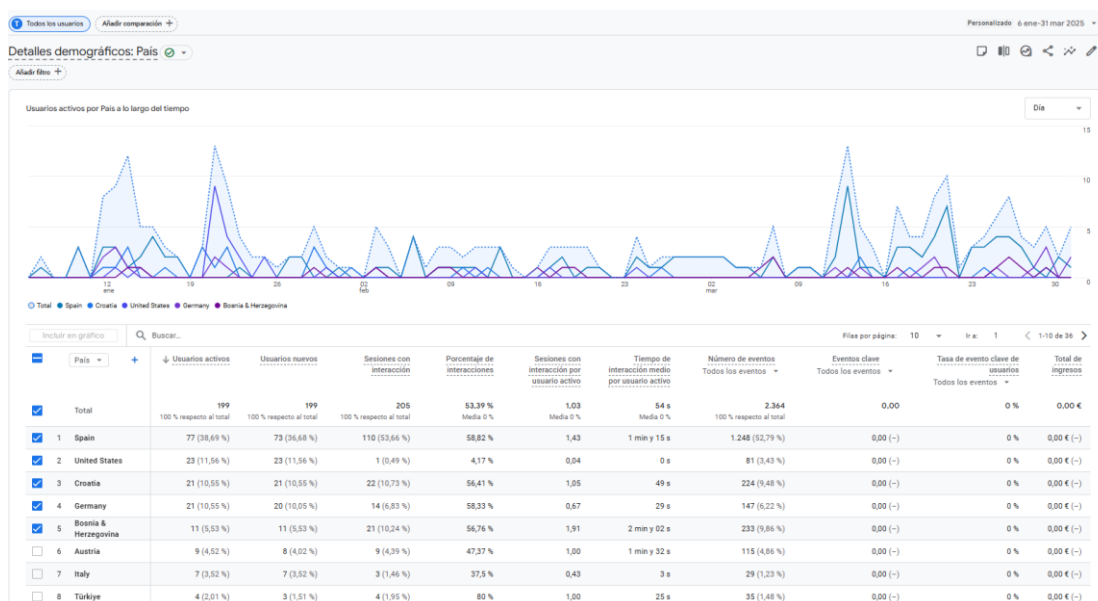
ten countries, with traffic particularly concentrated in Europe and North America. As shown in Table 1, Spain accounted for the largest proportion of users (38.7%), followed by the United States (11.6%), Croatia (10.5%), and Germany (10.1%). These four countries alone represented over 70% of the total user base during the reporting period.

4.2 Geographic Reach by Country and City

This section examines the geographic distribution of GEDIS website users during the reporting period. Analysing visits by country and city allows for a better understanding of the project's dissemination reach, the effectiveness of institutional partners' outreach, and the visibility in key regions.

Figure 1. Active Users by Country (Google Analytics, 6 Jan – 31 Mar 2025)

The graph shows visit trends segmented by each user country. Spain demonstrates the highest and most consistent activity throughout time. Germany, Croatia, and Bosnia also show smaller activity peaks recorded.





User engagement patterns varied significantly by country. While Spain showed the strongest engagement, with 1,248 events and an average interaction time of 1 minute 15 seconds: Other countries presented lower engagement. For example, users from the United States generated only 81 events with an average time of 0 seconds, suggesting superficial or unintentional visits. Bosnia and Herzegovina, though smaller in volume, recorded the highest average interaction time (2 minutes 2 seconds), indicating strong interest from a targeted group.

