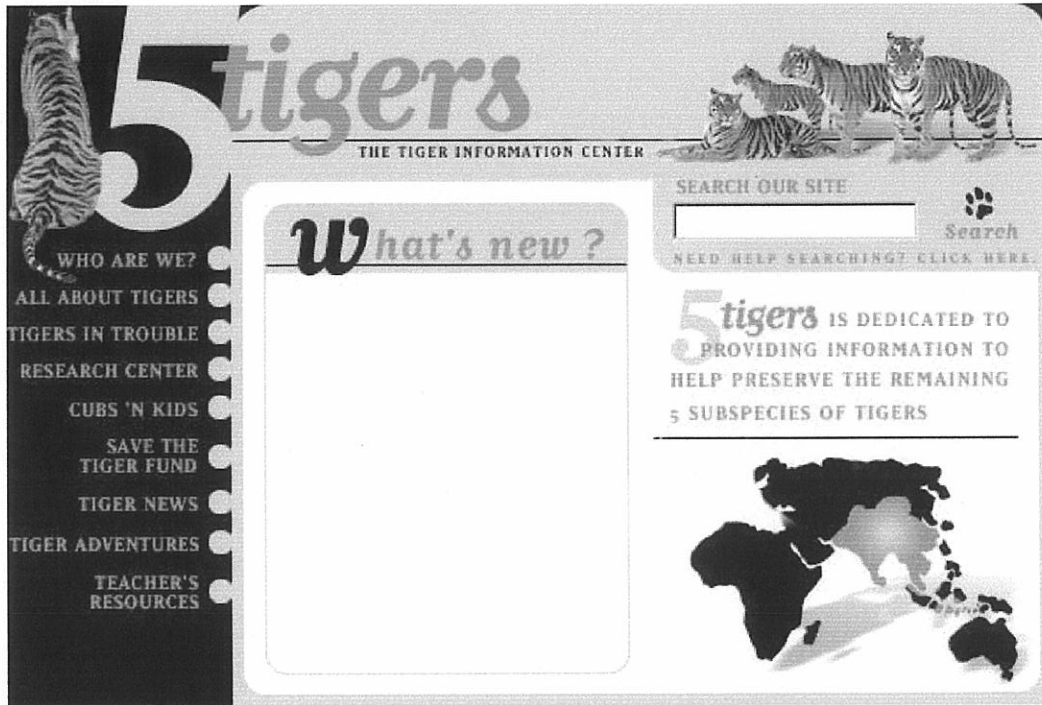


The Tiger Information Center—Annual Report
Project STF 98-093-062
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Sponsored by Save The Tiger Fund



Introduction

The 5Tigers web site comprises 1,700 web pages that can be navigated by 76,803 internal links and 600–800 external links to other web sites. For the months January through March 2000 (a span of 112 days), there were an average of 3,374 users per day, and each user downloaded 138 kilobytes of information, collectively amounting to 50 gigabytes of information. On any single day the site is visited by thousands of people from around the world. For example, on 9 April 2000, which was a Sunday, there were 26,406 visitors to the site from 81 countries who downloaded 3.68 gigabytes of information (see attachment). The most requested files were the four sound waves of tigers-threat, growl, moan and prustin-and the most requested image for downloading was the white tiger image.

For the past year, in addition to trying to bring our viewers the most up-to-date tiger information available, we have worked on making the site easier to navigate, faster to download, and updating our "look." We subscribe to an online news service and post current news about tigers from international newspapers and wire services in our News section on a daily basis. Our viewers seem to appreciate this feature that puts them on the "cutting edge" of tiger information and send us e-mail asking for information about certain stories or alerting us to stories that we might have missed.

Objectives:

- Our main objective for the 1999–2000 grant year was to improve the quality and quantity of information on the site, update the site's look, and increase the interaction between viewers and the site.
- The change in software and service provider allowed for more timely site updates and more advanced and interactive web features, such as the TigerCam—a time-lapse record of the Minnesota Zoo's maternity den.
- Our goal of reaching people in tiger range countries and the rest of the world was enhanced through news updates, and we continue to provide up-to-date reports and articles about tiger conservation.
- Our teachers' mailing list (an e-mail list that allows teachers to request notification from us regarding new educational materials on the site) continues to grow, and we frequently receive letters and artwork from school classes that have used our site.

