The History Education Network/Histoire et Éducation en Réseau
THEN/HiER

SSHRC Strategic Knowledge Clusters Grant

Year Six Report
Penney Clark, Director
April 2014

This report highlights THEN/HiER activities between April 1, 2013 and March 31, 2014.

THEN/HiER is the first pan-Canadian organization devoted to promoting—and improving—history teaching and learning by bringing together the multiple and varied constituencies involved in history education: academic historians; public historians in museums, archives and historic sites; practicing teachers; history education scholars; and curriculum policy-makers. Our goal is to create more research-informed practice (from kindergarten to graduate school) and more practice-informed research through engagement involving these various communities.

Project Goals
Stated in SSHRC Proposal (November 2007)

- Nurture a community of inquiry among academic historians; public historians in museums, archives and historic sites; practicing teachers; researchers based in faculties of education; graduate students; policy makers and other stakeholders.
- Provide opportunities for engagement with, and critique of, existing research in the field of history education, with the aim of bridging research and practice.
- Encourage research in classrooms involving collaboration between academics and teachers.
- Transform classroom practice through pro-active connections with ministries of education, textbook publishers, other curriculum developers, and practicing teachers. We will collaboratively develop textbook publications, teacher resource materials and on-line museum-based activities and other digital resources, for schools.
- Disseminate current Canadian and international research on history education out of the universities to broader communities of stakeholders.
- Establish and nurture fertile research connections with international stakeholders.
- Engage in the development of authentic approaches to assessment of students' historical literacy through a partnership with the Benchmarks of Historical Thinking project (now the Historical Thinking Project), developed by the Centre for the Study of Historical Consciousness, UBC. Well conceived assessments, in conjunction with curriculum materials and professional development, are a powerful driver of the reform of history education itself.

Project Goals
Modified in Years One and Two

The current goals as outlined on our website (http://thenhier.ca/en/content/about) are as follows:

1. Create a more robust history education **research** culture in Canada as defined by:
   - increasing opportunities for collaboration among scholars, educators, and other stakeholders
   - increasing the circulation of Canadian and international research findings

2. Improve history education **policy** across Canada by:
   - promoting research on history education policy
   - promoting research-informed history education policy
   - nurturing dialogue among education stakeholders (including academic historians; public historians in museums, archives and historic sites; practicing teachers; researchers based in faculties of education; graduate students; policy makers and other stakeholders) about history education policy

3. Improve history education **practice** by:
   - increasing communication and collaboration among history education stakeholders
   - disseminating research findings in educational settings
   - encouraging teachers to apply history education research
   - identifying and nurturing communities of practitioners
   - promoting informed uses of new media within history education

4. Develop research-informed **assessment** of history learning by:
   - promoting research on history assessment
   - disseminating research on assessment among policy makers and teachers

5. Provide **advocacy** by:
- serving as a public voice for history education in Canada
- generating research-informed policy briefs

Infrastructure
Governance
THEN/HiER continues to be governed by Penney Clark, Director, and an Executive Board. Catherine Duquette, Assistant Professor, Université du Québec à Chicoutimi, joined the Board this year. Previously she was THEN/HiER's Francophone Graduate Student Committee Coordinator.

THEN/HiER Executive Board as of March 31, 2014

Penney Clark, Director, Professor, UBC

Margaret Conrad, Professor Emerita, University of New Brunswick

Catherine Duquette, Assistant Professor, Université du Québec à Chicoutimi

Anne Marie Goodfellow, PhD, Network Manager

Viviane Gosselin, PhD, Curator of Contemporary Culture, Museum of Vancouver

Jan Haskings-Winner, President, OHASSTA

Kevin Kee, Associate Vice-President Research and CRC, Brock University

Jocelyn Létourneau, Professor and CRC, Université Laval

Stéphane Lévesque, Associate Professor, University of Ottawa

Ruth Sandwell, Associate Professor, OISE/University of Toronto

Alan Sears, Professor, University of New Brunswick

Peter Seixas, Professor and CRC, University of British Columbia

Amy von Heyking, Associate Professor, University of Lethbridge

Viviane Gosselin (Museum of Vancouver), Jan Haskings-Winner (Ontario History and Social Science Teachers' Association), Kevin Kee (Simulating History), Jocelyn Létourneau (Canadians and Their Pasts), and Peter Seixas (Centre for the Study of Historical Consciousness), serve as partner representatives on the Board.

The Executive Board held eight meetings over the course of the year, including one face-to-face meeting in December 2013, which was a two-day retreat held at the Granville Island Hotel in Vancouver. The other seven meetings were held by teleconference in intervening months (April, May, June, September, October, 2013; and January and March, 2014).

Facilities
THEN/HiER continues to share office space with the Centre for the Study of Historical Consciousness (one of its partners) at the University of British Columbia. The Department of Curriculum and Pedagogy, UBC, provides an office for Penney Clark, THEN/HiER Director.

Support Staff
Network Manager, Anne Marie Goodfellow, was hired in December 2008 and continues to work on a full-time basis. Anne Marie is the only full-time employee attached to the Network and handles both major projects and day-to-day activities, including administration of the interactive website, and writing the monthly *e-Bulletin* and the *Annual Review*. She also keeps promotional

materials up to date, disseminates information about THEN/HiER to our partners and the public, supervises graduate student research assistants, assists in organizing our Annual Regional Conference and other conferences, and organizes the Vancouver *Approaching the Past* series.

Webmaster/Administrative Assistant, Ulrike Spitzer, was hired in October 2008 and works one and one-half days per week. Much of her time is spent on administrative tasks including the financial operation of the organization. She also uploads materials to the website.

Communication
Banners (goals 1 and 3)
We continue to display our bilingual banners at conferences and THEN/HiER events. The banners have images from two of our partners, Parks Canada and the Museum of Vancouver.