Table 1. GEDIS Website Usage by Country (Top 5)

Country	Active Users	% of Total	Avg. Time per User	Events	Sessions w/ Interaction	Interaction %
Spain	77	38,7%	1 min 15 s	1.248	110	58,8%
United States	23	11,6%	0 s	81	1	4,2%
Croatia	21	10,5%	49 s	224	22	56,4%
Germany	21	10,1%	29 s	147	14	58,3%
Bosnia & Herzegovina	11	5,5%	2 min 02 s	233	21	56,7%

Source: GEDIS Project Google Analytics Report, GA4 Data (Jan–Mar 2025)

Figure 2. Active Users by City (Google Analytics, 6 Jan – 31 Mar 2025)



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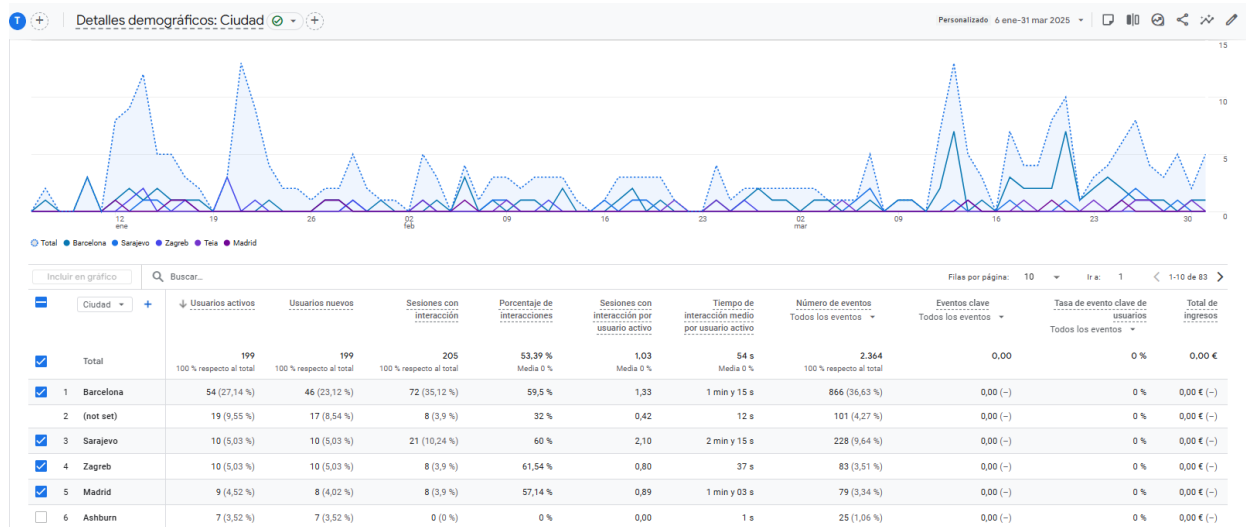
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This figure presents user engagement trends from the most active cities accessing the GEDIS website. Barcelona stands out with consistent and high interaction over time, followed by notable but lower activity from Sarajevo, Zagreb, and Madrid.



During this period, GEDIS received visits from thirty cities. As shown in Table 2, Barcelona led in activity. It contributed 27 percent of total users visiting the site. Barcelona also accounted for 36.6 percent of recorded user events. Users from Barcelona stayed 1 minute and 15 seconds average. These figures indicate strong, consistent interaction with GEDIS website content.

Other cities with high engagement include Sarajevo and Zagreb together. Each city contributed five percent of the total user base. Sarajevo stood out with strong interest and sustained user interaction. Its average session lasted 2 minutes and generated 228 events. In contrast, Ashburn showed minimal activity and very limited session duration. Users there averaged 1 second and recorded only 25 events.



Table 2. GEDIS Website Usage by City (Top 5)

City	Active Users	% of Total	Avg. Time per User	Events	Sessions w/ Interaction	Interaction %
Barcelona	54	27,10%	1 min 15 s	866	72	59,50%
Sarajevo	10	5,00%	2 min 15 s	228	21	60,00%
Zagreb	10	5,00%	37 s	83	8	61,50%
Madrid	9	4,50%	1 min 03 s	79	8	57,10%
Ashburn	7	3,50%	1 s	25	0	0,00%

Source: GEDIS Project Google Analytics Report, GA4 Data (Jan–Mar 2025)

Interpretation

Most GEDIS website users came from Spain during this period. This aligns with project coordination based at Universitat de Barcelona institution. Barcelona led nationally, generating over one quarter of all activity. Its users showed consistent engagement and strong interaction across pages.