Individual Responses: E-mail continues to be an important component of the site. Currently, we receive an average of 20 e-mail messages daily from all over the world, requesting information about tigers. The messages come from a wide range of individuals, including students from kindergarten through graduate school, concerned citizens around the world, and conservation professionals. This interaction tells us what

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people want to know about tigers, thereby showing us ways that the web site can be expanded and enhanced.

Site Conversion: We began working on redesigning the 5tigers web site in late August of 1999. At that time, a freelance consultant recommended that we change our site software from FrontPage to Dreamweaver to offer greater design and site management flexibility. Since Dreamweaver is a highly rated site development program, we made the switch.

We then began the process of working with the designer to come up with a new look that suited the site. Working back and forth via e-mail, the design process was completed at the end of September, and in early November, the designer began converting the design into "templates" that we could actually use to construct our site, and our staff began to install and learn to use Dreamweaver. Unfortunately, Dreamweaver templates are buggy and problematic, and we began to experience difficulties in the web site conversion. Because of the change from one software program to another, there was no ability to use batch-processing methods. We had to manually open and alter each of the 1,700 web pages individually. This process has been slow; at 5 minutes per page it took approximately 140 hours. As the process continued, through January and February, it became clear that the templates were still a significant problem and were causing most of the links on the new site to break. At the end of February we found a local consultant and have been working with him to fix the problems.

On May 1 we switched to the new look and have had many complimentary e-mail notes sent to us. We are still working with our local consultant to clean up the design, make it more "web friendly" and put in the site management functions that we need for the long term.

Donation: The Minnesota Zoo generously donated two new computers and a scanner to the Tiger Information Center this year. The old computers were too slow and of insufficient memory to operate the new software and handle the amount of information that is currently on the site.

Other Additions: In a continuing feature, 12 tiger-related articles from the most recent "Cat News" volume 30 (Spring 1999) and 11 articles from Volume 31 (Autumn 1999) were posted. We are indebted to Peter Jackson for allowing us to post these articles. All tiger-related articles from 31 volumes of "Cat News" are posted on the site.

Newspaper accounts from around the world, gathered from the Lexis-Nexis search engine continue to be posted every month. For example, 24 articles were posted in January 2000, 16 in February and 39 in March. In general, there is not a single day that passes

that there is not some mention of tigers somewhere on earth. The month-by-month archives go back to June 1998, with additional articles entered since May 1994.

In an effort to help visitors to the site find other sites with different kinds of information on tigers, we keep up-to-date track of 40 different organizations that work on tiger conservation in one form or the other, and provide over 150 links to different sites, articles and other kinds of information.

Reports from NGOs that were posted or linked to during this period:

- A report from IUCN/SSC CBSG and the Chinese Association of Zoos and Aquariums on the South China Tiger Nutrition Workshop held in Chongqing Zoo, China in February 1999.
- Reports No. 15 & 16, 1999 of field activities of the Sumatran Tiger Project in Sumatra, Indonesia.
- The 1999 annual report of the Tiger Species Survival Plan (SSP) to the American Association of Zoos and Aquariums (AZA).
- The Tiger Talks Back (area aimed at grades 1-3) segment on white tigers is now completed.
- Links to "Tigers and Terrorism," by Bittu Sahgal (the cover story for the June 1999 issue of *Sanctuary Asia* magazine).
- Links to "A World Apart?" Attitudes Toward Traditional Chinese Medicine and Endangered Species in Hong Kong and the United States.
- Links to *While Supplies Last: The Sale of Tiger and other Endangered Species Medicines in North America*.

Public Involvement: Our viewers continue to be involved with the site. In addition to enthusiastic kids who send us artwork, letters (telling us how much they love tigers!) and poems, adults from around the world have submitted material for inclusion on the site.

