

Measuring by the Mission

Institutional Research at the J. Paul Getty Trust

Why have an Office of Institutional Research?

To provide a solution to an important problem at the Getty:

There was no single resource responsible for gathering statistics, and ensuring consistent processes for gathering statistics, that could support evaluations of Getty activities.

Institutional Research Mission Statement

To capture qualitative depictions of organizational performance and impact. To research and record in a consistent fashion, over time, the activities and administration of the Trust and its programs. To build a retrospective data set for historical reporting. To assess - and allow others to assess - the institution's performance by measuring against its mission.

Short-term objectives

(immediate):

Support requests for information about the activities of the Trust that will serve to help us understand their impact on the community.

In this work also begin to develop categories and processes for consistent information gathering that will support general areas of research and reporting.

Near-term objectives

(6 months to 1 year)

Publish the office's research on our Web site or intranet. This research will clarify the mission of the Office of Institutional Research to Getty staff, and create a template for ongoing research.

Research at this stage will include quarterly reports that establish a common data set.

Long term objectives

(beyond the first year)

Provide information that supports planning, policy formation, and decision making of the Trust in a meaningful way. This research will connect our activities to our goals and purposes, help the institution more successfully reach its objectives, and demonstrate integrity and accountability in so doing.

Long term objectives

(continued)

Lead the coordination among cultural institutions for the exchange of measurements of our success, the objective being to learn from each others' successes and problems.

Accomplish this by sharing combined numerical and evaluative research.

Potential lines of inquiry:

1. Evaluation of the measurability of the Mission
2. Quality of Experience (Access)
3. Fulfillment of Educational Mandate
4. Institutional Reputation
5. Management Priorities and Achievements
6. Tenure, Nature and Diversity of Staff

Potential lines of inquiry:

(Continued)

7. Standards of Governance

8. Contributions to Scholarship and Conservation

9. Collection metrics

10. Exhibitions metrics

11. Facilities' contribution to core mission

12. Tracking the budgeting and application of financial resources.

Making it Work

Current working relationship with the Web group can be a model

The Web group maintains the systems and processes to collect data on its work. The analyst ensures appropriate data is collected and looks for measurements meaningful to the mission of the Trust and researches and reports on them.

Making it Work

(Continued)

A similar system can be used by the Office of Institutional Research.

Facilitate the programs' maintenance of data collecting systems and processes; maintain consistent reporting to the Office of Institutional Research; provide access to reporting data as well as analysis and evaluation.

Final Note

We should avoid what is sometimes called the “fallacy of focus”.

Performance measurement systems often focus on what is measurable rather than what is important.

Final Note

(Continued)

It's important to measure the number and marketability of exhibitions and the number of visitors, for example, but our broader focus should conform to the following: It should measure against the mission of the trust.

Sample Reporting “Matrix”

- We established a reporting matrix by reviewing several quarters of budget reports and reporting documents internal to independent Getty programs.

Sample Reporting Matrix (cont.)

| | | Communication | Conservation | Facilities | Grants | GRI | ITS | Museum | Web |
|---|---------------------|---------------|--------------|------------|--------|-----|-----|--------|-----|
| Workshops | | | | | | x | | | |
| Volunteers | | x | | | | | | | |
| Volumes Published | Title | | | | | x | | | |
| Volumes Published | Description | | | | | x | | | |
| Visits | | | | | | | | x | |
| Visits | | | | | | | | | x |
| Visit duration | | | | | | | | | x |
| Users | | | | | | | | | x |
| User Feedback | | | | | | | x | | |
| Trust report print run and distribution | | x | | | | | | | |
| Trainees | Name | | x | | | | | | |
| Trainees | Number | | x | | | | | | |
| Trainees | Area | | x | | | | | | |
| Trainees | Project | | x | | | | | | |
| Teacher training | Visitors | | | | | | | x | |
| Symposia hosted | Title | | x | | | | | | |
| Symposia hosted | Subject | | x | | | | | | |
| Symposia hosted | Attendees by number | | x | | | | | | |
| Symposia | | | | | | x | | | |
| Student visitors | | | | | | | | x | |
| Staffing | | x | | | | | | | |
| Staff Presentations | | | x | | | | | | |
| Sponsored Events | Number, Type | x | | | | | | | |
| Scholar Year | Presentations | | | | | x | | | |
| Scholar Year | Events | | | | | x | | | |
| Scholar Year | Lectures | | | | | x | | | |
| Scholar Year | Collaborations | | | | | x | | | |
| Royalty income | | | | | | | | x | |
| Research Projects | Objectives | | x | | | | | | |
| Research Projects | Planned | | x | | | | | | |
| Research Projects | In progress | | x | | | | | | |
| Research Projects | Completed | | x | | | | | | |
| Research Databases | Records added | | | | | x | | | |
| Research Databases | Visits/searches | | | | | x | | | |
| Research Databases | Articles indexed | | | | | x | | | |
| Research Databases | Records created | | | | | x | | | |

Next Steps

- Publish the reports internally as they are, exposing data collecting differences.
- Demonstrate the value of coordinated metrics to the programs
- Coordinate next quarter's reporting.

A Case Study

- Following is an example of the benefits of coordinated metrics.