Sarajevo and Zagreb reflected effective outreach from institutional partner countries. Sarajevo users spent over two minutes per session average. The United States ranked second by volume of user sessions. However, those sessions were brief, indicating low or superficial interest.

4.3 Traffic Sources (Organic, Direct, Referral)

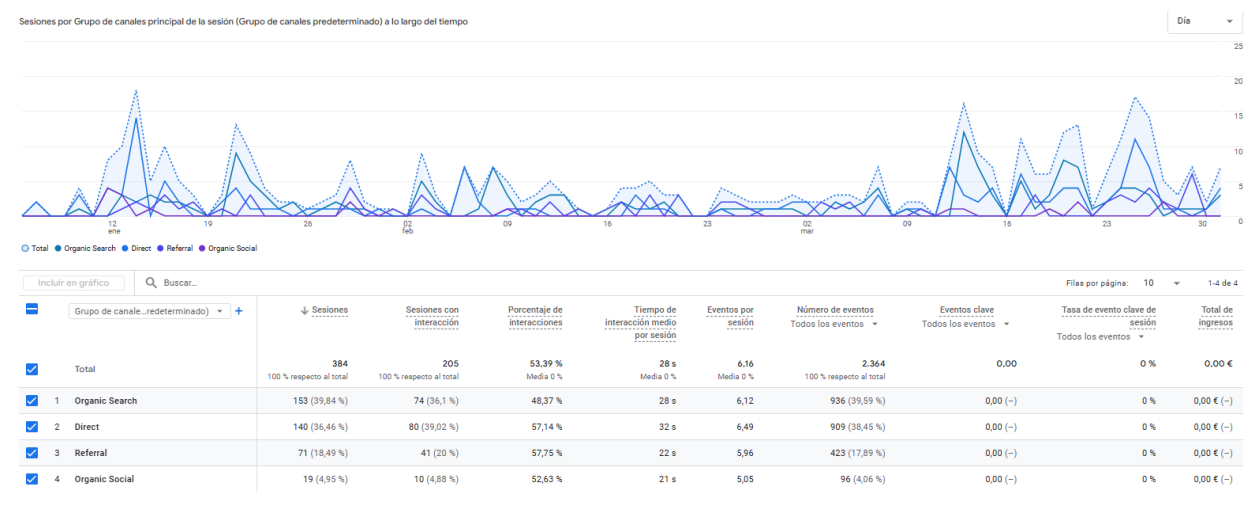
This section analyses how users arrived at the GEDIS website during the reporting period. Understanding traffic acquisition channels — such as organic search, direct



visits, and referrals — can help evaluate the effectiveness of dissemination strategies, including search engine visibility, offline promotion, and links from institutional partners or professional platforms.

Figure 3. Sessions by Traffic Source (Google Analytics, 6 Jan – 31 Mar 2025)

Figure 3 illustrates how users accessed the GEDIS website during the first quarter of 2025. It is categorised by acquisition channel: organic search, direct access, referrals, and social platforms.



Between January and March 2025, a total of 384 sessions were recorded, with user traffic arriving from a range of channels. As shown in Table 3, organic search led with 153 sessions. This reflects effective indexing of the GEDIS website in search engines like Google. It contributed 39.5% of events with 6-minute sessions.

Direct traffic followed closely with 140 sessions. It has the highest proportion of interactive sessions (57.1%), likely indicating strong dissemination through direct links in institutional or communication materials.



Referral traffic (e.g. from LinkedIn, EPALE, and partner websites) generated 71 sessions, while organic social (primarily from platforms like LinkedIn or Bluesky) had a small share of visits (4.9%).

