



J. Paul Getty Trust
Web Group

An Assessment of Getty Museum Content on Whyville.net

Written by:
Susan Edwards

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Summary

This assessment includes analysis of Getty content on Whyville (www.whyville.net) gathered over two periods:

- February–September 2005 – visit data and online focus group
- September 2005–February 2006 – online survey

Getty content on Whyville was launched at the end of November 2004 with the ArtSets Game. The current offering of Getty content on Whyville was completed in early February 2005 with the introduction of the Art Treasure Hunt. The six levels of the Treasure Hunt were then phased in over six weeks.

Whyville visit data—February–September 2005

- On average, 21,000 unique users visited Getty resources on Whyville at least once each month.
- There were about 61,000 visits per month to Getty resources on Whyville.
- 4.18% of visits to Whyville each month included a visit to the Getty Museum on Whyville.
- The average visit duration to Getty resources on Whyville was 7.6 minutes per user (based on a typical week in June).
- Traffic to Getty resources on Whyville parallels traffic patterns to Whyville overall (as overall site traffic rises and falls, so does traffic to the Getty resources).

Getty.edu (www.getty.edu) visit data on referrals from Whyville—April–September 2005

- An average of 606 visits per month was referred to [getty.edu](http://www.getty.edu) from Whyville.
- A total number of 3,636 were referred to [getty.edu](http://www.getty.edu).
- Visitors to [getty.edu](http://www.getty.edu) from Whyville spent an average of 5.9 minutes on [getty.edu](http://www.getty.edu).
- 20% of those visits to [getty.edu](http://www.getty.edu) lasted more than 7 minutes.
- Users coming to [getty.edu](http://www.getty.edu) from Whyville visited collections pages and the search engine.
- The Art Treasure Hunt drives traffic to [getty.edu](http://www.getty.edu) more successfully than ArtSets.

Focus groups—August 2005

In a series of focus groups held in Whyville's Greek Theater with self-selected participants in August, Whyvillians expressed positive attitudes about the Getty, museums in general, and the importance of art. Many had played the Getty games and were able to name and recognize works of art from the Getty's collection. About half of this self-selected group had been to [getty.edu](http://www.getty.edu). About 3/4 of them knew the Getty is in Los Angeles.

Online survey—August 2005–February 2006

Although a longitudinal study to measure attitudinal changes was not possible, we were able to compare responses of Whyvillians who said they had visited Getty content to those who said they had not seen our content. Many of the attitudinal questions did not show significant change between these groups. Significant difference between the groups did reveal the following:

- Whyvillians who said they had visited Getty content on Whyville were three times more likely to answer that the Getty Museum is located in Los Angeles.
- Whyvillians who said they had visited Getty content on Whyville were 10 times more likely to answer that they had visited the Getty Web site (www.getty.edu).

1. Visit Data

a. Visit data from Whyville

Definitions:

View = every time a page is loaded by a user

User = a unique individual

Visit = a single session in an area of Whyville. Visits “time out” on Whyville after 20 minutes. It is possible to have multiple views of a page in a single visit.

Highlights

Analysis includes data from February– September 2005.

- On average, 21,000 unique users visited Getty resources on Whyville at least once each month.
- There were about 61,000 visits per month to Getty resources on Whyville.
- 4.18% of visits to Whyville each month included a visit to the Getty Museum on Whyville.
- The average visit duration to Getty Resources on Whyville was 7.6 minutes per user (based on a typical week in June).
- Traffic to Getty resources on Whyville parallels traffic patterns to Whyville overall (as overall site traffic rises and falls, so does traffic to the Getty resources).

How many users visited the Getty Museum’s content on Whyville?

The following are averages per month:

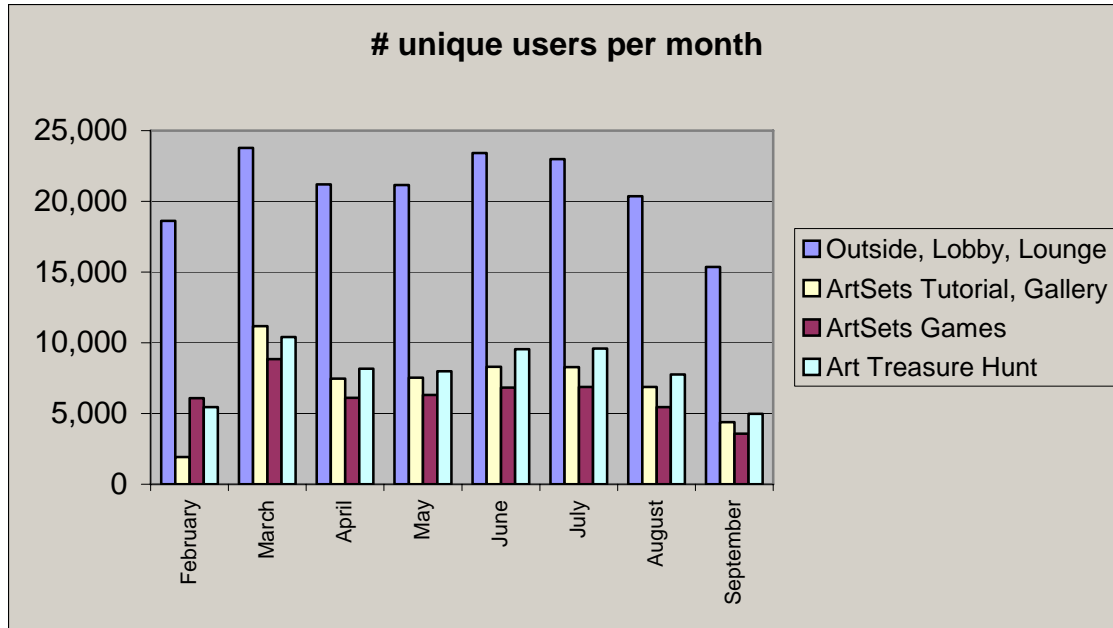
Visitors to a single Getty resource are not necessarily different from visitors to the other Getty resources on Whyville. For example, the same user could have visited the Lounge and ArtSets Game.