From Data to Design

***Data-informed choices
for content presentation***

Problem:

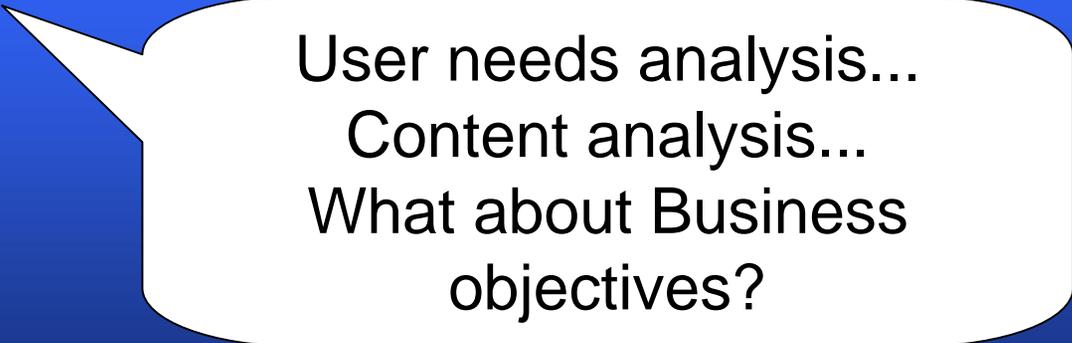
The Getty Web site has over 100,000 pages, dozens of tools for researchers, information on visiting, and a large collection of on line images and object data.

With so much information and such varied content, how can we direct users to the pages they want to see?

Answer:

Many paths for many users

By analyzing **traffic data**, **surveys**, **usability studies** and **focus groups** we can segment the user population and content and create pathways that are intuitive for each group.



User needs analysis...
Content analysis...
What about Business
objectives?

Evaluation methods

- Visitor surveys

Nahmias Research

- Log and packet analysis

NetGenesis (SPSS), RTMetrics (AuriQ)

- Usability studies

BHA, OPAC, Research sub-site, AAT, TGN,
Conservation sub-site, Home Page, Visitor Guide
and others

Assumptions:

This isn't as easy as it sounds... card sorts can help. (www.websort.net is a good resource)

We began with an internal content review, and grouped users and content into 3 categories:

- “Surfers” browse the collection for fun. They pursue an interest in art in a casual way.
- “Visitors” want information about visiting the Getty Center.
- “Researchers” are professionals (art historians, curators, conservators, gallery owners, teachers).

What do the studies show?

Testing our assumptions

- Visitor survey data

Data is from our Winter 05 survey.

- A total of 1,030 surveys were collected by Nahmias Research
- When directly asked about their use of the Getty Web site, about 50% of visitors said they visited the Getty Web site to prepare for the day's visit. 70% said they had been to the Web site at some point in the past. Closer to 10% were motivated to visit by something they saw on the site.

What do the studies show?

- Log file data

Declining as a %
of total visits

Only 10% of visits begin on the home page

Nearly 30% of home page users are looking for
Getty Center visitor information

60% of research tools users (AAT, TGN, BHA,
ULAN, Research Library Catalog) enter directly

What do the studies show?

- Usability sample page 1: the Home Page

“It’s all words.
Where’s the
art?”



Solace
in Art

 the Getty
EXPLORE ART
Collections | Exhibitions | New Acquisitions

Search Site Map



“This doesn’t
look clickable.”

Visitor Guide
Planning Your Visit | Calendar | Español



Walker Evans
Exhibitions

About Us
News | Bookstore | Museum | Research Institute | Conservation Institute | Grant Program

“I don’t want to know
about you, I want to
find what I’m looking
for.”

What do the studies show?

- Usability sample page 2: Conservation site

The screenshot shows the Getty Conservation Institute website. At the top right, there are navigation links: "EXPLORE ART", "Visitor Guide", "About Us", "Search", and "Site Map". The main heading is "Conservation at the Getty". Below this, there are four featured articles, each with a small image and a brief description. On the left side, there is a sidebar with a logo and several links: "About the Conservation Institute", "How we work", "Activities", "Resources", "AATA Online", "Now Available", "See also:", "Grants", and "Bookstore".

Annotations:

- A speech bubble pointing to the navigation links says: "I don't know what's behind these links."
- A speech bubble pointing to the "AATA Online" link says: "This looks like a PR site."

Website Content:

Public Lecture: Opportunities and Obstacles to Conservation in China
March 20, 2003, 7pm
Architect Donald Hankey examines the important opportunities and significant obstacles to conservation in China.

Latest Newsletter: Modern Science and Contemporary Paintings
Volume 17, Number 3, Fall 2002
Latest issue of Conservation Institute newsletter explores practical and philosophical considerations in conserving modern and contemporary art.

Project Update: Lime Mortars and Plasters Bibliography
The Lime Mortars and Plasters Bibliography is now available in PDF format. It represents research by GCI staff and its partners in the project.

Project Update: China Principles Guidelines Published
The Conservation Institute has been working with Chinese authorities to develop and promote national guidelines for conservation and management of cultural heritage sites in China, which are now available

What do the studies show?

- Usability sample page 3: Visitor Information

The screenshot shows the 'Visitor Guide' page of the Getty Center website. The page has a green header with the Getty logo and navigation links: 'EXPLORE ART', 'Visitor Guide', 'About Us', 'Search', and 'Site Map'. Below the header is a row of four images: three young girls, a man and woman talking, a group of people at a table, and a woman in a pink shirt. The main heading 'Visitor Guide' is in a large, white, serif font. Below the heading is a grid of five columns of links. A speech bubble on the left says 'This is clear.' pointing to the 'Reservations' link. A speech bubble on the right says 'I know what I want to click, and what I'll get.' pointing to the 'Where to Eat' link. A mouse cursor is hovering over the 'Helpful Hints' link.

GETTY®

EXPLORE ART *Visitor Guide* About Us Search Site Map

“This is clear.”

“I know what I want to click, and what I’ll get.”