Table 3. GEDIS Website Traffic by Source (Jan–Mar 2025)

Source Type	Sessions	% of Total	Avg. Time per Session	Events	Events per Session	Interaction Rate
Organic Search	153	39,8%	6 min 12 s	936	6,12	48,7%
Direct	140	36,5%	32 s	909	6,49	57,1%
Referral	71	18,5%	21 s	423	5,96	59,2%
Organic Social	19	4,9%	21 s	96	5,05	52,6%

Interpretation:

Traffic patterns show GEDIS is effectively found through search engines. Direct access and referrals lead to higher user interaction rates. Organic search brings volume, but engagement remains relatively shallow overall. Users from direct links interact more deeply with site content. These trends highlight the value of targeted partner-based dissemination strategies. Continued SEO and institutional outreach are both strongly recommended actions.

4.4 Technology and Access (Devices, OS, Browsers)

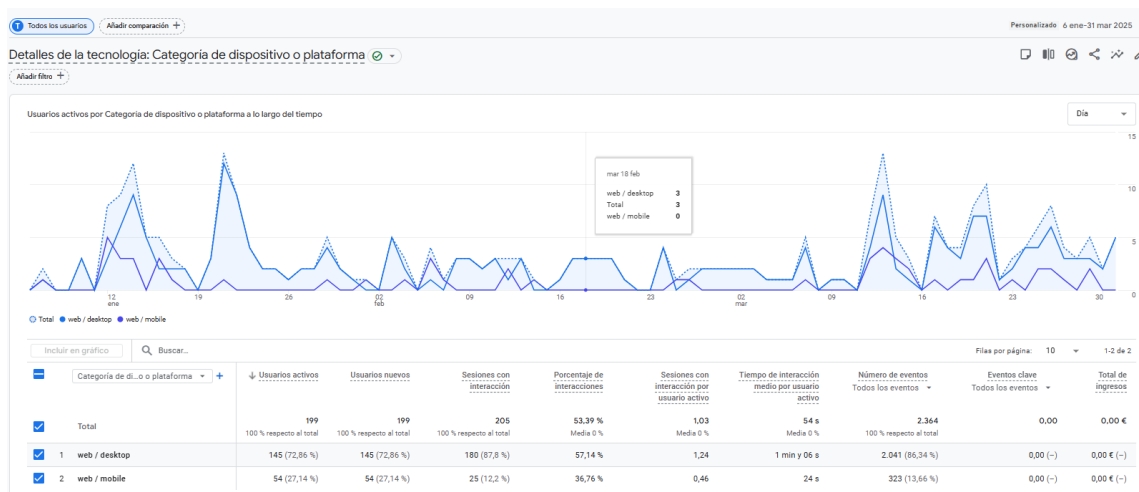
This section analyses how users accessed the GEDIS website content. The data covers the first quarter of 2025 specifically. It includes insights into desktop and mobile device usage trends. Operating systems and browsers were also examined for



access patterns. These indicators reveal user preferences and accessibility across digital platforms.

Figure 4. Device Category Used to Access the GEDIS Website (Google Analytics, 6 Jan – 31 Mar 2025)

The graph shows user distribution by device type and platform. It compares desktop and mobile interactions over three recorded months.



Between January and March, desktop devices dominated GEDIS website access. As shown in Table 4, 145 users used desktop browsers. Fifty-four users, or 27.1%, accessed through mobile phones. Desktop usage is common on academic and professional information platforms. Users often engage during research or work-related digital activity sessions.

Mobile users contributed significantly, despite having a smaller overall share. Their average engagement time was only twenty-four seconds per session. Desktop users, in contrast, averaged one minute and six seconds. This indicates deeper interaction with GEDIS content on desktop platforms.