Pamphlets (goals 1 and 3)
Our brochure and other pamphlets related to our funding programs are regularly updated and available at conferences and presentations attended by THEN/HiER Board members and upon request. All pamphlets are bilingual and include a QR (Quick Response) Code to our website. A bilingual poster of THEN/HiER funding opportunities was created this year and sent out with the *Annual Review*. We also developed a flyer for the THEN/HiER book series.

e-Bulletin and *Annual Review* (goals 2 and 3)

We continue to publish our *Annual Review* at the end of the fiscal year. It is sent to all members and partner organizations on the THEN/HiER listserv (over 1,200). In order to save costs on envelopes and postage, we decided this year not to send hard copies to members by mail. However, we will continue to print copies as needed for events such as conferences. The *Annual Review* highlights activities from the previous year's *e-Bulletins* in order to provide a summary of important activities over the course of the year. We sent out twelve issues of our monthly *e-Bulletin* over the 2013/14 year. The *e-Bulletin* and *Annual Review* are bilingual. Research Snapshots were provided by:

- Christina Cameron, Université de Montréal
- Jocelyn Létourneau, Université Laval
- Anna Clark, University of Technology (Sydney, Australia)
- Sean Kheraj, York University
- Jennifer Pettit, Mount Royal University
- Henry Yu, University of British Columbia
- Gene Allen, Ryerson University
- Joan Pagès and Antoni Santisteban, Universidad Autónoma de Barcelona
- Mona Gleason, University of British Columbia
- Paul Zanazanian, McGill University

- Michael Marker, University of British Columbia
- Vincent Boutonnet, Université du Québec en Outaouais

THEN/HiER Website (goals 1, 2, 3, and 4)
We have kept the existing content categories on the website which is updated on a regular basis. In addition, the following changes were made to the website:

- We revised the database of abstracts of books and articles on teaching which complements our database of abstracts on research resources. There were about 200 teaching abstracts in the database at the end of the fiscal year.
- We added a "Controversies" webpage available through the homepage main menu to keep visitors informed about current controversies in history education with links to articles on specific issues.
- Another new page is for recent books on history education and the history of education.

We also held a Blog Contest for people to write a blog on a major controversy in history education. First prize went to Cynthia Wallace-Casey for her article "Keeping It Real," which discusses the debate about changing the name of the Canadian Museum of Civilization to the Canadian Museum of History. Second prize winner Mary Chaktsiris wrote "Renewed History Wars: 21st Century Commemoration in Canada," which addresses the issue of commemoration in Canadian history education.

Google Analytics reports relating to various aspects of our website that compare the 2012/13 and 2013/14 fiscal years are included as an appendix.

We continue to use the services of UBC-IT for website troubleshooting. Our website is hosted through Funio.

New Videos and Podcasts in 2013/14
Videos
Inuit Residential School Histories and the New Nunavut Social Studies Curriculum
Cathy McGregor, Nunavut Department of Education; Liz Fowler, Government of Nunavut; Heather E. McGregor, UBC; and Sarah Daitch, University of Victoria, presenting at Sty-Wet-Tan, First Nations House of Learning at UBC on September 17, 2013. This was a Michael Cromer Memorial Lecture co-sponsored by UBC's Centre for the Study of Historical Consciousness, Indigenous Education Institute of Canada, and Ts"kel Indigenous Graduate Studies.

Objects Matter: Making Histories in Museums, THEN/HiER's 4th Annual Regional Conference, 2013
THEN/HiER's 4th Annual Regional Conference brought together graduate students, professors, teachers, museum educators and community members on October 7, 2013. Topics included issues of historical consciousness; indigenous knowledges; and inclusive, community-based museology. In addition to speakers, there were break-out sessions led by graduate students which explored how museums can connect with social studies/history curricula and historical

consciousness, using multiple perspectives in history education, indigenous histories, and the practices of participatory museology.

Battle Lines in the Schools: Teaching the History of War and Society for the Common Good
Public lecture sponsored by the Gregg Centre for the Study of War and Society, held at the Beaverbrook Art Gallery in Fredericton (New Brunswick) on October 15, 2013. Guest speaker is Alan Sears, PhD, Professor of Education at the University of New Brunswick, and member of THEN/HiER's Executive Board.

Grade 7 Historical Inquiry Unit: Connect Charter School
With the help of a Small Projects Grant from THEN/HiER, David Scott collaborated with Jody Pereverzoff and Chris Dittmann from Connect Charter School (formally Calgary Science School) to develop a historical inquiry unit for their 100 grade 7 students. As outlined in this video, Jody and Chris were interested in exploring the question:*"How can we help people learn more about historically significant events in Canada's past in a way that will be both interesting and also show the relevance of history to their lives?"*

Approaching the Past Workshop: What Educators Want to Know about Toronto and WWI
What challenges do educators in classrooms and museums face when approaching local histories of the First World War? Historian Mary Chaktsiris answers questions from history educators about engaging students in the local history of Toronto during the First World War in this third installment of the 2014 *Approaching the Past* workshop series, February 17, 2014.

English High School Students on Quebec History
English high school history students summarize Quebec history in one sentence, at the John F. Kennedy High School in Montréal, February 21, 2014. Published by *The Gazette*.

Thinking about History: Videos from TC²
Building on the work of Professor **Peter Seixas** of the University of British Columbia, TC² has developed exemplary print and digital resources to support teachers and students in using six concepts to go beyond merely learning historical information to thinking deeply about history. This framework for historical thinking is developed and supported with practical teaching ideas in two print publications, and further supported with a wide array of digital materials and videos.