ADMIT ONE
Reservations

ñ
Guía del visitante en Español

Visitor Guide

| Planning Your Visit | Event Calendar | Offered Daily | Places to Go | Learning & Teaching |
|---------------------|-------------------------------------|------------------|--------------------|---------------------------------|
| Hours and Admission | Exhibitions | Tours | Getty Center | School Visits |
| Transportation | Gallery Talks and Demonstrations | Orientation Film | Architecture | For Teachers |
| Reservations | Lectures, Conferences, and Seminars | Audioguide | Museum | College Students and Professors |
| How to Get Here | Music, Performance, and Film | For Families | Central Garden | |
| Access | Adult Courses and Workshops | | Where to Eat | |
| Groups | Family Activities | | Research Institute | |
| Helpful Hints | | | Gallery | |
| Contact Us | | | Libraries | |
| Español | | | | |

What do the studies show?

- “Clickstream” data revealed three primary content categories that fit neatly with our user profiles.

3 Content Categories, 3 User Profiles

Content Category 1: Collections and Exhibitions

User Profile 1: Internet surfer

Data point: 27% of Web visits are from “surfers”

Black-Figure Kylix



Attributed to the [Boread Painter](#)
Greek, Sparta, 570 - 565 B.C.

[Terracotta](#)

H: 4 ²³/₃₂ in.; Diam (bowl): 5 ¹/₂ in.
85.AE.121

On the interior of this [Lakonian](#) or [Spartan black-figure kylix](#) or cup, the Greek hero [Bellerophon](#) battles the monstrous [Chimaera](#), a fire-breathing creature that combines elements of a lion, a snake, and a goat. In most depictions of this myth, a favorite among Greek artists in the 600s and early 500s B.C., Bellerophon rides [Pegasus](#), his winged horse, but here he has dismounted, still holding the reins. While Pegasus strikes at the Chimaera with his hooves, Bellerophon spears the monster from underneath.

The unique, symmetrical arrangement of the rearing horse and monster framing the hero is the result of the artist's attempt to find creative ways to fill the circular area of the interior of a cup. Three ornamental bands and [palmettes](#) at the handles decorate the cup's exterior.

Continued...

3 Content Categories, 3 User Profiles

Content Category 1: Collections and Exhibitions

User Profile 1: Internet surfer

Data point: 24% of Web users are “surfers”



▲ More Exhibitions ▲ Press Kit

JAN.24.03-APR.27.03

BILL VIOLA THE PASSIONS

Home The Art The Artist The Exhibition The Book The Events Your Reaction

Bill Viola's new video works give an intimate look at emotions expressed in silence and opened up by slow motion. Reflecting his fascination with older European devotional paintings, *The Passions* uses modern technology to explore the power and complexity of emotions, which have captivated Eastern and Western artists, mystics, and philosophers for centuries.

Organized by the J. Paul Getty Museum, the exhibition will travel to the National Gallery, London, and the Munich State Paintings Collection.

The screenshot shows a dark-themed website layout. At the top left, there are navigation links for 'More Exhibitions' and 'Press Kit'. On the right, the exhibition dates 'JAN.24.03-APR.27.03' are displayed. The main heading 'BILL VIOLA THE PASSIONS' is on the left, with a 'Home' button below it. A horizontal menu contains buttons for 'The Art', 'The Artist', 'The Exhibition', 'The Book', 'The Events', and 'Your Reaction'. The central content area features two images of people in expressive poses flanking a central text block. The text describes the exhibition's focus on emotions and its organization by the J. Paul Getty Museum.

3 Content Categories, 3 User Profiles

Content Category 2: Visit Information

User Profile 2: Getty Center visitor

Data point: 11% of visits, 10% of users are Getty Center visitor

**GE
TTY**

[Explore Art](#) [Visit the Getty](#) [About Us](#) [Site Search](#) [Site Map](#)

Visit the Getty

General Information

- [Hours and Admission](#)
- [How to Get Here](#)
- [Getty Center Map](#)
- [Accessibility](#)
- [Frequently Asked Questions](#)
- [Group Visits](#)
- [Contact Us](#)
- [En Español](#)

What to See and Do

- [Event Calendar](#)
- [Exploring Art on View](#)
- [Exploring the Architecture](#)
- [Exploring the Gardens](#)
- [Talks and Tours](#)
- [GettyGuide](#)
- [Where to Eat](#)
- [For Families](#)
- [Getty Museum Stores](#)
- [Research Libraries](#)