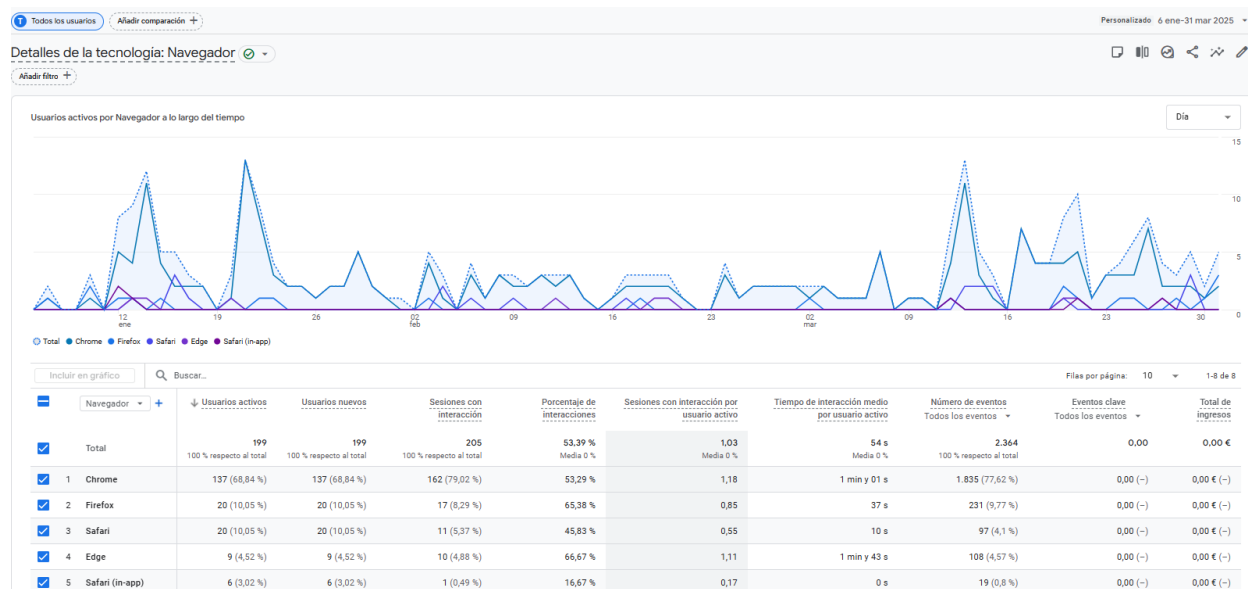
Table 4. User Access by Device Type (Jan–Mar 2025)

Device Type	Active Users	% of Total Users	Avg. Time per User	Sessions w/ Interaction	Events	% of Events
Desktop	145	72,90%	1 min 06 s	180	2.041	86,30%
Mobile	54	27,10%	24 s	25	323	13,60%

Source: GEDIS Project Google Analytics Report, GA4 Data (Jan–Mar 2025)

Figure 5. Web Browser Usage for Accessing the GEDIS Website (Google Analytics, 6 Jan – 31 Mar 2025)

Figure 5 displays the number of users accessing the GEDIS website. It is segmented by browser type, and their corresponding activity over time.



Most GEDIS users in early 2025 used Google Chrome.



Chrome accounted for 69 percent of active website user sessions. Firefox and Safari followed with approximately 10 percent each. Other browsers had marginal shares, including Edge and Safari (in-app). Table 5 shows Chrome users led in traffic and events. They generated 1,835 events, or 77.6 percent of interactions. Firefox users interacted less and had shorter session engagement times. Edge and Safari users showed moderate to strong browsing engagement. Edge users averaged 1 minute 43 seconds per session visit. This was the highest average duration among all measured browsers.

Interpretation:

Most users access the GEDIS website through desktop devices primarily. They favour Chrome browser and Windows as their operating system. Mobile users represent over one quarter of total recorded sessions. This highlights the importance of a responsive, optimised mobile experience.