Les jeunes savent sans connaître
A presentation by **Jocelyn Létourneau** at the 2013 AQEUS conference based on the research for his book, *Je me souviens?*

Débat sur l'enseignement de l'histoire au Québec
Stéphane Lévesque discusses the state of history teaching in Québec for an OPENtélé program.

Podcasts
Lyle Dick's CHA Presidential Address 2013
(redirects to Active History website)
On June 4, 2013, Lyle Dick delivered his Canadian Historical Association (CHA) presidential address, titled "On Local History and Local Historical Knowledge."

History Under Harper: A Micro-Lecture Discussion
(redirects to Active History website)
As part of Congress 2013, the Canadian Historical Association co-sponsored a panel with the Canadian Political Science Association on Wednesday June 5 entitled "History Under Harper: A Micro-Lecture Discussion." Featuring 10 panelists and two discussants, the session analyzed the Harper Government's use and understanding of Canadian history. An extremely well-attended panel, the discussion featured lively debate and a wide variety of opinions on the state of history in Canada.

Environmental History of Atlantic Canada
(redirects to NiCHE website)
The history of Canada's Atlantic coastal region offers a number of important insights into environmental history that are both representative of the greater nation-state of Canada and unique to the particular biogeographic conditions of the region. This is the broad subject of *Land and Sea*, and Sean Kheraj speaks with the editors and one of the authors from this anthology.

Ian McKay - War, Memory and Reaction: Reshaping History in Harper's Canada
(redirects to Active History website)
McKay delivered this talk to the First Unitarian Congregation in Ottawa as the 2013 Holtom Lecture.

Jocelyn Létourneau *on CBC Daybreak Montréal - Youth Have Negative Understanding of Quebec's History*
(redirects to CBC website)
For ten years Létourneau toured the province's high schools and asked students a simple question: "If you had to sum up Québec's historical journey in a single sentence or phrase, what would you say?" This podcast is about his findings.

Causerie: Je me souviens? Le passé du Québec dans la conscience de sa jeunesse
A talk by **Jocelyn Létourneau** at the Librairie Olivieri in Montréal about his book with the same title.

Networking Activities
Presentations (goals 2 and 3)

Presentations with a Focus on THEN/HiER
"Becoming a History Teacher in Canada: Sustaining Practices in Historical Thinking and Knowing." **Alan Sears**, with **Penney Clark**, **Stéphane Levesque**, **Ruth Sandwell**, and **Amy von Heyking**. Canadian Association for Teacher Education, Congress of the Social Sciences and Humanities, University of Victoria, June 2013.

« Histoire et éducation en réseau (THEN/HiER) ». **Marie-Hélène Brunet**, Congrès de l'AQEUS/Association des études canadiennes, Bromont, 17 octobre 2013.

Presentations about History Education
"Historical Thinking: Critical Thinking in Context." **Amy von Heyking**, *Critical Thinking and Critical Realism Symposium*, Lonergan Institute, Boston College, Boston, Massachusetts, April 2013.

« Agentivité historique : analyse de manuels d'histoire du secondaire au Québec ». **Marie-Hélène Brunet**, avec Vincent Boutonnet, Marc-André Éthier, et David Lefrançois. *Étude de cas : Culture et mouvements de pensée et Pouvoir et pouvoirs*. Congrès de l'Association francophone pour le savoir (ACFAS). Québec, Québec, mai 2013.

"Using Augmented Reality Applications to Foster Learning and Engagement." **Kevin Kee** with Eric Poitras, poster and presentation at the Meeting of the Learning Environments Across Disciplines Research Partnership, San Francisco, May 2013.

"Rewriting Canadian History." **Amy von Heyking**, panel member for televised discussion on Alberta Primetime (CTV2), May 2013, (rebroadcast July 1, 2013).

"Illuminating Fuels." **Ruth Sandwell**, *Powering Up: A Short History of the Fuels and Energies that Created Modern Canada* symposium, Bloomfield, Ontario, May 27-28, 2013.

"Disrupting Teacher Development: The Role of Teacher Education." **Alan Sears**, with Mark Hirschkorn and Katherine Ireland. Canadian Association for Teacher Education, Congress of the Social Sciences and Humanities, University of Victoria, June 2013.

"Toward a National Conversation About Teacher Education in Canada: An Examination of CATE Conference Presentations." **Alan Sears**, with Mark Hirschkorn and Paula Kristmanson. Canadian Association for Teacher Education, Congress of the Social Sciences and Humanities, University of Victoria, June 2013.

« L'identité canadienne refaçonnée ». **Jocelyn Létourneau**, table ronde « History Under Harper : Federal Identity Initiatives in Conservative Canada », activité conjointe de la Société historique du Canada et de l'Association canadienne de science politique, Congrès des sociétés savantes, Victoria, juin 2013.

« Visions tête bêche : Incursion au cœur des représentations du passé du Québec chez les jeunes Francos et Anglos Québécois ». **Jocelyn Létourneau**, communication dans la séance intitulée : « Thinking outside the box : On catering Quebec's national historical narratives to the realities and experiences of its diverse English-speaking communities », Congrès de la Société historique du Canada, Victoria, juin 2013.

« Quelle histoire pour l'avenir du Québec? ». **Jocelyn Létourneau**, Université de Sophia, Tokyo, juin 2013.

"Introduction to the Great Fuels Project." **Ruth Sandwell**, Canadian Historical Association Annual Meeting, Victoria, British Columbia, June 3-5, 2013.

"Becoming a History Teacher in Canada: Overview of the Project." **Ruth Sandwell**, *Becoming a History Teacher in Canada: Sustaining Practices in Historical Thinking and Knowing* panel, Canadian Association of Teacher Education (CATE) and the Canadian Society for the Study of Education (CSSE), Victoria, British Columbia, June 5, 2013.