Web Site Evaluation: As a result of the change in our web host, we no longer receive the site statistical data that were presented in previous reports. We are currently looking for a statistics package that will meet our requirements. One difficulty is that each week's log file tends to be 35 MB or larger. These files take a long time to download, and the analysis packages we've tried so far have difficulties analyzing more than one week at a time. The following results were produced by a software program called FastStats.

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The first column reports data from 01 September 1998 to 28 February 1999, or 181 days; the second column reports data from 02 January to 23 April 2000, or 112 days.

Time Period	Sept-Feb 1998/99	Jan-Mar 2000
No. of Days	181 days	112 days
Hits	4,898,403	9,763,284
Total Data Transferred	36.72 gigabytes	50.16 gigabytes
Total Visiting Users	310,942	381,275
Average Hits per User	15.8	25.6
Average Users per Day	1,718	3,374
Average Data Transferred per Day	207.72 megabytes	454.55 megabytes
Incomplete downloads/file requests	46,935 (0.96%)	56,607 (0.58%)
Unique IP Addresses	137,905	163,246
Average Data Transferred per User	123.81 kilobytes	137.95 kilobytes
Average Hits per Day	27,063	86,400
Average Data Transferred per Hit	7.86 kilobytes	5.39 kilobytes
Each user has visited approximately	2 times	2.3 times
Hits on Pages	1,771,993	2,239,394
Hits on Files	87,032	103,695
Hits on Images	2,983,048	3,477,122

The average number of hits per day has increased by 31%, from 27,063 to 86,400. The average number of users per day has increased by 51%, and the average data transferred per day increased by 45%. In just about all measurable categories, there were increases, many of them significant. This suggests that the site is being used more frequently and that more information about tigers is being transferred.

Awards: A sample of some kudos awarded to the Tiger Information Center this year



The Tiger Information Center was reviewed and recommended as an outstanding educational site, and it has been included in our collection of educational web pages (<http://www.webivore.com>). This collection is an index of the best web sites found and reviewed by our content experts and editors to help students and educators find accurate and useful information on the web.

A short review of your web site has been written by our Content Experts and organized in subcategories of subject areas for users to choose from and explore. To see the review of your site, go to <http://www.webivore.com> and search by subject area through Classroom Webivore (elementary, middle school, high school versions) or to <http://www.webivore.com/WKS> for College Webivore.

Thank you for your time and input and your web site!
Amara Cohen, Webivore Knowledge Systems, LLC

Dear Web Producer:

I am pleased to inform you that the Tiger Information Web site was reviewed in NetSchool's selected sites section, a resource of helpful sites for teachers, because of its outstanding display of innovative educational content on the Internet. 18,000 registered users visit our site, which is updated monthly. The review includes a link to your site.

wNetSchool (www.wnet.org/wnetschool), the award-winning practical Web service for educators, is a free offering from Thirteen/WNET, PBS's flagship station, that features everything from standards-based lesson plans and classroom activities to a multimedia primer, online mentors, and reviews of curriculum-based Web sites.

Congratulations on a fantastic educational resource.

Debra Kaufman, Outreach Coordinator; oureach@wnet.org
<http://www.wnet.org/wnetschool>



Date: Wed, 17 Nov 1999 14:36:00 -0500 (EST)
Congratulations!

Your website, <http://www.5tigers.org/extinct.htm>, has been selected as a featured site in StudyWeb as one of the best educational resources on the Web by our researchers.

You will be able to view it in our Animals & Pets:Endangered:Extinct Species section very soon. StudyWeb is one of the Internet's premier sites for educational resources for students and teachers. Since 1996, our expert reviewers have scoured the Internet to select only the finest sites to be included in StudyWeb's listing of educational links.

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Subject: Britannica Presents Internet Guide Awards
From: "Britannica.com" <links2@newsletters.britannica.com>
Date: Mon, 31 Jan 2000 19:32:11 MST

Dear Webmaster:

Britannica.com is contacting you because our editors have selected your site as one of the best on the Internet when reviewed for quality, accuracy of content, presentation and suability.

As a result, we would like to offer you the opportunity to join in the launch of our new link exchange program. This program will give you and other top quality sites the opportunity to add a Britannica search box to your site and thereby provide your users with direct access to Britannica's awarding-winning content, including the trusted and authoritative Encyclopedia Britannica.