Table 5. GEDIS Website Users by Browser (Jan–Mar 2025)

Browser	Active Users	% of Total	Avg. Time/User	Sessions w/ Interaction	Events	% of Events
Chrome	137	68,80%	1 min 01 s	162	1.835	77,60%
Firefox	20	10,10%	37 s	17	231	9,80%
Safari	20	10,10%	10 s	11	97	4,10%
Edge	9	4,50%	1 min 43 s	10	108	4,60%
Safari (in-app)	6	3,00%	0 s	1	19	0,80%

Source: GEDIS Project Google Analytics Report, GA4 Data (Jan–Mar 2025)

Interpretation



Google Chrome remains the dominant browser for GEDIS website access. It shows strong user retention and high interaction engagement levels. Edge users were fewer but demonstrated deeper content engagement. This suggests a varied browsing behaviour among specific visitor segments. In contrast, Safari (in-app) and Samsung Internet showed minimal interaction. Their low engagement highlights a need for cross-platform visual testing. Mobile access growth requires optimised interactive elements across all browsers.

5. Content Engagement and Behaviour

This section presents how users interacted with the GEDIS website. It includes quantitative indicators and page-level content performance analysis results. The data help assess visibility, usability, and depth of engagement. Metrics such as session duration and event counts are examined. The analysis supports improvements in design, structure, and content strategy.

5.1. Overview of Engagement Metrics

- Total sessions with interaction: 205 (53.4% of sessions)
- Average session duration: 54 seconds
- Pages per user: 3.88
- Total events: 2,364

Interpretation:

User engagement overall was moderate during the reporting time frame. Over half of all sessions included some kind of interaction. Average session duration was under one minute per user visit. This suggests users did not engage deeply with the content. More interactive elements are needed to increase engagement and retention. These



may include multimedia, clear navigation, or calls to action. No key events were configured to measure deeper content interaction. Downloads, video plays, or form submissions were not actively tracked. This limits the analysis of strategic engagement with core outputs.

Pages like `"/gedis/"` and `"/gedis/about-gedis/"` had high reach and moderate interaction. The page `"/gedis/results-of-wp2/"` had a higher bounce rate, suggesting a need for improved content design or clearer messaging.

5.2. Page-Level Analysis

Table 6 presents performance indicators for individual GEDIS website pages. It includes total views, active users, and average time spent. This data highlights how users interact with specific project content areas. The goal is to identify strong pages and improve weaker ones.

Table 6. User Engagement by Page Path: Views, Activity, and Duration (GEDIS Website, Q1–2025)

Page path	Views	Active users	Views/user	Avg. time/user
<code>/gedis/</code>	201	86	2,34	32 s
<code>/gedis/about-gedis/</code>	76	39	1,95	32 s
<code>/gedis/first-meeting-wp2/</code>	44	35	1,26	22 s
<code>/gedis/ca/</code>	42	18	2,33	21 s
<code>/gedis/objectives/</code>	40	23	1,74	18 s
<code>/gedis/conferences-papers-datasets-oers/</code>	27	15	1,8	48 s



/gedis/results-of-wp2/	24	23	1,04	30 s
/gedis/hr/...-research-centra/	18	7	2,57	51 s

Interpretation:

The root page (/gedis/) serves as the main hub. It received the highest number of visits and repeat views. This confirms its importance for navigating content across the site. Pages like /about-gedis/ and /objectives/ were frequently visited too. However, short interaction times suggest weak visual or structural design. Improvements could include clearer layout or enriched informational content formatting. The page /first-meeting-wp2/ attracted interest but had short viewing sessions. Visual content or summaries might improve time spent on page. The Croatian research page had highest views per individual user. This shows strong engagement from a smaller, focused audience segment. By contrast, /results-of-wp2/ showed low depth and visit duration overall. This page has still no content because of the current running of working package 2.

5.3. User Behaviour and Retention

Interactive sessions were encouraging, but repeat visits remained relatively low. Clear usage spikes appeared in January and March site traffic. These aligned with communication efforts and content updates during dissemination. Barcelona, Sarajevo, and Madrid showed the longest average interaction times. Barcelona users averaged 1 minute 15 seconds per session visit. Sarajevo reached 2 minutes 15 seconds average session time. Madrid followed with 1 minute 03 seconds of user engagement. These results suggest deeper interest from specific regional target audiences. Users from partner regions explored site content more thoroughly overall.