You're Invited

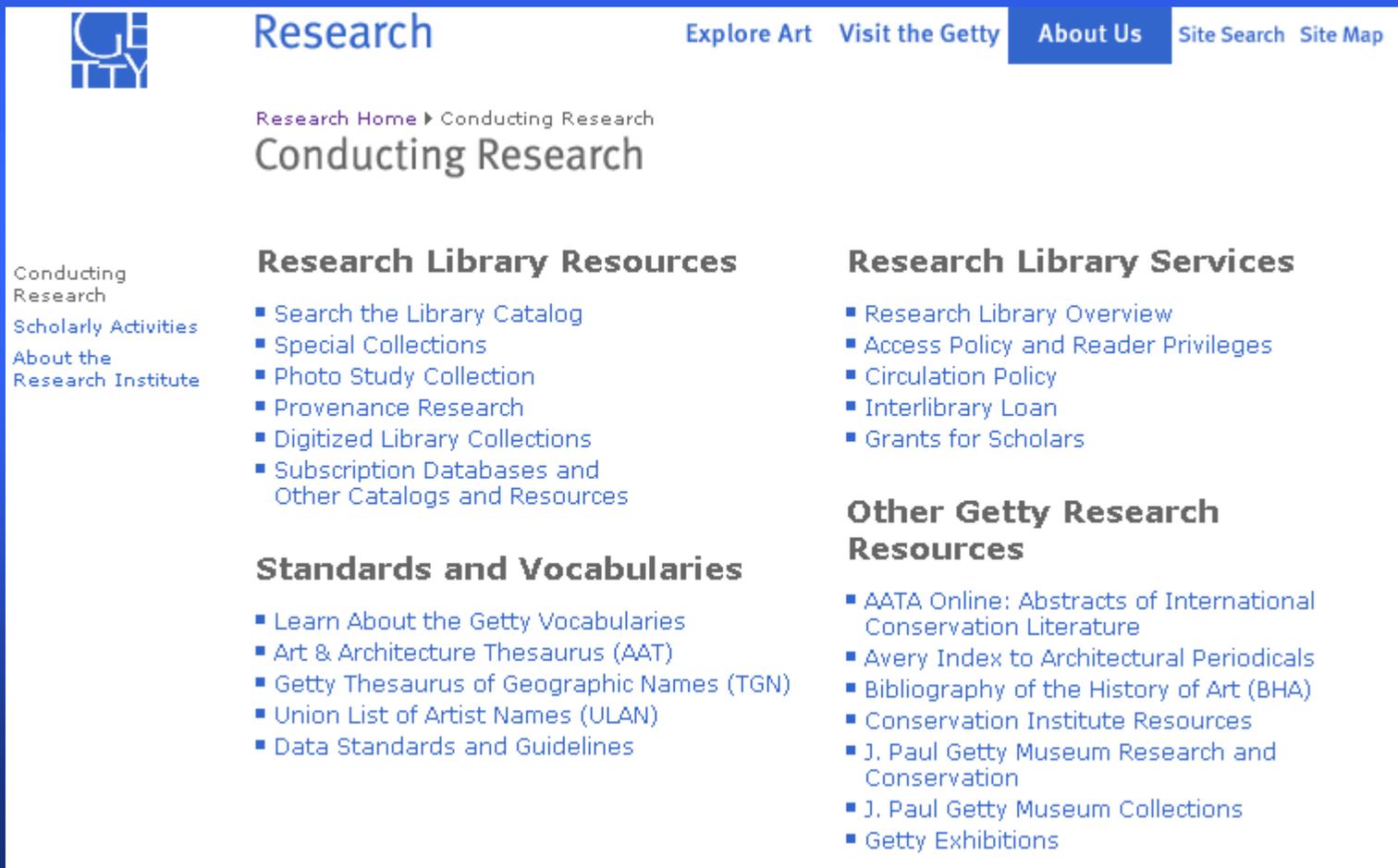
- [Tracing Light: An Evening with Simon Shaheen and A.J. Racy](#)

3 Content Categories, 3 User Profiles

Content Category 3: Research tools and resources

User Profile 3: Researcher

Data point: 15% of visits, 13% of users are Researchers



The screenshot shows the top navigation bar of the Getty Research website. The logo is on the left, followed by the word "Research". To the right are links for "Explore Art", "Visit the Getty", "About Us" (highlighted), "Site Search", and "Site Map". Below the navigation bar, there is a breadcrumb trail: "Research Home > Conducting Research". The main heading is "Conducting Research". On the left side, there is a vertical menu with links: "Conducting Research", "Scholarly Activities", and "About the Research Institute". The main content area is divided into three columns. The first column has a heading "Research Library Resources" and a list of links: "Search the Library Catalog", "Special Collections", "Photo Study Collection", "Provenance Research", "Digitized Library Collections", and "Subscription Databases and Other Catalogs and Resources". The second column has a heading "Standards and Vocabularies" and a list of links: "Learn About the Getty Vocabularies", "Art & Architecture Thesaurus (AAT)", "Getty Thesaurus of Geographic Names (TGN)", "Union List of Artist Names (ULAN)", and "Data Standards and Guidelines". The third column has a heading "Research Library Services" and a list of links: "Research Library Overview", "Access Policy and Reader Privileges", "Circulation Policy", "Interlibrary Loan", and "Grants for Scholars". Below this is a heading "Other Getty Research Resources" and a list of links: "AATA Online: Abstracts of International Conservation Literature", "Avery Index to Architectural Periodicals", "Bibliography of the History of Art (BHA)", "Conservation Institute Resources", "J. Paul Getty Museum Research and Conservation", "J. Paul Getty Museum Collections", and "Getty Exhibitions".

Research Explore Art Visit the Getty **About Us** Site Search Site Map

Research Home > Conducting Research

Conducting Research

Conducting Research
Scholarly Activities
About the Research Institute

Research Library Resources

- Search the Library Catalog
- Special Collections
- Photo Study Collection
- Provenance Research
- Digitized Library Collections
- Subscription Databases and Other Catalogs and Resources

Standards and Vocabularies

- Learn About the Getty Vocabularies
- Art & Architecture Thesaurus (AAT)
- Getty Thesaurus of Geographic Names (TGN)
- Union List of Artist Names (ULAN)
- Data Standards and Guidelines

Research Library Services

- Research Library Overview
- Access Policy and Reader Privileges
- Circulation Policy
- Interlibrary Loan
- Grants for Scholars

Other Getty Research Resources

- AATA Online: Abstracts of International Conservation Literature
- Avery Index to Architectural Periodicals
- Bibliography of the History of Art (BHA)
- Conservation Institute Resources
- J. Paul Getty Museum Research and Conservation
- J. Paul Getty Museum Collections
- Getty Exhibitions