February – September 2005

Getty resource	Average # page Views per month	Average # users per month
Outside, Lobby, Lounge	156,200	20,860
ArtSets Tutorial and Gallery	58,764	6,995
ArtSets games	18,912	6,263
Art Treasure Hunt**	44,186	7,982

**values for the Treasure Hunt are estimated

- Since most visits to the ArtSets and Treasure Hunt pages included visits to the Outside, Lobby, and Lounge pages (the Treasure Hunt is the only game accessible without going through the Getty top pages), on average at least 21,000 unique users visited Getty resources on Whyville at least once a month.



How often did users visit Getty resources on Whyville?

When counting visits, Whyville looks at all Getty resources as one unit, as most users will visit multiple pages in the Getty Museum on Whyville within a single visit. A visit “times out” after 20 minutes.

Visits to Getty resources on Whyville compared to overall visits to Whyville

month	Getty visits	Whyville visits	Getty visits as % of overall Whyville visits
2005-02	44,393	1,147,944	3.87%
2005-03	70,735	1,487,615	4.75%
2005-04	56,963	1,386,069	4.11%
2005-05	60,899	1,464,612	4.16%
2005-06	69,667	1,559,049	4.47%
2005-07	75,271	1,649,091	4.56%
2005-08	68,074	1,565,261	4.35%
2005-09	43,537	1,090,439	3.99%
AVG	61,192	1,418,760	4.31%

- Dividing visits by users gives an average of 2.91 visits per user, per month.
- 4.31% of visits to Whyville each month included a visit to the Getty Museum on Whyville.

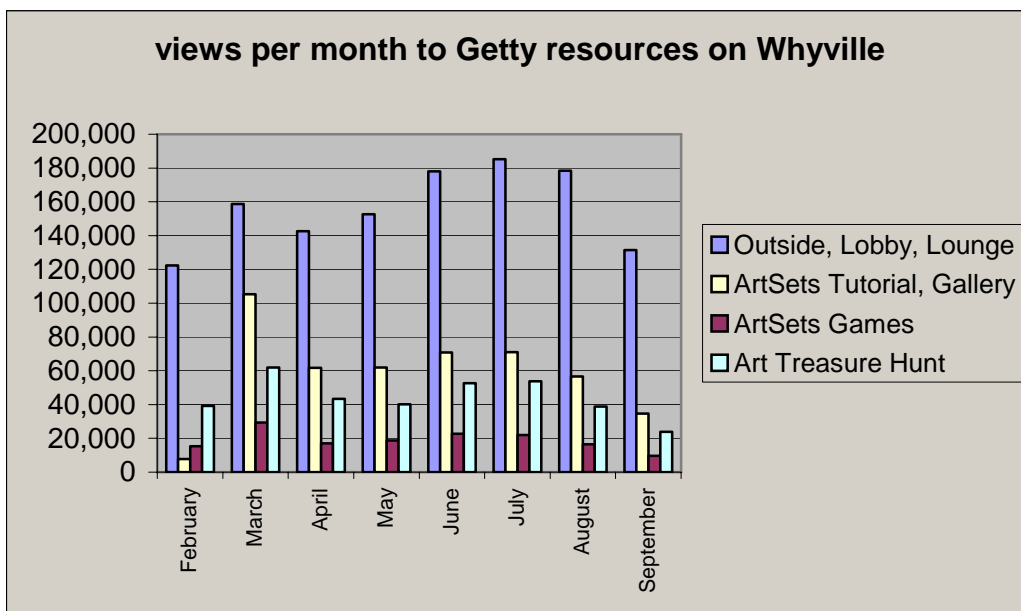
How much time did users spend visiting Getty Resources on Whyville?

The average visit duration varied between 7 and 8.3 minutes per user for a typical week in June.

date	# of visitors	total minutes	avg minutes per visitor
18-Jun	2,948	22,673	7.7
19-Jun	3,062	24,695	8.1
20-Jun	3,134	24,055	7.7
21-Jun	3,231	26,747	8.3
22-Jun	3,114	21,818	7
23-Jun	2,915	21,415	7.3
24-Jun	2,643	19,665	7.4

How many page views were logged for various sections within the Getty Museum on Whyville?

- There was an average of 278,062 page views of all Getty resources on Whyville per month.
- An average of 156,000 of those views was to the entry pages (Outside, Lobby, and Lounge).
- The ArtSets Tutorial and Gallery pages were viewed more often than the ArtSets and Art Treasure Hunt pages. (There are many more pages to be viewed in the Tutorial and Gallery than in the ArtSets games and Treasure Hunt areas.)



How do visits to the Getty Museum on Whyville compare to a similar area on Whyville?

The WASA Ion Engine Lab, sponsored by NASA, is a similar area also sponsored by a third party non-profit. It includes a multiplayer game, two simulation games, and a tutorial.