"The Heritage Imperative and Critical Historical Thinking: Can They Work Together? Notes from Canada." **Peter Seixas**, Erasmus University/Center for Historical Culture, *Tangible Pasts? Questioning Heritage Education*, Rotterdam, June 6-7, 2013.

 "The Clearances, Canadian Style: Rural Canadian Depopulation, 1940-1980." **Ruth Sandwell**, *Small Holding, Land Use Policy, and Rural Strategies* panel, Agricultural History Society, Banff, Alberta, June 13-15, 2013.

Presentation to Dufferin-Peel Catholic School Board History Department Heads. **Jan Haskings-Winner**, June 19, 2013.

"How Can We Commemorate Our Past Through a Critical Disciplinary History Approach?" **Penney Clark**, Association for Canadian Studies Planning 150 Conference, The Canadian Museum of Civilization, Gatineau, QC, June 26, 2013.

"Education 2013: What do students need to know when they graduate from high school in 2013?" **Ruth Sandwell** with two other panelists, TVO television program *The Agenda*, June 27, 2013.

"Designing a Graduate DH Course with DH Tools and Methods." **Kevin Kee** with Spencer Roberts. International Conference of the Alliance of Digital Humanities Organizations, University of Nebraska-Lincoln, July 2013.

"Towards Evaluating and Modelling the Impacts of Mobile-Based Augmented Reality Applications on Learning and Engagement." **Kevin Kee**, Doctoral Consortium of the 16th International Conference on Artificial Intelligence in Education (AIED), Memphis TN, July 2013.

"Using Evidence to Think Historically." **Ruth Sandwell**, invited workshop for The Historical Thinking Project 2013 Summer Institute, OISE, Toronto, July 15, 2013.

GAINS Literacy Camp, **Jan Haskings-Winner**, Kempenfelt Conference Centre, Barrie, Ontario, August 19-22, 2013.

« Éléments pour une théorie de la formation de la conscience historique ». **Jocelyn Létourneau**, colloque *Les récits et les mises en texte du passé. L'histoire, à l'école, au musée, dans la littérature, dans l'esprit des élèves*, Genève, septembre 2013.

« Ressources didactiques. Grammaire du questionnement de l'histoire scolaire ». **Jocelyn Létourneau**, Université de Genève, Équipe de didactique et de la citoyenneté (EDHICE), septembre 2013.

« Je me souviens? Le passé du Québec dans la conscience de sa jeunesse ». **Jocelyn Létourneau**, Annual lecture, Centre d'études québécoises, Institute of Germanic and Romance Studies, University of London, October 2013.

« Les jeunes savent sans connaître ». **Jocelyn Létourneau**, colloque *Les identités et l'engagement. Conférence biennale sur l'enseignement de l'histoire*, AEC/AQUEUS, Bromont, QC, octobre 2013.

"Sex Talk in the City: A Conceptual Bridge Between Theoretical and Practical Preoccupations." **Viviane Gosselin**, *Objects Matter: Making Histories in Museums*, THEN/HiER Annual Regional Conference, Vancouver, BC, October 7, 2013.

"Civic Museography, Porous Narratives and the Choir Effect: The *Sex Talk in the City* Project at the Museum of Vancouver." **Viviane Gosselin**, American Anthropological Association, Chicago, November 21, 2013.

"Identity Constructions: National/Transnational Histories. **Jocelyn Létourneau**, *Historical Culture in Transition: Historical Scholarship, Public Needs and History Education*, Madrid, December 2013.

"Historical Consciousness and Historical Thinking." **Peter Seixas**, International Seminar on Historical Culture and History Education, Madrid, December 4-6, 2013.

"A History Educator Looks Forward." **Alan Sears**, *From The Curriculum to the Classroom: More Teachers, More Students, More Thinking*, Annual Meeting of the Historical Thinking Project, Toronto, January 23-25, 2014.

« Pour une pragmatique de l'enseignement de l'histoire ». **Jocelyn Létourneau**, Université de Genève, Équipe de didactique et de la citoyenneté (EDHICE), mars 2014.

"Using Food as a Lens on the History: Mary Pratt and the History of Canadian Women." **Ruth Sandwell**, *Artistically Delicious* panel, McMichael Canadian Art Collection, Kleineburg, Ontario, March 8, 2014.

"The Franklin Mystery and the Great Unsolved Mysteries in Canadian History Project." **Ruth Sandwell**, Guest Lecture, CSTD Doctoral Proseminar, Rubén A. Gaztambide-Fernández, March 20, 2014.

"Artificial Lighting: How Manufactured Gas, Kerosene and Electricity Made (and polluted) the Modern World." **Ruth Sandwell**, Environmental Historians of Southern Ontario Symposium, Sydney Smith Hall, University of Toronto, March 22, 2014.

"L'histoire de la ville sous tous ses angles: *Sex Talk in the City* au Musee de Vancouver." **Viviane Gosselin**, Skype seminar, Département : Mediation Culturelle at the Université Sorbonne Nouvelle, Paris, March 31, 2014.

Reception
THEN/HiER and the CSHC co-sponsored a reception at the American Educational Research Association (AERA) Conference in San Francisco on April 27, 2013.

THEN/HiER Information at Conferences
- Euroclio Annual Conference, Erfurt, Germany, April 7-13.
- Dufferin-Peel Catholic School Board History Department Heads presentation by **Jan Haskings-Winner**, Mississauga, ON, June 19, 2013.
- Association for Canadian Studies (ACS)/Association québécoise pour l'enseignement en univers social Conference, Bromont, QC, October 17 and 18, 2013.
- British Columbia Social Studies Teachers' Association Conference, October 25, 2013.
- Ontario History and Social Sciences Teachers' Association (OHASSTA) Conference, Niagara-on-the-lake, ON, November 15 and 16, 2013.