Log file and packet data – summary

- Surfers will access the site from a variety of referrers, not just through the home page.
- Visitors will enter via the home page
- Researchers are repeat users. They find content or tools they need and use them over and over again

Log file and packet data – surfers entering at many different pages

| | Entry Page | # of Visits | % of Total | Cumulative % |
|-------|--|-------------|------------|--------------|
| 489 | www.getty.edu:80/art/collections/bio/a3584-1.html | 30 | 0.0 | 54.5 |
| 490 | www.getty.edu:80/art/collections/bio/a226-1.html | 30 | 0.0 | 54.5 |
| 491 | www.getty.edu:80/museum/research/ | 30 | 0.0 | 54.5 |
| 492 | www.getty.edu:80/art/collections/objects/o109325.html | 30 | 0.0 | 54.5 |
| 493 | www.getty.edu:80/research/conducting_research/finding_aids/cople | 30 | 0.0 | 54.6 |
| 494 | www.getty.edu:80/art/collections/objects/o938.html | 29 | 0.0 | 54.6 |
| 495 | www.getty.edu:80/research/conducting_research/vocabularies/licen | 29 | 0.0 | 54.6 |
| 496 | www.getty.edu:80/art/collections/objects/o75.html | 29 | 0.0 | 54.6 |
| 497 | www.getty.edu:80/art/collections/objects/o61674.html | 29 | 0.0 | 54.6 |
| 498 | www.getty.edu:80/art/collections/objects/o672.html | 29 | 0.0 | 54.6 |
| 499 | www.getty.edu:80/research/conducting_research/digitized_collectior | 29 | 0.0 | 54.6 |
| 500 | www.getty.edu:80/art/collections/bio/a414-1.html | 29 | 0.0 | 54.7 |
| | Other (46723) | 80,810 | 45.3 | 100.0 |
| Total | | 178,251 | | |

Log file and packet data – Home page clickstream

| Home Page Clickstream from a Page in Users | | |
|--|-------------------|-------------------|
| | <i># of Users</i> | <i>% of Total</i> |
| / | 151,491 | 100.0 |
| No more pages in path | 25,037 | 16.5 |
| /visit/planning/ | 16,451 | 13.1 |
| /visit/ | 13,794 | 9.1 |
| / | 8,538 | 5.6 |
| /museum/ | 7,081 | 4.7 |
| /art/exhibitions/ | 6,171 | 4.1 |
| /art/collections/ | 5,882 | 3.9 |
| /about/ | 5,715 | 3.8 |
| /search/ | 5,202 | 3.4 |
| /art/ | 4,154 | 2.7 |
| /art/exhibitions/lange/ | 4,140 | 2.7 |
| /research/ | 4,120 | 2.7 |
| /grants/ | 3,751 | 2.5 |
| /sitemap/ | 3,729 | 2.5 |
| /cgi-bin/calendar/displaycalendar.pl/ | 3,259 | 2.2 |
| /research/library/ | 2,513 | 1.7 |
| /bookstore/ | 2,260 | 1.5 |
| /art/exhibitions/greuze/ | 2,258 | 1.5 |
| /education/ | 1,806 | 1.2 |
| /conservation/ | 1,695 | 1.1 |
| Other | 23,935 | 15.8 |
| subtotal | 151,491 | 100.0 |
| Grand Total | 151,491 | 100.0 |

***How can we serve three
distinct user groups
with a single Web site?***



Our response to the results

- Optimized “Visitor” home page.
 - Redesign the home page to show more art, make links look clickable and bring more content to the top.

The screenshot shows the Getty Center website home page. At the top right, there are links for "Search" and "Site Map". The main navigation area on the left is titled "Site Menu" and includes three sections: "EXPLORE ART" with links for Exhibitions, Collections, and New Acquisitions; "Visitor Guide" with links for Planning Your Visit, Calendar, and Español; and "About Us" with links for Research Institute, Conservation Institute, Grant Program, Leadership Institute, and Museum. Below the menu is a "Research Tools" section with a "Research Library" link and an "AATA online" link with the text "AATA now online".

The main content area features a large featured exhibition: "BILL VIOLA THE PASSIONS through April 27". The text describes an exhibition of new work by pioneering video artist Bill Viola. Below the text is a "Visit the exhibition Web site." link and a photograph of a man in a blue shirt. To the right of this is a smaller exhibition preview: "The Music of Hamza el Din, Mar. 22" and "Exhibition of Motherwell's 1972 artist's book, through Jun. 22".

Below the featured exhibition is a section titled "Hundred Years of Manuscripts" with a "June 1" date and a photograph of a manuscript page. To the right is a "Video of the Day" section featuring "Drug Jars" with a "More" link. Below that is a "Book of the Month" section featuring "Julia Margaret Cameron: The Complete Photographs" with a "More" link.

At the bottom, there is a section for "Prehistoric Arts through May 4" with a photograph of a prehistoric sculpture and text describing the exhibition's focus on art from the Cycladic and other ancient Mediterranean cultures.

Callouts highlight specific design changes: "Program links look clickable" points to the "Site Menu" section; "Exhibitions were brought to the top." points to the featured Bill Viola exhibition; and "Important resources for researchers have been exposed" points to the "Research Tools" section.

Program links look clickable

Exhibitions were brought to the top.

Important resources for researchers have been exposed

Our response to the results, continued

- Optimized metadata for searchers.

Using information available on www.searchenginewatch.com, we modified our object pages to improve Google rankings.

Sample object page



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [Desktop](#) [more »](#)

soldiers plundering

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 342,000 for [soldiers plundering](#). (0.18 seconds)

[Soldiers Plundering a Village \(Getty Museum\)](#)

A work by Pieter Post from the J. Paul Getty Museum's collection.

www.getty.edu/art/collections/objects/o702.html - 17k - [Cached](#) - [Similar pages](#)

www.rice.edu/cgi-bin/webbase/projects/Blaffer/Nort...