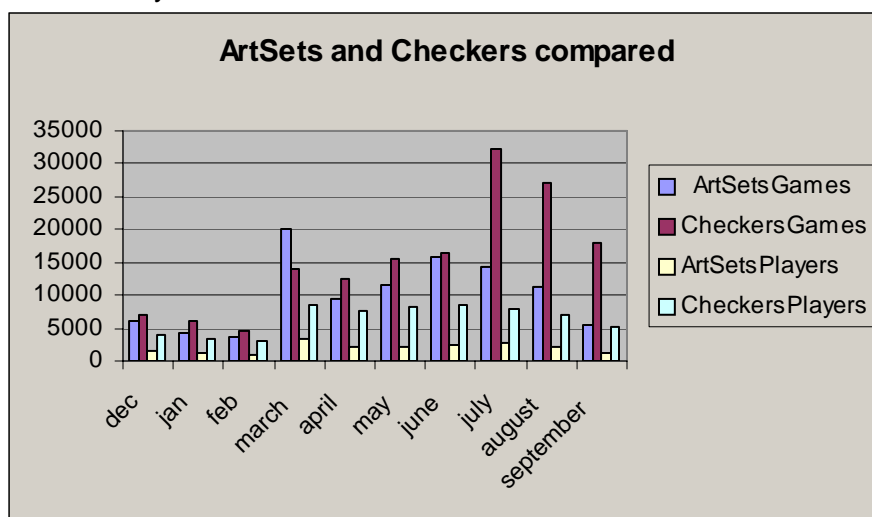
Visits to WASA Ion Engine Lab on Whyville compared to overall visits to Whyville

month	Wasa Ion Engine visits	Getty visits	Whyville visits	WASA visits as % of overall Whyville visits	Getty visits as % of overall Whyville visits
2005-02	6,794	44,393	1,147,944	0.59%	3.87%
2005-03	8,224	70,735	1,487,615	0.55%	4.75%
2005-04	6,182	56,963	1,386,069	0.45%	4.11%
2005-05	6,466	60,899	1,464,612	0.44%	4.16%
2005-06	7,144	69,667	1,559,049	0.46%	4.47%
2005-07	7,099	75,271	1,649,091	0.43%	4.56%
2005-08	6,629	68,074	1,565,261	0.42%	4.35%
2005-09	3,749	43,537	1,090,439	0.34%	3.99%
averages	6,536	61,192	1,418,760	0.46%	4.31%

- On average, 0.46% of visits to Whyville each month included a visit the WASA Ion Engine Lab.
- As seen above, an average of about 4.31% of visits to Whyville each month included a visit to the Getty resources on Whyville.
- The Getty resources on Whyville received almost 10 times more visits than NASA's WASA Ion Engine Lab.

ArtSets compared to Checkers

We compared ArtSets to the Checkers game on Whyville. Both are multiplayer board games with 25 rooms available at any given time for game play. Checkers is one of the most popular multiplayer games on Whyville.



- There were about 50% more Checkers games played per month than ArtSets games.
- The people who played ArtSets played about 5 games per month, while each Checkers player played about 2.5 games per month.

The Art Treasure Hunt

To help understand Treasure Hunt traffic, Whyville gave us the absolute number of users signed up on 2 dates.

- As of July 1, 2005 – 35,305 users were registered for the Art Treasure Hunt. There had been at least 105,032 unique users of Getty resources on Whyville. Thus, as many as 34% of all users of Getty resources on Whyville had signed up for the Art Treasure Hunt on July 1, 2005.
- As of October 18, 2005 – 50,148 users have signed up for the Getty Art Treasure Hunt. On October 1, there had been at least 135,000 unique users of Getty resources on Whyville. Thus, as many as 37% of all users on Whyville had signed up for the Art Treasure Hunt on October 18, 2005.

b. Getty.edu visit data for referrals from Whyville

Highlights

Analysis includes data from April–September 2005.

- An average of 606 visits per month was referred to getty.edu from Whyville.
- A total number of 3,636 visits had been referred to getty.edu from Whyville.
- Visitors to getty.edu from Whyville spend an average of 5.9 minutes on getty.edu.
- 20% of those visits to getty.edu lasted more than 7 minutes.
- Users coming to getty.edu from Whyville are visiting the JPGM collections pages and using the search engine.
- The Art Treasure Hunt has been driving traffic to getty.edu more successfully than ArtSets.

How many visits did getty.edu receive from Whyville?

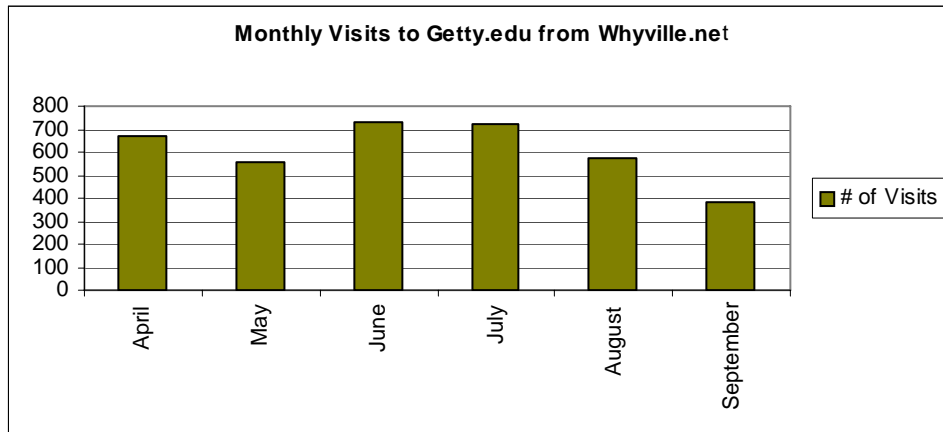
Visits referred to getty.edu from whyville.net

Month	# of Visits
April	667
May	559
June	732
July	725
August	573
September	380

- An average of 606 visits per month were referred to getty.edu from Whyville between April and September, 2005.



- A total number of 3,636 visits were referred to getty.edu from Whyville between April and September, 2005.