- **Returning Users:** Very few compared to new visitors
- **Sessions with Interaction:** 205 (53.4%)
- **Total Events Recorded:** 2,364
- **Key Events:** None configured

Interpretation:

The website would benefit from improved user retention over time. Timely updates and multilingual content could strengthen continued visitor engagement. Downloadable outputs need more prominent and strategic promotional visibility online. Sarajevo and Barcelona showed high engagement rates among active users. These cities should guide future outreach and localisation dissemination efforts. Lack of event-tracking limits insights into specific user content behaviour. Configuring interaction goals is essential for future platform development phases.

6. Open Educational Resources (March–May 2025)

GEDIS promotes open science and inclusive education through multilingual OERs. These resources were published on Zenodo between March and May. They support gender perspective integration in Information Science academic programmes. The materials target institutions and educators across European higher education contexts. This section lists OERs, usage data, and early dissemination performance. Figure 6 summarises their initial reach and community uptake.

6.1 OERs Published on Zenodo (Titles and Links)

Between March and May, GEDIS published multilingual OERs on Zenodo. These resources promote gender integration in Information Science academic teaching.



They were developed for use across European higher education institutions. The following list presents available OERs with direct access links:

Women in Science and Engineering in the EU

- [English version](#)
- [Spanish version](#)
- [German version](#)
- [Catalan version](#)
- [Croatian version](#)
- [Bosnian version](#)
- [Czech version](#)

Delphi Method in Academic Research

- [English version](#)
- [Spanish version](#)
- [Catalan version](#)
- [German version](#)
- [Czech version](#)
- [Bosnian version](#)

Note: All resources are openly licensed under CC BY 4.0 and include pedagogical guides and/or activity proposals.

6.2 Download Activity

As of 2 May 2025, the GEDIS OER collection had received a total of 233 views and 320 downloads across 13 resources. The English versions of both resources were the most frequently accessed, while Croatian and Catalan versions showed high download-to-view ratios, suggesting strong engagement from smaller linguistic communities.



Table 7. Selected GEDIS OER Usage Data (Zenodo, March–2 May 2025)

OER Title	Language	Views	Downloads
Women in Science and Engineering in the EU	English	54	25
Women in Science and Engineering in the EU	Croatian	49	34
Delphi Method in Academic Research	English	59	35
Women in Science and Engineering in the EU	Catalan	47	32

6.3 Visual Summary (Drawwrapper Graphic: Downloads per OER)

Figure 6. GEDIS OER Views and Downloads on Zenodo (as of 2 May 2025)

Figure 6 presents a comparison of cumulative views and downloads across all GEDIS OERs published until May 2, 2025. English-language versions lead in overall reach, but translations in Catalan and Croatian show high engagement relative to audience size.



Impact of Our Open Educational Resources (OERs) in Multiple Languages: Cumulative Views and Downloads on Zenodo as of 2 May 2025

HIGHLIGHTS • Total views: 233 • Total downloads: 320 • Most viewed: Women in Science and Engineering in the EU (English): 29 views • Most downloaded: Delphi Method in Academic Research (English) • 35 downloads