THEN/HiER Publications (goals 1, 2, 3, and 4)
Peer Reviewed Publications
The status of our publications as of March 31, 2014:

Pastplay: Teaching and Learning History with Technology
This book, edited by **Kevin Kee**, is based on the symposium *Playing with Technology in History* which took place on April 29 and 30, 2010. Kevin has sent out a call to contributors for permission to use images in their chapters and is waiting for their responses. The next step will be copy-editing.

Becoming a History Teacher: Sustaining Practices in Historical Thinking and Knowing
Ruth Sandwell and **Amy von Heyking** are co-editing this book based on chapters presented at *The Many Faces of History Teacher Education* symposium which took place on April 28 and 29, 2011. Ruth and Amy have responded to reviewer comments and added a conclusion to the manuscript before resubmitting it to University of Toronto Press. They will also be applying for an ASPP grant.

Museums as Sites of Historical Consciousness
The manuscript for this book, based on the *Museums as Sites of Historical Consciousness* symposium on April 11 and 12, 2012, is co-edited by **Viviane Gosselin** and Phaedra Livingstone of the University of Oregon. Viviane and Phaedra are completing the introduction and plan to submit the manuscript in mid-April, 2013.

Assessing Historical Thinking
Peter Seixas and Kadriye Ercikan, Professor in Educational Psychology at UBC, co-editors, have a preliminary section and chapter summary for this volume which is based on some of the presentations at the 2013 Historical Thinking Project Annual Meeting, January 15 to 17, with additional chapters by other authors. It will be a volume for researchers and large-scale test designers rather than history teachers, and will have an international flavour with contributors from the United States, Europe, and Australia.

Historical Representations in the Arts: A Cross-Disciplinary Inquiry
Alan and **Penney**, co-editors, worked together for two days prior to the December 2013 retreat on a preliminary proposal for their book on the intersections among art, history and pedagogy. The book will be centred on teaching and learning history for an educated and academic general audience, and will represent a crossover between history education and art and may include international as well as Canadian perspectives.

Partners (goals 1, 2, and 3)

No new partners joined THEN/HiER this year. We currently have 39 partner organizations:

Active History
Alberta Teachers' Association Social Studies Council
Association for Canadian Studies
Association québécoise pour l'enseignement en univers social (AQEUS)
Begbie Canadian History Contest Society
British Columbia Heritage Fairs Society
British Columbia Historical Federation
British Columbia Social Studies Teachers' Association
Canada's History
Canadian Heritage Information Network (CHIN)
Canadian Historical Association
Canadian History of Education Association (CHEA)
Canadian Museum of Immigration at Pier 21
Canadian Museums Association
Canadians and Their Pasts
Centre for the Study of Historical Consciousness
Centre for Media and Culture in Education, OISE/UT
Critical Thinking Consortium (TC^2)
Glenbow Museum
Great Unsolved Mysteries in Canadian History
Institut Universitaire de Formation des Maîtres (IUFM) Nord-Pas de Calais (France)
Laboratoire de muséologie et d'ingénierie de la culture (LAMIC)
Manitoba Social Science Teachers' Association
McCord Museum of Canadian History
Montreal Holocaust Memorial Centre
Multicultural History Society of Ontario
Museum of Anthropology, UBC
Museum of Vancouver
Museums Association of Saskatchewan
National Centre for History Education (Australia)
Nova Scotia Social Studies Teachers' Association
Ontario History and Social Science Teachers' Association (OHASSTA)
Ontario History, Humanities and Social Science Consultants' Association (OHHSSCA)
Ojibwe Cultural Foundation
Parks Canada
Saskatchewan Council of Social Sciences

Simulating History
Société des professeurs d'histoire du Québec (SPHQ)
Surrey School District, British Columbia

Partner involvement has included:
- The UBC Museum of Anthropology completed the *Voices of the Canoe* website with $40,000 THEN/HiER funding.
- The CSHC, CMA and Canada's History donated prizes for the blog contest.
- THEN/HiER paid the TOCs for two teachers from the Surrey School Board to attend our *Objects Matter* conference.
- **Penney Clark** is a co-chair for the ACS November 2014 National Conference in PEI.
- **Penney Clark** and **Peter Seixas** were members of the Advisory Committee for Student Essay and Teacher Awards for Canada's History.

Advocacy (goal 5)

It was decided that the Advocacy Committee, headed by Stéphane Lévesque, would provide items for our new "Controversies" page. Other Board members can also contribute items to this page. Board members may also express their opinions on issues related to history education but, due to different perspectives among Board members, THEN/HiER will not become involved in these as an organization.

Graduate Students (goals 1 and 3)

THEN/HiER has made substantial contributions to graduate students, both financially and in terms of their scholarly endeavours.

Employment
We continued to employ Erika Smith, student in the Master's of Museum Education program in the UBC Department of Curriculum and Pedagogy, to search for and write abstracts for our website and assist with the Vancouver *Approaching the Past* series. Her appointment began in September 2012 and was renewed from April to July 2013. In September 2013 we hired Emily Chicorli, Master's student in Archival Studies, under a Work/Study program, to write abstracts. Her appointment will end April 30, 2014.
Graduate Student Committees
Kate Zankowicz, doctoral candidate at OISE/UofT, continued to coordinate the Anglophone Graduate Student Committee and Marie-Hélène Brunet, doctoral candidate at the Université de Montréal, continued to coordinate the Francophone Graduate Student Committee.

The Graduate Student Committee coordinators are responsible for the following:

- coordinating committee members who act as representatives in their respective regions;
- holding regular teleconference meetings with committee members;
- participating in regular THEN/HiER Board meetings;
- coordinating and maintaining THEN/HiER blogs (the English blog *Teaching the Past* and the French blog *Enseigner l'histoire*);
- maintaining THEN/HiER Facebook and Twitter pages;

- updating the Graduate Student Committee website pages;
- organizing the annual regional conference;
- organizing series of local events.

