

Measurement of Information Search Demands on Housing and City Planning through Access Log Analyses of a Database on the Internet

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[SYNOPSIS]

The Uzo Nishiyama Memorial Library, established in 1997, has its own database on the web and a web site related to housing and city planning. For measurements of information search demand of the Library, this paper analyzes the access log data of the site based on an agreement with the Library.

To analyze the frequency of visits to the site, monthly 1,800 visits, daily 60 visits and 160 pages could be seen. Though most of visits could be seen on top page, Gallery in which valuable pictures are shown, Database Search, Mission of the Library and Guide of Published Books are popular in the site.

We also comparatively analyze numbers of entry page and exit page. Less numbers of entry pages could be seen in Guide of Published Books, Summer Seminar and Top Page of Database, on the other hand, more numbers of exit pages could be seen. More numbers of entry pages could be seen in Symposium Proceeding regarding Housing Corporation at Pre-War time, Osaka Exhibition Report, Introduction of Architect Akiko Takahashi, Introduction of Architect Toyokazu Watanabe and Member List of Management Committee, on the other hand, less numbers of exit pages could be seen.

To analyze the information needs of the Web pages by type of domain names, we found that 53.1% from internet service providers such as "net", "ne.jp" and "ad.jp", 31.0% from academic organizations such as "ac.jp" and "edu", 14.2% from companies such as "com" and "co.jp", and finally 1.8% from public sectors. In terms of number of visits by domain names, a major portion is in academic organizations.

Eight hundreds visitors out of a thousand and eight hundreds monthly visitors are from Yahoo! or Google, which is the biggest search engine in our country. Accordingly, forty percent of visits are coming to the site after searching in Yahoo!.

To analyze the access log of database, we found that there are a hundred and sixty monthly searches of the database and five to six daily searches. Search strings of the database are related to housing and daily living (35%), architecture in general (22%), area or project information (15%). We should consider these three major categories of search strings amount to 70% in total in order to improve the way to provide the information of the library.