Views Downloads

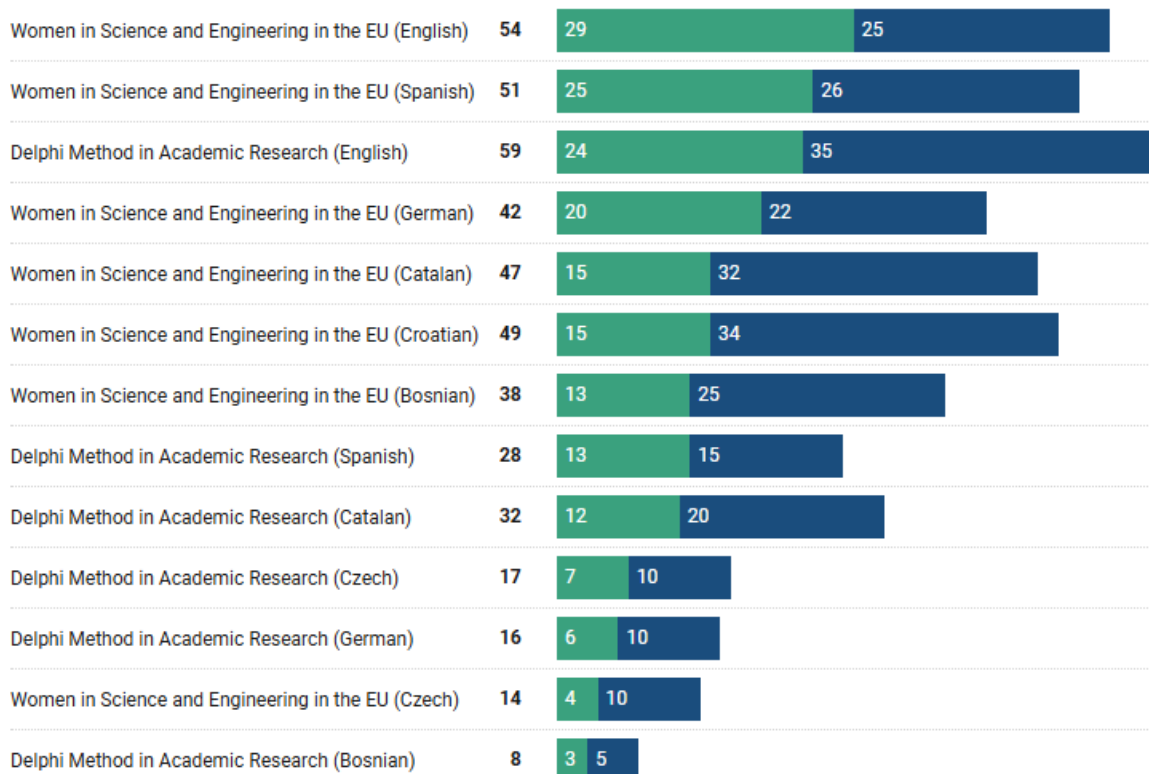


Chart: Juan-José Boté • Source: GEDIS Project • Get the data • Download image • Created with Datawrapper

Source: Zenodo analytics visualised with Datawrapper. Interactive version: <https://www.ub.edu/gedis/conferences-papers-datasets-oers/>

Figure 6 shows GEDIS OER views and downloads by language. The most viewed resource was the English version on women. The title is “Women in Science and Engineering in the EU”. It received a total of 54 views by users. The most downloaded



item was the Delphi Method in English. The title is “Delphi Method in Academic Research”. It reached 35 downloads during the reported publication time window. Catalan and Croatian versions had strong downloads relative to views. This suggests good engagement from targeted multilingual regional user communities. Altogether, GEDIS OERs received 233 views and 320 downloads. These figures reflect usage up to early May 2025.

Interpretation:

The data confirm multilingual publishing is relevant and highly effective. Significant uptake occurred for English and several localized language resources. These early results highlight the value of continued translation efforts. Active promotion through institutions and platforms should also be prioritised.

7. Conclusions

Google Analytics and Zenodo data cover January to May 2025. The GEDIS website achieved satisfactory visibility in target partner countries. Spain, Croatia, and Bosnia and Herzegovina showed strongest audience presence. Organic search and direct access led as primary traffic sources. Social and institutional referrals require further engagement and visibility efforts. Page activity volume is positive but engagement depth remains limited. Time-on-page and bounce rates indicate room for improvement overall. GEDIS OERs show early impact through multilingual open-access dissemination results. These findings highlight translation, outreach, and structured content as priorities. Future reports will track engagement patterns and support planning decisions.