Annual Regional Conference

THEN/HiER's Anglophone Graduate Student Committee organized this year's Annual Regional Conference which took place on October 7, 2013 at the UBC Museum of Anthropology in Vancouver. Topics included issues of historical consciousness; indigenous knowledges; and inclusive, community-based museology. In addition to speakers, there were break-out sessions led by graduate students which explored how museums can connect with social studies/history curricula and historical consciousness, using multiple perspectives in history education, indigenous histories, and the practices of participatory museology.

Series of Local Events

Approaching the Past **– Toronto**

Rose Fine-Meyer and **Kate Zankowicz**, along with a board made up of representatives of Toronto-area history educators, organized the series *Approaching the Past* in Toronto. Here are summaries of the different events that took place during the 2013/14 fiscal year:

Toronto: Multiple Voices, Multiple Lives – May 1, 2013

This event took place at the City of Toronto Archives, Casa Loma, and Spadina House. Archives staff demonstrated their Ward-based programming that focuses on how the area known as The Ward was represented visually over time. Sarah Bassnett, curator of the exhibit, spoke about the many lenses used to "picture" the Ward and explained how her exhibit was organized by various publications, including community-based newspapers, the *Toronto Globe*, and municipal photographs. The exhibit demonstrated how the images of immigrants were used in different ways. At Spadina House, led by Doug Fyfe, Program Officer, participants role-played particular interest groups to ask the wealthy Austin family for financial support. Mr. Fyfe also shared with us the story of the rise and fall of Sir Henry Pellat, Toronto entrepreneur and owner of Casa Loma.

Picturing Toronto On and Off the Grid – October 2, 2013

This event was held at the City of Toronto Archives. The exhibition on display was "Toronto on the Grid" which included 100 years of street photography. Participants, mostly teachers and teacher candidates, were introduced to using primary documents such as photos in their classrooms. Stewart Boden of the Ontario Archives did a presentation titled "Lights Camera Archives" and gave CDs of the historical footage from his presentation to all participants.

Exploring Landscapes of Leisure – November 5, 2013

This event took place at Colborne Lodge in High Park. It began with a tour of historic Colborne Lodge (a historical museum built in 1836 by John George Howard, an architect and engineer), and was followed by two talks. The first talk by museum educator Catherine Raven provided insight into the history and geography of the land and environment of the park. Her presentation included beautiful images of the park, the historic house, and the Toronto Waterfront. For the second talk, Toronto teacher Katy Whitfield showed photographic evidence of the diverse uses

of the park's land as an important historic space, and distributed a special package of materials she created for participants that incorporated historical thinking concepts.

Going to War: How Torontonians Experienced World War I – February 17
This was a video of historian Mary Chaktsiris answering questions from history educators about engaging students in the local history of Toronto during the First World War.

Approaching the Past – **Vancouver**
The Vancouver *Approaching the Past* series is organized by **Anne Marie Goodfellow**, Network Manager, rather than graduate students.

A Walking Tour of Stanley Park – May 30, 2013
This tour was led by Jolene Cumming of the Stanley Park History Group. Participants viewed some historical sites within the park, which at one time was inhabited by First Nations and later by European newcomers. Ms. Cumming showed historical photographs of many of the sites.

Musqueam Nation – October 7, 2013
The next event was held in conjunction with THEN/HIER's 4th Annual Regional Conference. Terry Point of the Musqueam Cultural Centre provided a guided tour of the Musqueam community, longhouse, and the cultural centre, with a focus on a joint Musqueam-Maori exhibition.

In an effort to encourage others to set up *Approaching the Past* series in various cities throughout Canada, a guide is posted on our website on the THEN/HiER Events and General Instructional Resources pages (http://thenhier.ca/sites/default/files/ATP-guidelines.docx).

Graduate Student Funding Programs
        Visiting Doctoral Student Program
This program provides an opportunity for doctoral students enrolled in a Canadian university to visit a Faculty of Education or History Department in another university for a two-week period to work with a faculty member sponsor. The adjudication committee (**Catherine Duquette**, **Viviane Gosselin** and **Amy von Heyking**) made two awards in Year Five for exchanges which will take place in Year Six and Year Seven. Student reports about their exchanges will appear on the website.

- **Scott Pollock, OISE/UT**, is investigating how, and to what extent, historical thinking became embedded in Ontario's new secondary history curricula. He will be working with **Drs. Penney Clark** and **Peter Seixas**, Department of Curriculum and Pedagogy, UBC.

- **Jane Griffith, Faculty of Education, York University**, will be doing archival research on Aboriginal student newspapers in order to reconsider the creation myths of Canada. She will be working with **Dr. Dwayne Donald**, Faculty of Education, University of Alberta.

Graduate Student Projects Program

This program supports projects related to history teaching and learning in Canada initiated, organized, and carried out by graduate students in history and history education. We consider requests for support up to a maximum of $2,500. THEN/HiER did not receive any project proposals during this fiscal year.

Collaborative Projects (goals 1 and 3)

Small Projects Grants Program

Each year, this program funds up to ten small projects related to history teaching and learning in Canada to a maximum of $2,500 each. In 2013/14 our adjudication committee consisted of Executive Board members **Penney Clark**, **Marg Conrad** and **Peter Seixas**, as well as Rose Fine-Meyer. This year six projects were approved for funding.

The Inverness Interactive Archives Project

This project, conducted in collaboration with the Inverness Miners Museum and Inverness Historical Society, will involve the creation of an interactive online history database, through which students and the general public can research the community of Inverness, Nova Scotia. The project organizers became aware of this funding opportunity through the 2012 *Annual Regional Conference* in Halifax.