The search box will be accompanied by an award, which will tell visitors to your site that Britannica editors have rated your site one of the most valuable and reliable on the Internet, in the company of an elite group of Web sites. You can choose to use the search box, the award or both.

The following URL will lead you to the necessary tools to add the Britannica links to your search box: <http://britannica.com/awards/awards.htm>.

We know quality is always difficult to accomplish and maintain. Congratulations on being a selected member of the Britannica Internet Guide. We look forward to our growing association in the future.

Regards, The Staff at Britannica.com



Dear Webmaster:

We are pleased to inform you that your website has been awarded the Electric SchoolHouse Seal of Approval, with a special designation as a 5-star website, our highest honor! Electric SchoolHouse is an online community for schools, teachers, parents, and kids that contain helpful educational tools and a Digital Library of tens of thousands of websites that have been personally reviewed for quality, safety, and accuracy. Only those sites that

have passed our strict requirements are chosen for inclusion in the Electric Schoolhouse Digital Library.

To find your listing, go to <http://www.eschoolhouse.com> and click on the Search tab at the top of the main page. Enter the title of your site in the search box and then click Go. This will generate a results page that will show exactly where your site has been placed (including multiple listings if appropriate). Information about your site, including a quality rating, brief description, and grade-level designation will also be displayed.

Congratulations on being chosen as one of the highest quality sites on the Internet!

Warm Regards, Mike Gallagher, Associate Editor, Electric SchoolHouse

Access Log for
5tigers.org

Generated by FastStats 2.73 on May 04, 2000 at 03:03 PM

General Statistics

This report gives you an overview of your web site and contains miscellaneous information.

Hits	698109
Total Data Transferred	3.68 gigabytes
Total Visiting Users	26406
Time Period	April 09, 2000, 01:00 AM to April 09, 2000, 10:59 AM
Average Hits per User	26.44
Average Users per Day	26406.00
Average Data Transferred per Day	3.68 gigabytes
Hits cached by Client	59168 (8.48%)
Report generated on	May 04, 2000 at 03:03 PM
Log spans a period of	1 day
Unique IP Addresses	14528
Average Data Transferred per User	146.22 kilobytes
Average Hits per Day	698109.00

Average Data Transferred per Hit	5.53 kilobytes
Each user has visited approximately	1.82 times
Hits on Pages	162160
Hits on Files	7080
Hits on Images	240936

Geographical Location

This report displays information about the countries visitors to your site are located in. The geographical information is derived from the suffix of the visitor's domain name; the .com and .us suffixes are interpreted to mean that the visitor is coming from the United States, the .uk suffix from the United Kingdom, .de from Germany, etc. Please note that this geographical information is not entirely accurate. Users from an international service provider like America Online will appear to come from the United States (because they are from aol.com), even though the user may actually reside outside of the United States.

Domain Name	Hits	
Network (.net)	150290	29.13%
Commercial (.com)	149483	28.97%
United States (.us)	79381	15.39%
Educational (.edu)	25931	5.03%
Canada (.ca)	19871	3.85%
Non-profit Organization (.org)	17350	3.36%
United Kingdom (.uk)	14552	2.82%
Australia (.au)	10297	2.00%

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Netherlands (.nl)	5450	1.06%
Singapore (.sg)	3806	0.74%
Sweden (.se)	3591	0.70%
New Zealand (.nz)	2386	0.46%
Italy (.it)	2345	0.45%
Finland (.fi)	2201	0.43%
Brazil (.br)	1987	0.39%
Belgium (.be)	1654	0.32%
Military (.mil)	1566	0.30%
Malaysia (.my)	1469	0.28%
Germany (.de)	1359	0.26%
France (.fr)	1317	0.26%
Norway (.no)	1176	0.23%
Government (.gov)	1126	0.22%
Japan (.jp)	1087	0.21%
Israel (.il)	1035	0.20%
Mexico (.mx)	1006	0.19%
India (.in)	961	0.19%
Hungary (.hu)	910	0.18%