- There were an average of 62,402 visits per month to Getty resources on Whyville between April and September 2005. Of visits to Getty resources on Whyville, 1% included a visit to getty.edu.
- Only some of the pages on Whyville include links to getty.edu—the ArtSets Tutorial and Gallery Pages, and the Art Treasure Hunt pages.

How much time did users from Whyville spend on getty.edu?

The table below represents average visit duration for Whyville referrals to getty.edu between April and September 31, 2005.

<i>Visit duration</i>	<i>Whyville.net referrals</i>
No duration	1,911
1 second - 7 minutes	829
7 minutes - 14 minutes	175
14 minutes - 21 minutes	144
21 minutes - 28 minutes	120
28 minutes - 35 minutes	70
35 minutes - 42 minutes	41
42 minutes - 49 minutes	30
49 minutes - 58 minutes	31
>= 58 minutes	57
Summary	
Total # of Users	3,408
Avg. visit duration (in minutes)	5.9

- The 3,408 users referred to getty.edu from Whyville between April and September, 2005 spent an average of 5.9 minutes on getty.edu.
- 20% of those visits to getty.edu lasted more than 7 minutes.

Where did users from Whyville go on getty.edu?

Major paths taken by users coming to getty.edu from whyville.net

	april	may	june	july	aug	sept
Total visits*	667	559	732	725	573	380
Home page only	306	264	302	296	293	142
Straight into collections pages	151	90	114	108	85	74
home >> collections pages	73	69	124	110	104	70
home >> search	34	30	62	61	44	29
home >> visit	16	16	17	16	16	12
home >> research	15	11	6	10	9	7
home >> museum	10	8	6	16	3	6
home >> education	1	4	4	4	5	0

*all paths recorded are not included in this table, so numbers will not add up to total visits

The table below shows the top 10 collections page destinations for users coming from Whyville between April and September, 2005.

Most visited collections pages for visitors from Whyville April 1 – September 30, 2005

Page	resource	Related Wv asset	totals
/art/collections/objects/o9335.html	head of Augustus	TH round 1	273
/art/collections/objects/o573.html	Bassano bearded man	ArtSets	137
/art/collections/objects/o40743.html	Sander bohemian	ArtSets	19
/art/collections/objects/o13764.html	Black Figure Kylix	TH round 3	33
/art/collections/objects/o2641.html	Hoefnagel dragonfly	TH round 1	22
/art/collections/objects/o563.html	Hoet Cleopatra banquet	TH round 2	16
/art/collections/objects/o46138.html	Man Ray butterflies	TH round 3	15
/art/collections/objects/o6328.html	Boulle cabinet	TH round 1	10
/art/collections/objects/o869.html	Munch starry night	TH round 1	10
/art/collections/objects/o12995.html	red-figure kantharos	TH round 4	11

- Bassano's *Bearded Man* and August Sander's *Bohemian* are the first two images appearing in the ArtSets Gallery, which may explain the high number of views of those two pages.
- The Roman head of Augustus is in the first Treasure Hunt round. The Art Treasure Hunt requires users to find the oldest object first. It is likely that this would be the first object most users would try to research.
- Clearly, the Art Treasure Hunt drove traffic to getty.edu more successfully than ArtSets. This makes sense, since this game requires research and the Getty Web site is the best place to search for the answers. ArtSets does not require any research or prior knowledge to play the game.

2. Attitudes about Getty Content on Whyville

a. Online focus groups—Whyville Art Hours

In August 2005, the Getty held three Art Hour discussion sessions in the Greek Theater on Whyville. The goal was to get information about how Whyvillians feel about art and museums, and to inform the development of a quantitative survey that would test changes in attitudes about art and museums in general, and the Getty's content on Whyville.

Within the Art Hour, we polled participants. Below are the results of the polls:

<p>1) Have you been to the Getty Museum on Whyville? 60 yes 07 no total responses = 67</p> <p>2) After seeing the Getty on Whyville, do you like museums more or less? 39 more 06 less 21 same 14 don't know total responses = 80</p> <p>3) Have you been to a real museum this summer? 42 yes 29 no total responses = 71</p> <p>4) Did the Getty Museum on Whyville make you like art more? 47 yes 14 no 22 no difference 04 don't know total responses = 87</p>	<p>5) Have you played ArtSets or the Art Treasure Hunt? 62 yes 13 no 01 i think so 05 i don't know! total responses = 81</p> <p>6) Where is the real Getty Museum? 10 London 41 Los Angeles 02 Toronto 04 New York total responses = 57</p> <p>7) Have you visited the Getty web site? 41 yes 40 no total responses = 81</p>
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Below are highlights from the Art Hour conversations.

• Overall, Whyvillians who participated in the Art Hours were enthusiastic and positive in their attitudes towards art and museums. Some of the comments at the beginning of the hour included:

- Madras: ART! i luv art!
- Deriko: On no other site would children be so excited to learn about art and museams
- wychester: art!
- Kemario: No, Art can be creative and it shows creativity level of that person.
- BeeZD: Yup, plenty
- ajISn: YES I HAVE MISS!!!!
- ducky2: I have, they were doing a show on picaso and I was interested, I love abstract.