Understanding Atrocities: Remembering, Representing and Teaching Genocide

THEN/HiER provided funding to support student participation in this conference which was designed to share new scholarship and teaching perspectives on the global, transhistorical problem of genocide. The students will submit blog posts to the THEN/HiER website reflecting on their participation in the conference which took place February 19 to 21, 2014 at Mount Royal University in Calgary.

Discipline-Based Inquiry in the Alberta Social Studies Classroom: A Digital Resource Guide for Practicing and Pre-Service Teachers

This teacher's guide seeks to provide insight into how the eight principles of the Galileo Educational Network's Discipline-based Rubric for Inquiry Studies can enhance the conceptual framework of historical thinking articulated by **Peter Seixas** and colleagues at The Historical Thinking Project. The ePub iBook can be downloaded for free from the iTunes store http://www.apple.com by searching: *Enhancing Historical Thinking Through Discipline-based Inquiry: A Teacher's Resource* by David Scott.

The Graphic History Project

The aim of The Graphic History Project is to inspire people to get involved, on a volunteer basis, in the making of activist comics. Through this SPG, the GHC has been able to offer contributors a small honorarium, recognizing the countless hours of work that goes into crafting every comics page. Second, the GHC was able to upgrade their website to improve its overall readability and better feature the new comics. Lastly, curriculum development for the Graphic History Project will eventually accompany each completed comic in the planned edited collection. Developing this curriculum will help facilitate educators' greater engagement with the comics of the Graphic History Project and encourage a deeper connection to each project.

Le Bataillon acadien de la Première Guerre mondiale - élaboration d'activités pédagogiques et présentation d'ateliers
This project on the Acadian battalion of World War I will offer francophone students in New Brunswick greater access to the history of Acadian soldiers who volunteered for the war. Through various educational activities, students will discover aspects of Acadian history related to the war, including the creation of the 165th infantry battalion.

Canadian History In-School Experiences, Program and Audience Development.
The Manitoba Museum will develop five programs, some bilingual, for the Grade 11 Canadian History curriculum using historical thinking concepts and primary sources (artefacts, photographs and archival documents).

An additional three proposals were not considered suitable because they did not meet our criteria. Funding recipients are required to submit a report of project outcomes, available on our website at http://thenhier.ca/en/content/small-project-grants-reports.

Publication Award
Due to an insufficient number of eligible nominations, no prize was awarded in 2013.

THEN/HiER Bursaries for the Historical Thinking Project Summer Institutes 2014
We are providing bursaries of up to $750 each to ten people for airfare to attend the institute in Vancouver this year. Adjudication committee members were **Penney Clark**, **Anne Marie Goodfellow** and **Peter Seixas**.

Danielle Cooper, Doctoral candidate, York University, Ontario
Tammy Denomme, Catholic Central High School, London, Ontario
Catherine Déry, Master's student, Université de Montréal, Quebec
René Dove, Yukon Department of Education, Whitehorse
Marcia Lalonde, Vanier Catholic Secondary School, Whitehorse
Patricia MacNeil, Master's student, Memorial University, Newfoundland and Labrador
Christine Moreland, Legislative Assembly of Ontario, Toronto
Cyndie Paul-Girdwood, Campbellford District High School, Ontario
Kathryn Rose, Humanities Research Librarian, Memorial University, Newfoundland and Labrador
Frédéric Yelle, Master's student, Université de Montréal, Quebec

Executive Board Member and Graduate Student Committee Coordinator Publications in 2013 (goals 1 and 3)

Marie-Hélène Brunet, Francophone Graduate Student Committee Coordinator, Doctoral Student, Université de Montréal
"Une histoire sans les femmes est une histoire désengagée." *Histoire engagée* (22 novembre 2013), [en ligne]. http://histoireengagee.ca/?p=3741

Penney Clark, THEN/HiER Director, Professor, University of British Columbia
With Wayne Knights. "'Fratricidal Warfare:' English-Canadian Textbook Publishers Take on the Americans, 1970-1980." *History of Education* 42, no. 5 (2013): 598-621.

"History of Education and Passages to the Future." In *Foundations in Teacher Education: A Canadian Perspective*, edited by Theodore Christou and Shawn Bulloch, 30-45. *Polygraph 3. Canadian Research in Teacher Education: A Polygraph Series*. Ottawa: Canadian Association for Teacher Education, 2013.

"'A Precarious Enterprise': A Case Study of Western Canadian Regional Educational Publishing, 1980-1989." *Historical Studies in Education*, 25 no. 1 (Spring 2013): 1-29.

"Clio in the Curriculum: Vindicated at Last." *Canadian Issues/Themes Canadians* (Summer, 2013): 42-6.

The Anthology of Social Studies: Issues and Strategies for Elementary Teachers, updated edition, edited by **Penney Clark** and Roland Case. Vancouver: Pacific Educational Press, 2013.

Margaret Conrad, Professor Emerita, University of New Brunswick
With Chantal Richard, Anne Brown, Gwendolyn Davies, Bonnie Huskins, and Sylvia Kasparian. "Markers of Collective Identity in Loyalist and Acadian Speeches of the 1880s: A Comparative Analysis," *Journal of New Brunswick Studies* 4 (Fall 2013), 13-30.

With Kadriye Ercikan, Gerald Friesen, **Jocelyn Létourneau**, Delphin Muise, David Northrup, and **Peter Seixas**. *Canadians and Their Pasts*. Toronto: University of Toronto Press, 2013.

With Chantal Richard, Anne Brown, Gwendolyn Davies, Bonnie Huskins, and Sylvia Kasparian. "Markers of Collective Identity in Loyalist and Acadian Speeches of the 1880s: A Comparative Analysis," *Journal of New Brunswick Studies* 4 (2013): 13-30.