Denmark (.dk)	870	0.17%
Ireland (.ie)	848	0.16%
Old ARPA-net (.arpa)	720	0.14%
Switzerland (.ch)	680	0.13%
Argentina (.ar)	621	0.12%
Austria (.at)	579	0.11%
Greece (.gr)	533	0.10%
Spain (.es)	527	0.10%
South Africa (.za)	500	0.10%
Russian Federation (.ru)	450	0.09%
Korea, Republic of (.kr)	429	0.08%
Egypt (.eg)	419	0.08%
Croatia/Hrvatska (.hr)	404	0.08%
Poland (.pl)	353	0.07%
Saudi Arabia (.sa)	351	0.07%
Peru (.pe)	351	0.07%
Burkina Faso (.bf)	348	0.07%
Bermuda (.bm)	265	0.05%
Chile (.cl)	251	0.05%

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Romania (.ro)	227	0.04%
Indonesia (.id)	189	0.04%
Portugal (.pt)	177	0.03%
Hong Kong (.hk)	157	0.03%
Costa Rica (.cr)	151	0.03%
Thailand (.th)	141	0.03%
Venezuela (.ve)	139	0.03%
Virgin Islands (US) (.vi)	127	0.02%
Kuwait (.kw)	121	0.02%
Czech Republic (.cz)	117	0.02%
Cyprus (.cy)	94	0.02%
Guam (.gu)	93	0.02%
Pakistan (.pk)	87	0.02%
Guatemala (.gt)	85	0.02%
Papua New Guinea (.pg)	84	0.02%
Turkey (.tr)	83	0.02%
United Arab Emirates (.ae)	72	0.01%
Estonia (.ee)	71	0.01%
Taiwan, Republic of China (.tw)	69	0.01%

Lithuania (.lt)	67	0.01%
Uruguay (.uy)	59	0.01%
Nepal (.np)	54	0.01%
Slovenia (.si)	50	0.01%
Cayman Islands (.ky)	48	0.01%
Bulgaria (.bg)	45	0.01%
China (.cn)	40	0.01%
Micronesia, Federal States of (.fm)	31	0.01%
Yugoslavia (.yu)	29	0.01%
Iceland (.is)	21	0.00%
Moldova, Republic of (.md)	19	0.00%
Oman (.om)	15	0.00%
Ecuador (.ec)	7	0.00%
Zimbabwe (.zw)	7	0.00%
Dominican Republic (.do)	7	0.00%
Lebanon (.lb)	3	0.00%
Bosnia and Herzegovina (.ba)	3	0.00%
Luxembourg (.lu)	3	0.00%
Bhutan (.bt)	3	0.00%

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Ukraine (.ua)	2	0.00%
Colombia (.co)	1	0.00%
Liechtenstein (.li)	1	0.00%
Former USSR (.su)	1	0.00%

Most Requested Pages

This report displays the most requested pages on your web site. Pages are defined as files that end in one of the following extensions: .htm, .html, or .asp.

Page Name	Hits	
/index.html	16868	106.94 megabytes
/allabout.htm	8789	27.06 megabytes
/Basics/Phys_Ecol_Sociol/basics3.htm	3863	19.67 megabytes
/Basics/Subsp_distribution/basics2.htm	3598	11.33 megabytes
/siberian.htm	2812	15.74 megabytes

Most Requested Files

This report displays the most requested files on your web site. 'Files' are defined as files that are not Images or Pages.

File Name	Hits	
/wav/threat.wav	294	85.33 megabytes

/wav/growl.wav	187	25.64 megabytes
/wav/moan.wav	100	11.73 megabytes
/wav/prustin.wav	81	23.33 megabytes
/adventures/ta2graph/tigerpano1.mov	138	211.76 megabytes

Most Requested Images

This report displays the most requested files on your web site. Images are defined as files that end in one of the following extensions: .gif, .jpg, or .jpeg.

Image File Name	Hits	
/images/white.jpg	102	258.33 megabytes
/images/siberian.jpg	179	431.84 megabytes
/images/range.gif	179	374.28 megabytes