- FULLBAKED: ART IS POINTLESS!!!!
 - jrclude: booooo art!!
- Many participants had been to museums before and were very excited about announcing they had been. For example, answers to this yes-no question included lots of exclamation points and all-caps: "I have!", "ME ME ME", "I HAVE!!", "I HAVE!!!!!!!!!!!!!!". Below are some of the museums they mentioned:
- FULLBAKED: I have been to the Dinosaur Museum in Drumheller Alberta.
 - Madras: yea i have been to a Indian Musuem
 - hottgrl27: ive been to the getty museum
 - Deriko: I went to an Arplane Museum, and a Ripley's Museam
 - FULLBAKED: The Royal Terrel Museum is the best museum dawg.
 - artista: I've been to the Louve in Paris!
 - Kemario: The Museum Of New Brunswick. And yes it is.
 - wchester: I've been to the Getty in real life!
 - CUTIE9904: IVE BEN TO THE ENGLISH MUSEUM AND THE GLENBOW MUSEUM
 - AGirl123: i went to the battleship muesem
- When asked if they like museums, the response was more lukewarm. While most were positive, answers were commonly on the order of: "maybe", "they're ok", "sure", "ummm", "yes", "kinda". Some more discursive responses include:
- LuckyLeo7: YES!! I LOVE THEM!!!
 - ob1canob: I am personally a bigger fan of classical music... Not many museums for that.
 - supercow9: I've enjoyed all so far.
 - bobman187: Whats not to like its like stepping back in history!
 - LilLaura: I think it would be cool to go to one.
 - FULLBAKED: Mueseums are the shizzle.
- When asked what kinds of things they saw at museums they'd visited, "art" and "fossils" (or "dinosaurs") were by far most commonly mentioned. Other comments include:
- supercow9: I saw art, history, a little bit of everything.
 - toxicw: mummies
 - LuckyLeo7: PAINTING SCUPLTURES WRITINGS STUUFED ANIMALS INFO
 - sccrqt91: skeletons
 - colkatt: collectables
 - hottgrl27: sculptures
 - chicka131: and i've seen planes at the warplane heritage museums
 - supercow9: There are museams for everything.
 - miszBEBE: ART AND SCULPTURES
 - artzychic: exibits of history
- Most who came to the Art Hour had visited the Getty Museum on Whyville, and most said they liked it. Some general comments about the Getty on Whyville:
- JoseyJoe: yeah. It's a good chat place
 - bobman187: Especially artsets
 - bobbyrob: i like artsets...
 - FULLBAKED: Getty is weirdo ville.
 - supercow9: The Getty mUseam here is quite imformative. I like it,
 - chicka131: i like the art hunt
 - minerals: its intriguing
 - TheBeauty: its pretty fun but one of the games is kinda hard

- Rose775: I think it's rather.. boring =/
 - ducky2: It's ok, but it needs more.
- When asked what they liked about the Getty on Whyville most said “Art” and “other people” (probably meaning that this is another place to chat in Whyville). Many also cited the ArtSets Game and Art Treasure Hunt games. Other comments include:
- toxicw: cause i like tyo meet new ppl
 - lovingcat: ART DUH!!!!!!!!!!!!!!!
 - artista: mostly the artsets game
 - FULLBAKED: A room to make fun of the weirdos
 - supercow9: I like seeing art, I like playing artsets, I like just about all of it.
 - bobbyrob: artsets definately
 - colkatt: ya i like the art hunt
 - toxicw: the excellent art
 - outgoing: we love eugene!
 - tbear10: Oh course. I raises your salary and educates you.
- When asked how the Getty on Whyville differs from the real museum, many said “it’s free” and “you don’t have to walk around”:
- ob1canob: Well, it is virtual.
 - Deriko: Yes, Its interactive
 - bobman187: It is a small chunk of a museum to me
 - ob1canob: It is the only museum you can access from your home, all over the world
 - socrsico6: it is because you can't really go and touch the stuff on the compute and won't feel the reall experience
 - bobman187: There is no security:)
 - Kemario: Yes I do agree. No one can steal the art with that said.
 - AGgirl123: Yes but it still gives kids who can't go to a real museum an opprotunity
 - JoseyJoe: and you can't rob an online mueseum
 - bobman187: And you can go without parental guidance.
- When asked what kinds of things they think Museums should have for them:
- AGgirl123: Child friendly activities
 - supercow9: I like...Interactive exhibits.
 - Kemario: Audio explanations.
 - LilLaura: Maybe to be able to draw your own art?
 - abazaba44: avtivetis for bothe kids and adult to do together
 - chicka131: a scavenger hunt to see if you can find certain things around the museum...like different forms of art around the museum
 - AGgirl123: Homework related things
 - tbear10: Maybe like a section for younger kids to do paintings of their own????!?!???
 - Rose775: ...A food court. Haha
 - ps2man1: Activities like artsets, and a treasure hunt would be awesome
- When asked whether the Getty games on Whyville made them want to visit the real Getty Museum, the responses were mixed. Many said yes, many said no or maybe, some said they live to far away. Many who said yes said it was because they wanted to see the real paintings:
- tbear10: I chose more because then when I go to the museums, you know a little about each
 - artzychic: because i want to see the real paintings
 - Gnie: cause the museams on why ville made me learn more and it inspired e me and iit makes me think how much i have a pasion f
 - ob1canob: The virtual one is enough for me