[Similar pages](#)

[| Book Review | The American Historical Review, 106.1 | The ...](#)

The title, reinforced by a cover illustration of **soldiers plundering** a village, suggests a concern with how the war disrupted people's daily lives—or, ...

www.historycooperative.org/journals/ahr/106.1/br_127.html - [Similar pages](#)

[Books: Confronting Images of War](#)

Before accessorizing the corpse, McCullin had witnessed two **soldiers plundering** the body: "They kept laughing at the photographs in his wallet and throwing ...

www.cjr.org/issues/2003/3/books.asp?printerfriendly=yes - 17k - [Cached](#) - [Similar pages](#)

['War trophy' stays put - Rethinking Riel - CBC Archives](#)

A reporter for the Toronto Mail newspaper wrote of **soldiers plundering** Métis homes: "stoves, clocks, bedsteads, tables etc. were all mercilessly destroyed ...

[◀ Previous](#)

Soldiers Plundering a Village

Collection Search:

[Go](#)

- [Getty Bookmarks](#)
- [Video Gallery](#)
- [Current Exhibitions](#)
- [Past Exhibitions](#)
- [Future Exhibitions](#)
- [New Acquisitions](#)



[+ Enlarge](#)

Attributed to [Pieter Post](#)
 Dutch, Haarlem, about 1630s
 Oil on canvas
 30 1/2 x 44 in.
 72.PA.26

[Add to Getty Bookmarks](#)

In the central square of a picturesque Dutch village, soldiers load booty onto a cart beside a well and others attack a man at the right. Still others pillage the church on the left. In the background, additional intruders assault people and plunder their homes.

Soldiers Plundering a Village



```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML>
<HEAD>

<TITLE>Soldiers Plundering a Village (Getty Museum)</TITLE>
<META NAME="ROBOTS" CONTENT="index, follow">
<META NAME="DESCRIPTION"
CONTENT="A work by Pieter Post from the J. Paul Getty Museum's collection.">
<META NAME="KEYWORDS"
CONTENT="Pieter Post, Soldiers Plundering a Village,
Soldiers Plundering a Village, Soldiers Plundering, Real Life, Paintings,
war, Horses, Churches, Villages, Oil on canvas">

<META NAME="IMAGE" CONTENT="00070201">
<META NAME="SHORTTITLE" CONTENT="Soldiers Plundering">
<META NAME="ARTIST" CONTENT="Pieter Post">
<META NAME="ARTISTNATIONALITY" CONTENT="Dutch">
<META NAME="DATE" CONTENT="Mid 17th century">
<META NAME="ITEMTYPE" CONTENT="Oil on canvas">
```

Attributed to [Pieter Post](#)
Dutch, Haarlem, about 1630s
Oil on canvas
30 1/2 x 44 in.
72.PA.26

If you search Google for Getty content...



You'll find our content at the top...

A screenshot of the Google search results page for the query 'black kylix'. The Google logo is at the top left. To its right are links for 'Advanced Search', 'Preferences', 'Language Tools', and 'Search Tips'. Below the logo is a search bar with 'black kylix' and a 'Google Search' button. A navigation bar below the search bar shows 'Web', 'Images', 'Groups', 'Directory', and 'News'. A blue banner below the navigation bar reads 'Searched the web for black kylix. Results 1 - 10 of about 17,700. Search took 0.18 seconds.' The first search result is titled 'Black-Figure Kylix (Getty Museum)' and includes a preview of the image and a link to 'www.getty.edu/art/collections/objects/o12939.html - 17k - Mar 17, 2003 - Cached - Similar pages'. The second result is also titled 'Black-Figure Kylix (Getty Museum)' and includes a preview and a link to 'www.getty.edu/art/collections/objects/o13764.html - 15k - Cached - Similar pages'. Below the second result is a link for '[More results from www.getty.edu]'. On the right side of the page, there is a 'Sponsored Links' section with a link for 'Black' from 'www.mysimon.com'.

If you search Google for content that isn't ours, you'll find us at the top



Web Images Groups News Froogle Local Desktop [more »](#)

The Da Vinci Code facts and fallacy

Search

[Advanced Search](#)
[Preferences](#)

The "AND" operator is unnecessary -- we include all search terms by default. [\[details\]](#)

Web

Results 1 - 10 of about 16,700

[Deconstructing the Da Vinci Code: "Everybody loves a conspiracy."](#)

I'll quote from The **Da Vinci Code** and follow the quote with some **facts**.

Fallacy : "Fortunately for historians... some of the gospels that Constantine attempted ...

www.xenos.org/essays/deconstruct_davinci.htm - 22k - [Cached](#) - [Similar pages](#)

[TeacherArtExchange \(Education at the Getty\) - Re: MSNBC - Decoding ...](#)

Previous message: Rick Larson: "The **Da Vinci Code** facts and **fallacy**"; Maybe in reply to: Christine Besack: "MSNBC - Decoding The **Da Vinci Code**" ...

www.getty.edu/education/teacherartexchange/archive/Dec04/0064.html - 11k - [Cached](#) - [Similar pages](#)

[TeacherArtExchange \(Education at the Getty\) - By Subject](#)

The **Da Vinci Code** facts and **fallacy**. Rick Larson, Sat Dec 04 2004 - 08:24:43 PST.