- AGgirl123: Some people also live to far away to go thats whyville getty is so good!
 - TheBeauty: yes it made srt museums seem more interesting
 - holiday50: Yes, it seems so interesting, on Whyville you just look at the screen. But I want to be upclose.
 - ducky2: Surprisingly yes. The more I learn about art onthe computer the more i want to see the real thing.
 - Minerals: well. not really because it wasnt very exiting on whyville, so now im thinking its like that in the getty
- When asked what they learned from Getty games and whether the games made them more intersted in art, many said generic things like “new stuff”. Many said the games teach them about different cultures. This is where responses were most verbose:
- supercow9: I think that the Getty Treasure hunt got me more..*into* art.
 - abazaba44: well it makes me a little more interested but not that much
 - bobman187: It teaches you the name of the paintings and the artist so its actually letting you learn stuff unlike real museums
 - ob1canob: Museums arent a big source of motivation for me =\
 - Deriko: They motivate us because we like to be able to interact with the things we're learning
 - bobman187: Before i started going to getty i didnt even know most famous artests but now i know a good number of them!!
 - bobman187: Getty has really motivated me when i get older i think i might work at a museum!!:)
 - bobbyrob: artsets doesn't even need to be abot the art, it' just finding patterns
 - holiday50: I learned that the Kaw River is on Kansas and that the first hot air balloon flew in Paris
 - aJlSn: ART AND HISTORY!!!!
- Why they think Art is important? Many referred to art's importance as an expression of emotions. Again, some of the most verbose and thoughtful answers were in response to this question. Also, many Whyvillians in the room who had been quiet spoke up suddenly:
- Madras: art is emportant it teache syou about things and helps you figure things out about yourself actually
 - hick1546: it is important it expresses how you feel, like music
 - telania: Sometimes when i get mad i do art it makes me feel better :D
 - SANTA24: I THINK ART IS EMOTION AND PASSION
 - sccrqt91: because it expresses ur feelings if it is to hard to speak
 - artista: BECAUSE IT'S PART OF CULTURES AROUND THE WORLD!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
 - colkatt: it teaches you to be creative in a non-destructive way.
 - JoseyJoe: BECAUSE, IT MAKES HISTORY, AND BECAUSE WHEN PPLE DIDN'T HAVE CAMERAS, THEY STILL COULD REMEMBER THINGS.
 - Elphaba88: it depends on what you care about really...
 - pooby: I THINK IT IS ITS A DIFFERENT WAY TO EXPRESS YOURSELF
- When asked if they have a favorite artwork in the Getty Museum is, many said “all of them” or “not really.” But some remembered specific works, including names of artists and titles.
- AGgirl123: i love the picture of a rearing horse
 - supercow9: I like the picture of that Bicycle.
 - holiday50: Venus and Adonis. I like the colours, reminds me of my favorite season, Fall.
 - sccrqt91: but i love the butterflys it just makes me feel happy
 - angel845: My favorit painting is bernardo bellotto
 - pooby: I LIKE THE BRIDGE
 - DiGsTeR02: i like the brooklyn bridge aswell
 - Rose775: I like the Brooklyn Bridge painting. =B

- Cuitegal: i love the drawing of the skelitons because it shows how dramatic the artist is lol
 - supercow9: And I like "Two Shells", by Edward Weston.
- Most had not visited the Getty's Web site. But once we gave them the URL, they started to surf.
- Jordan011: clap
 - Cuitegal: yes you ppl should go 2 the getty websie it rocks
 - supercow9: I visited the Getty website while doing the Art Hunt.
 - colkatt: no, i didnt know they had a website...
 - holiday50: Yes, I have. I've seen the website, and thats why I want to go to the museum.
 - Deriko: All the artwork from on Whyville is linked to it
 - telania: I have seen it i learned some things
 - pncolada: It's a beautiful web site! the pictures are amazing!
 - hottgrl27: yes and the website is very amazing and interest i also learned alot from it!
 - Chica5761: wut is the site about?
 - bobman187: SEe the other day i spent like about 3 hours researching arts finding all about them because getty inspired me!!.

b. online survey of Whyvillians

August 2005–February 2006

The Getty conducted an online survey asking Whyvillians about their attitudes towards art and the Getty, hoping to measure changes in attitude after viewing Getty content. However, turnover on Whyville is very high. This made it difficult to conduct a longitudinal study. It is possible to compare responses of Whyvillians who said they had visited Getty content to those who said they had not seen our content. The only significant change in these groups was in the answer to 2 questions:

#5 Where is the Getty Museum located?

Those answering "Los Angeles" who had not visited Getty content: 7.5%

Those answering "Los Angeles" who had visited Getty content: 22.9%

#6 Have you visited the Getty Web site?

Those answering "yes" who had not visited Getty content: 3.5%

Those answering "yes" who had visited Getty content: 36.5%

Below are the results from the Getty.edu Whyville survey.

Total number of respondents was 1904.

There are 2 groups of results:

- A) Whyvillians who said they had not viewed Getty content on Whyville when they took the survey.
- B) Whyvillians who said they had viewed Getty content on Whyville when they took the survey.

Group A:

Whyvillians who said they had not visited Getty content on Whyville when they took this survey.

1. What is your Whyville username?

Total Respondents	719
(skipped this question)	1

2. Do you have another account on Whyville?

	Percent Response	Response Total
Yes	22.9%	165
No	77.1%	554
	Total Respondents	719
	(skipped this question)	1

3. How much do you agree or disagree with the following statements about art in general?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I think art is interesting.	35% (245)	39% (278)	16% (114)	4% (30)	6% (42)	2.08
I think it is important to have art in my life.	33% (228)	32% (224)	22% (157)	6% (45)	7% (47)	2.23
I think art is easy to understand.	27% (188)	28% (193)	27% (186)	9% (61)	10% (73)	2.48
				Total Respondents (skipped this question)		713 12

4. How much do you agree or disagree with the following statements about museums in general?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I am interested in visiting an art museum.	25% (175)	31% (221)	21% (146)	9% (67)	14% (99)	2.57
I think art museums are interesting.	28% (193)	28% (193)	22% (157)	8% (58)	14% (99)	2.54
I think art museums are places where I can learn.	37% (262)	28% (198)	20% (142)	5% (35)	9% (66)	2.21
I think it is important to have art museums in my city.	31% (218)	25% (176)	25% (178)	8% (55)	10% (73)	2.41
				Total Respondents (skipped this question)		714 17

5. Where is the Getty Museum located?

	Response Percent	Response Total
London	5.2%	37
Los Angeles	7.5%	54
Toronto	2.2%	16
New York	6%	43
San Francisco	1.5%	11
I don't know	77.5%	555
Total Respondents (skipped this question)		716 12

6. Have you visited the Getty Web site?

	Response Percent	Response Total
Yes	3.5%	25
No	87.4%	625
I don't know	9.1%	65
Total Respondents (skipped this question)		715 15

7. Have you been to the Getty Museum on Whyville?

	Response Percent	Response Total
Yes	0%	0
No	100%	719
Total Respondents (skipped this question)		719 17

8. Have you played the ArtSets game?

	Response Percent	Response Total
Yes	12.3%	76
No	79.1%	489
Total Respondents (skipped this question)		618 184

9. Have you gone on the Art Treasure Hunt?

	Response Percent	Response Total
Yes	9.2%	57
No	84.1%	519
Total Respondents (skipped this question)		617 187

10. How much do you agree or disagree with the following statements about the Getty Museum on Whyville?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I like the Getty Museum on Whyville.	16% (95)	10% (60)	65% (389)	3% (19)	7% (40)	2.75
The Getty Museum on Whyville makes me interested in visiting a real art museum.	18% (107)	13% (79)	56% (340)	5% (29)	8% (49)	2.73
The ArtSets and Art Treasure Hunt games increased my interest in art.	19% (112)	13% (75)	57% (338)	3% (16)	9% (53)	2.70
					Total Respondents (skipped this question)	610 188

11. What is the subject of the image above? (correct answer = still-life)

	Response Percent	Response Total
Portrait	15.7%	97
Drawing	12.6%	78
Still-life	47.2%	292
I don't remember	24.4%	151
	Total Respondents (skipped this question)	618 182

12. What is the medium of the image above? (correct answer = photograph)

	Response Percent	Response Total
Portrait	19.8%	122
Drawing	2.1%	13
Photograph	61.5%	378
I don't remember	16.6%	102
	Total Respondents (skipped this question)	615 184

13. This famous bridge is located in what city? (answer = New York)

	Response Percent	Response Total
New Delhi	5.4%	33
Los Angeles	30.4%	187
New York	30.9%	190
I don't remember	33.3%	205
	Total Respondents (skipped this question)	615 186

Group B:

Whyvillians who said they had visited Getty content on Whyville when they took this survey.

1. What is your Whyville username?

Total Respondents	1168
(skipped this question)	1

2. Do you have another account on Whyville?

	Percent Response	Response Total
Yes	60.1%	703
No	39.9%	466
	Total Respondents	1169
	(skipped this question)	1

3. How much do you agree or disagree with the following statements about art in general?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I think art is interesting.	43% (501)	36% (416)	14% (163)	4% (43)	3% (39)	1.88
I think it is important to have art in my life.	41% (472)	30% (343)	18% (210)	7% (84)	4% (43)	2.03
I think art is easy to understand.	23% (268)	34% (388)	25% (290)	12% (135)	6% (70)	2.44
				Total Respondents (skipped this question)		1166 12

4. How much do you agree or disagree with the following statements about museums in general?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I am interested in visiting an art museum.	34% (394)	30% (343)	19% (222)	8% (92)	9% (107)	2.29
I think art museums are interesting.	36% (414)	29% (338)	18% (208)	8% (91)	9% (100)	2.24
I think art museums are places where I can learn.	46% (528)	29% (336)	14% (161)	4% (49)	6% (72)	1.95
I think it is important to have art museums in my city.	44% (504)	23% (260)	20% (234)	6% (68)	7% (82)	2.10
				Total Respondents (skipped this question)		1163 17

5. Where is the Getty Museum located?

	Response Percent	Response Total
London	5.4%	63
Los Angeles	22.9%	268
Toronto	1.5%	17
New York	5.6%	65
San Francisco	4%	47
I don't know	60.7%	709
	Total Respondents	1169
	(skipped this question)	12

6. Have you visited the Getty Web site?

	Response Percent	Response Total
Yes	36.5%	426
No	51.2%	598
I don't know	12.3%	143
	Total Respondents	1167
	(skipped this question)	15

7. Have you been to the Getty Museum on Whyville?

	Response Percent	Response Total
Yes	100%	1169
No	0%	0
	Total Respondents	1169
	(skipped this question)	17

8. Have you played the ArtSets game?

	Response Percent	Response Total
Yes	66.3%	725
No	27.5%	301
	Total Respondents	1093
	(skipped this question)	184

9. Have you gone on the Art Treasure Hunt?

	Response Percent	Response Total
Yes	55.4%	605
No	37.7%	412
	Total Respondents	1092
	(skipped this question)	187

10. How much do you agree or disagree with the following statements about the Getty Museum on Whyville?

	Agree Strongly (1)	Agree Somewhat (2)	Neither Agree nor Disagree (3)	Disagree Somewhat (4)	Disagree Strongly (5)	Response Average
I like the Getty Museum on Whyville.	41% (449)	34% (369)	17% (182)	4% (45)	4% (48)	1.97
The Getty Museum on Whyville makes me interested in visiting a real art museum.	33% (362)	26% (287)	23% (244)	7% (81)	10% (110)	2.35
The ArtSets and Art Treasure Hunt games increased my interest in art.	33% (351)	23% (248)	26% (281)	9% (92)	10% (107)	2.40
					Total Respondents (skipped this question)	1097 188

11. What is the subject of the image above? (correct answer = still-life)

	Response Percent	Response Total
Portrait	15.8%	173
Drawing	18%	197
Still-life	52.4%	574
I don't remember	13.8%	151
	Total Respondents (skipped this question)	1095 182

12. What is the medium of the image above? (correct answer = photograph)

	Response Percent	Response Total
Portrait	15.3%	168
Drawing	1.8%	20
Photograph	75.8%	832
I don't remember	7%	77
	Total Respondents (skipped this question)	1097 184

13. This famous bridge is located in what city? (answer = New York)

	Response Percent	Response Total
New Delhi	7.1%	78
Los Angeles	31.3%	343
New York	36.3%	397
I don't remember	25.3%	277
	Total Respondents (skipped this question)	1095 186

Lessons Learned

What has Whyville shown us about marketing to and educating the online youth audience?