AEN: The **Da Vinci Code**. Holmgren, Sun Dec 05 2004 - 19:55:32 PST ...

www.getty.edu/education/teacherartexchange/archive/Dec04/ - 41k - [Cached](#) - [Similar pages](#)



Why does the Da Vinci Code search return our site?

- Because message boards draw search traffic



The screenshot shows a message board interface. At the top, there is a navigation bar with the Getty logo, the word "Education", and links for "Explore Art", "Visit the Getty", "About Us", "Site Search", and "Site Map". Below the navigation bar, a note states: "Note: To protect the privacy of our members, e-mail addresses have been removed from the archived messages. As a result, some links may be broken." A green banner features three colorful art projects and the text: "Find Lesson Plans on getty.edu! Incorporate visual arts into your curriculum. For K-12 and adult ESL." The main content of the post is titled "'The Da Vinci Code' facts and fallacy". The post header includes: "From: Rick Larson (jrlarson51_at_TeacherArtExchange)" and "Date: Sat Dec 04 2004 - 08:24:43 PST". A list of actions follows: "Next message: Occasm_at_TeacherArtExchange: 'Re: MSNBC - Decoding 'The Da Vinci Code''", "Previous message: NMTchr_at_TeacherArtExchange: 'Foamcore cutters, book recyclers...*and* tinted glue update.'", "Messages sorted by: [date] [thread] [subject] [author] [attachment]", and "Mail actions: [respond to this message] [mail a new topic]". At the bottom, the start of the message text is visible: "I agree with Christine in that it is best to do your own research into the subject.-There are a ton of sites out there- Just keep in mind the role women played in society(and in Judaism and Christianity) until very recent history- which may or may not have affected the manner in which things of a historical nature were written or what was".

Education [Explore Art](#) [Visit the Getty](#) [About Us](#) [Site Search](#) [Site Map](#)

Note: To protect the privacy of our members, e-mail addresses have been removed from the archived messages. As a result, some links may be broken.

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Incorporate visual arts into your curriculum.
For K-12 and adult ESL.

'The Da Vinci Code' facts and fallacy

From: Rick Larson (jrlarson51_at_TeacherArtExchange)
Date: Sat Dec 04 2004 - 08:24:43 PST

- **Next message:** [Occasm_at_TeacherArtExchange: "Re: MSNBC - Decoding 'The Da Vinci Code'"](#)
- **Previous message:** [NMTchr_at_TeacherArtExchange: "Foamcore cutters, book recyclers...*and* tinted glue update."](#)
- **Messages sorted by:** [[date](#)] [[thread](#)] [[subject](#)] [[author](#)] [[attachment](#)]
- **Mail actions:** [[respond to this message](#)] [[mail a new topic](#)]

I agree with Christine in that it is best to do your own research into the subject.-There are a ton of sites out there- Just keep in mind the role women played in society(and in Judaism and Christianity) until very recent history- which may or may not have affected the manner in which things of a historical nature were written or what was

Our response to the results

- Use of metadata and reliance on external search engines
 - We optimized our site for the search engine with the fastest growing user base at the time, Google.

| January - March 2000 | | January - March 21 2003 | | January - March 2005 | % of Total |
|-------------------------|------|-------------------------|------|-------------------------|------------|
| No Referral Information | 22.6 | No Referral Information | 27.9 | No Referral Information | 37.6 |
| altavista | 3.6 | google | 15.6 | google | 13.7 |
| yahoo | 3.3 | yahoo | 7.6 | yahoo | 4 |
| google | 2.9 | artcyclopedia | 5.9 | artcyclopedia | 3.8 |
| msn | 2.8 | msn | 3.8 | google.co | 1.7 |
| yahoo | 2.3 | aol | 1.4 | msn | 1.4 |
| excite | 2.2 | ask | 1.1 | google | 1 |
| yahoo | 1.6 | google | 1.1 | textweek | 0.7 |
| aol | 1.1 | textweek | 0.6 | aol | 0.5 |
| lycos | 1.0 | google.co | 0.6 | ask | 0.5 |
| looksmart | 0.8 | altavista | 0.6 | google.com | 0.4 |
| google | 0.7 | google | 0.5 | google | 0.4 |
| aol | 0.7 | netscape | 0.5 | n/a | 0.4 |
| dogpile | 0.7 | google | 0.4 | google | 0.3 |
| msn | 0.6 | google.com | 0.4 | | |
| askjeeves | 0.6 | n/a | 0.3 | | |
| lycos | 0.5 | nhptv | 0.3 | | |
| ask | 0.5 | google | 0.3 | | |

Our response to the results

- Research and conservation sub sites

- Feature tools and databases, and de-emphasize exhibitions and events

Old

The screenshot shows the old website layout. At the top left is the Getty logo. To its right is a navigation bar with links: [EXPLORE ART](#), [Visitor Guide](#), [About Us](#), [Search](#), and [Site Map](#). Below the navigation bar is a main heading: "All parts of the Getty make new knowledge their goal. The Research Institute pursues this mission through an international residential scholars program, a growing 800,000-volume library, major archival collections, exhibitions, publications, lectures, and symposia." Below this is a large purple heading "Research at the Getty". Underneath are three featured articles, each with a small image and a brief description:

- Experiments in Biography**: *Margaret Sanger: Public Nuisance and Human Remains*, two films that take unusual approaches to biography, explore the lives of major historical figures of the twentieth century. Friday, March 14, 2003
- Research Institute Publications**: Scholarly publications from the Research Institute advance critical inquiry into the creation and reception of all forms of visual art, promote experimental and multi-disciplinary research, and open unexpected avenues of understanding.
- How to Draw a Bunny**: The Getty Research Institute screens this posthumous documentary biography of artworld prankster and

On the left side, there is a vertical menu with links: [About the Research Institute](#), [Research Library](#), [Research Tools](#), and [Events & Programs](#).