- **Games on Whyville are a cost-effective way to promote traffic to getty.edu and raise awareness of the Getty among young people.**

- Visiting Getty content on Whyville builds awareness of the Getty and generates visits to getty.edu.

- Whyville's chat function builds an online community around the Getty's content.

- Whyville creates cost-effective word-of-mouth marketing to the youth audience. According to Jakob Nielsen, click through rates on online banner ads is at about 0.5%. About 1% of Whyvillians visiting Getty resources on Whyville visited getty.edu.

- **Games that require research for clues drive traffic.**

- Games on an outside site that require users to visit getty.edu to find clues drive more traffic to the Getty's Web site than games that do not require such research.

- Likewise, games that require research in a certain section of our site will drive traffic to that section of the site.

- **Young people like games that challenge them.**

- Many Whyvillians find ArtSets difficult—and like it that way.

- Many Whyvillians go beyond the game's goal of mastering subject types and media to learn the titles and names of individual works of art.

- **Young people like and are receptive to content about art and museums.**

- The demographic surveyed (ages 8 to 15, two-thirds female), has generally good feelings about art and museums and is receptive to content about them.

- The young people surveyed spend a comparatively long time (6-8 minutes) engaging with the Getty's content both on getty.edu and on Whyville.

Appendix A - The Getty Museum's pages on Whyville

The Getty Outside, Lobby, Lounge, and ArtSets pages were all launched in late November 2004.

The Art Treasure Hunt, including the Art Storage area, was launched in early February.

Name	Refers to	Type of page	# of pages	Activity on page	Access to:
Outside	Getty Museum building	NICE*	1	chat	Lobby
Lobby	Getty Museum Lobby	NICE	1	chat	Lounge, Art Storage, Gallery
Lounge	Getty Lounge	NICE	1	chat	Gallery, ArtSets Tutorial, ArtSets game
ArtSets Tutorial	ArtSets Tutorial pages	HTML	12	Information, interactive tutorial (no chat)	ArtSets Game, Louge, Gallery links to getty.edu
Gallery	ArtSets Gallery pages	HTML	54	Information (no chat)	Lobby, Lounge, Tutorial, ArtSets, links to getty.edu
ArtSets Game	ArtSets Game	NICE	1	Chat, multiplayer game	Gallery, Tutorial, Lounge
Art Storage	Art Storage – intro to Treasure Hunt	NICE	1	chat	Sign up for TH, Clue Book, Lobby, Gallery, ArtSets
Art Treasure Hunt	Getty Clue Book accessible through users' individual satchels	HTML and NICE (Warp Wagon)	8 HTML**	Information, interactive clues to game	Art Storage, Lobby links to getty.edu

* NICE (Numedeon Interactive Community Engine) – software designed by Numedeon, Whyville's parent company, to support multifunctional interactive communities on the Internet.

** The Art Treasure Hunt requires users to use Whyville's Warp Wagon to travel the globe. Because users leave the Getty pages on Whyville when on the Art Treasure Hunt, all visit data for this game is estimated.

B. Whyville's visit data for Getty resources

	February	March	April	May	June	July	August	Sept	Averages Per month
Visits to Outside, Lobby, Lounge:									
# Views overall	122,386	158,742	142,701	152,713	177,999	185,300	178,330	131,433	156,200
# unique visitors	18,630	23,770	21,193	21,146	23,421	22,981	20,366	15,366	20,860
YTD views	445,103	603,845	741,812	894,525	1,067,508	1,252,808	1,431,137	1,557,885	
YTD visitors	53,440	68,981	80,632	92,395	105,032	116,959	126,838	134,347	
# diff									
Getty Art Sets Tutorial and Gallery:									
# Views overall	7,838	105,384	61,686	61,910	70,896	71,048	56,702	34,648	58,764
# unique visitors	1,929	11,174	7,470	7,545	8,298	8,278	6,882	4,380	6,995
YTD views	46,746	152,130	211,233	273,143	341,668	412,716	469,418	502,829	
YTD visitors	10,645	20,939	26,968	33,283	39,966	46,699	52,111	55,524	
Getty Art Sets Games:									
# Views overall	15,296	29,338	17,014	18,732	22,742	22,046	16,533	9,598	18,912
# unique visitors	6,075	8,842	6,116	6,317	6,827	6,889	5,460	3,578	6,263
YTD views	63,003	92,341	108,678	127,410	149,521	171,567	188,100	197,315	
YTD visitors	20,547	27,510	31,820	36,436	41,224	45,935	49,505	51,852	
Getty Art Treasure Hunt:									
# Views overall	39,239	61,844	43,311	40,066	52,623	53,756	38,867	23,786	44,186
# unique visitors	5,454	10,402	8,162	7,980	9,546	9,582	7,762	4,971	7,982
YTD views	39,336	101,180	142,730	182,796	234,078	287,834	326,701	349,704	
YTD visitors	5,457	14,016	19,752	25,675	32,434	39,106	44,671	48,162	