New

The screenshot shows the new website layout. At the top left is the Getty logo. To its right is a navigation bar with links: [EXPLORE](#), [Visitor Guide](#), [About Us](#), [Search](#), and [Site Map](#). Below the navigation bar is a large heading "Research at the Getty". Below this heading is a list of three main sections, each with a small image and a brief description:

- Conducting Research**: Use online Getty research tools from any computer and learn how to access Research Library collections on site at the Getty Center.
- Programs for Scholars**: Guide to applying for residential and non-residential research grants, and information about Research Institute publications and other professional activities, such as workshops and symposia.
- About the Research Institute**: Learn about what we do, who we are, and how to contact us.

On the left side, there is a vertical menu with links: [Conducting Research](#), [Programs for Scholars](#), and [About the Research Institute](#).

Visits of no duration on the home page dropped from over 20% to less than 10%

Before

| | | |
|----|-------------------------|-------|
| 1 | No Duration | 2,651 |
| 2 | 1 second - 2 minutes | 4,066 |
| 3 | 2 minutes - 4 minutes | 1,789 |
| 4 | 4 minutes - 6 minutes | 1,032 |
| 5 | 6 minutes - 8 minutes | 672 |
| 6 | 8 minutes - 10 minutes | 472 |
| 7 | 10 minutes - 12 minutes | 380 |
| 8 | 12 minutes - 14 minutes | 267 |
| 9 | 14 minutes - 22 minutes | 771 |
| 10 | >= 22 minutes | 986 |

After

| | |
|-------------------------|--------|
| No Duration | 2,053 |
| 1 second - 2 minutes | 10,392 |
| 2 minutes - 4 minutes | 2,820 |
| 4 minutes - 6 minutes | 1,554 |
| 6 minutes - 8 minutes | 984 |
| 8 minutes - 10 minutes | 683 |
| 10 minutes - 12 minutes | 494 |
| 12 minutes - 14 minutes | 400 |
| 14 minutes - 21 minutes | 974 |
| >= 21 minutes | 1,694 |

| | | Home Page |
|-------------------------------|--|-----------|
| Total # of Visits | | 13,086 |
| Avg. Visit Duration (minutes) | | 7.5 |

| Summary | | Home Page |
|-------------------------------|--|-----------|
| Total # of Visits | | 22,048 |
| Avg. Visit Duration (minutes) | | 7.2 |

Room for improvement

- We're drawing nearly half of our visits from search engines, but when those visitors arrive, they see this:

Black-Figure Kylix

Collection Search: [Go](#)

[Video Gallery](#)
[Current Exhibitions](#)
[Past Exhibitions](#)
[Future Exhibitions](#)
[New Acquisitions](#)



[+ Enlarge](#)

Attributed to the [Hunt Painter](#)
Greek, Sparta, about 540 B.C.
[Terracotta](#)
H: 3 1/2 in.; W (handles): 5 7/8 in.; D: 4 5/8 in.
86.AE.51

A snarling lion decorates the interior of this Lakonian or [Spartan](#) black-figure kylix or cup. The placement of the lion's body, with its head turned back and its paw raised,

Room for improvement continued

- And they *don't* see this:

| | | |
|--|--|--|
| About Us Opportunities Jobs Docents & Volunteers Internships Fellowships Trust Report History Officers Trustees About the Web Site Help Contact Us | Explore Art The Collections A to Z Index Collection Types Architecture and Room Elements Decorative Objects and Vases Drawings Furniture Implements and Costume Manuscripts Paintings Photographs Sculpture Subjects Science and Industry Mythology Natural World Religion People and Occupations Where We Live How We Live Video Gallery Exhibitions Past Exhibitions Future Exhibitions | Visitor Guide Planning Your Visit Hours and Admission Reservations How to Get Here Handicap Access Groups Helpful Hints Contact Us Español Event Calendar Offered Daily Tours Orientation Film Audioguide For Families Places to Go Getty Center Architecture Museum Central Garden Where to Eat Research Institute Gallery Libraries |
| Conservation About the Conservation Institute How We Work In the Lab In the Field In the Museum In Education Activities Current Projects Upcoming Public Lectures Past Field Projects Past Scientific Research Projects Past Education and Training Projects Past Conferences Past Public Lectures Resources Newsletter Information Center AATA Cultural Heritage Policy Documents PDF Publications Videos Other Conservation Sites | Museum About the Museum The New Getty Villa | News Recent News News Archive Press Releases Featured Story Stories |
| Education For Teachers Planning a School Visit Getty Center Resources Lange Curriculum Art & Language Arts Devices of Wonder ArtsEdNet For College Students and Professors | Research About the Research Institute Research Library Collections Access Contact Library Reference Research Tools Research Library Catalog Special Collections Finding Aids Photo Study Collection Database Digital Resources Provenance Index Databases Vocabulary Databases Events & Programs Residential Scholars Public Programs | Bookstore Browse by Title Author Subject Program Posters Forthcoming Books Ordering Information Request Printed Catalog |
| | | Grants Research Institutions Scholars Conservation Education and Professional Development Grants Awarded Frequently Asked Questions About the Grant Program Grant Deadlines |

Possible solution



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[Paper Art: Collecting Drawings in Holland, 1600–1800](#)
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Summary

- Focus groups, usability studies, and quantitative analysis of logs and data packets showed us we can effectively serve 3 distinct user groups by:
 - Understanding the access points
 - Providing clear paths from appropriate entry points
 - Optimizing interfaces to fit the user profile