Viviane Gosselin, Curator of Contemporary Culture, Museum of Vancouver
"Embracing a New Understanding of the City: The Museum of Vancouver's Vision in Action." *Journal of Museum Education* 38, no. 1 (2013): 20-26.

Playhouse: The Architecture of Daniel Evan White (exhibition catalogue editor). Vancouver: Museum of Vancouver, 2013.

Kevin Kee, Associate Vice-President Research and CRC, Brock University
With Eric Poitras, Suzanne Lajoie, and Dana Cataldo. "Towards Evaluating and Modeling the Impacts of Mobile-Based Augmented Reality Applications on Learning and Engagement. In *International Artificial Intelligence and Education Proceedings*. Amsterdam: IOS Press, 2013.

With William Turkel and Spencer Roberts. "A Method for Navigating the Infinite Archive." In *History in the Digital Age*, edited by Toni Weller. New York: Routledge, 2013.

Jocelyn Létourneau, Professor and CRC, Université Laval
With **Stéphane Lévesque** and Raphaël Gani. "A Giant with Clay Feet: Quebec Students and the Historical Consciousness of the Nation." *International Journal of Historical Learning, Teaching and Research* 11, no. 2 (2013): 159-75.

« Le Québec, la révolution silencieuse ». *Quebec Studies* 56 (hiver 2013) : 97-111.

« La fin de l'histoire québécoise? À propos de *L'histoire du Québec pour les nuls*, d'Éric Bédard ». *Recherches sociographiques* 54, no. 1 (2013) : 165-82.

"Teaching History and the Future of the Nation – The Case of Quebec." In *School and Nation: Identity Politics and Educational Media in An Age of Diversity*, edited by Peter Carrier, 38-48. Oxford: Peter Lang, 2013.

With **Margaret Conrad**, Kadriye Ercikan, Gerald Friesen, Delphin Muise, David Northrup, and **Peter Seixas**. *Canadians and Their Pasts*. Toronto: University of Toronto Press, 2013.

Avec **Stéphane Lévesque** et Raphaël Gani. « Tout a commencé par une défaite : La guerre de Sept Ans dans la mémoire et la conscience historiques des Québécois. » Dans *La Nouvelle-France en héritage (tome 2)*, sous la direction de Bertrand Fonck et Laurent Veyssière, 311-27. Paris : Armand Colin, 2013.

« A Historia como passagem ». In *Memoria Social : Questoes Teoricas e metedologicas,* edited by Cleusa Maris Gomes Graebin and Nadia Maria Weber Santos, 111-30. Canoas : UniLasalle, 2013.

Ruth Sandwell, Associate Professor, OISE/U of T
"Notes towards a History of Rural Canada, 1870-1940." In *Social Transformation in Rural Canada: Community, Cultures, and Collective Action*, edited by John R. Parkins and Maureen G. Reed, 21-42. Vancouver: UBC Press, 2013.

Alan Sears, Professor, University of New Brunswick
With S. King et al. *Fostering Civic Engagement Among Newcomers*. Fredericton: Department of Post-Secondary Education, Training and Labour Population Growth Division Settlement and Multiculturalism Branch, 2013.

"Fifty Shades of History Teaching." *Antistasis* 3, no. 1 (2013), ii-iv.

"Australia's New Civics and Citizenship Draft Shape Paper: A Significant Step Backward." *Curriculum Perspectives* 33, no.1 (2013): 87-9. Invited essay as part of a point – counterpoint exchange.

With Blake Seward, Cindy Brown, and Lee Windsor. "Crossing Boundaries on the Battlefield: The Possibilities of Teacher Study Tours for Substantial Professional Learning." *Canadian Military History* 22, no. 1 (2013): 71-81.

With Mark Hirschkorn and P. Kristmanson. "Toward a National Conversation About Teacher Education in Canada: An Examination of CATE Conference Presentations." In *What is Canadian about Teacher Education in Canada? Multiple Perspectives on Canadian Teacher Education in the Twenty-First Century*, edited by L. Thomas, 61-86. Ottawa: Canadian Association for Teacher Educators, 2013.

Peter Seixas, Professor and CRC, University of British Columbia
With **Margaret Conrad**, Kadriye Ercikan, Gerald Friesen, **Jocelyn Létourneau**, Del Muise, and David North. *Canadians and Their Pasts*. Toronto: University of Toronto Press, 2013.

With Tom Morton. *Les six concepts de la pensée historique.* Montréal: Modulo, 2013.

With Tom Morton. *The Big Six Historical Thinking Concepts*. Toronto: Nelson, 2013.

Review of "What Kind of History, For What Kind of Citizen?" Workshop paper for the Alliance for Historical Dialogue and Accountability, Columbia University, December, 2013.

"*The Book of Negroes* and Teaching the Ethical Dimension of History." *Rapport: Journal of the Ontario History and Social Science Teachers' Association* 35, no.1 (Feb, 2013).

With Jill Colyer. *Linking Historical Thinking Concepts, Content and Competencies: A Report on the Annual Meeting of the Historical Thinking Project, January 15-17, 2013*. Vancouver: CSHC, 2013.

Amy von Heyking, Associate Professor, University of Lethbridge
"Teaching Elementary Students to Think Historically." In *The Anthology of Social Studies: Issues and Strategies for Elementary Teachers, Updated Edition*, edited by Roland Case and **Penney Clark**, 35-45. Vancouver: Pacific Educational Press, 2013.

"Aberhart, Manning and Religion in the Public Schools of Alberta." *Alberta History* 61, no. 4 (2013): 2-11.

Google Analytics

All Traffic

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

	All Sessions +0.00%		+ Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ● Sessions
Apr 1, 2012 - Mar 31, 2013: ● Sessions
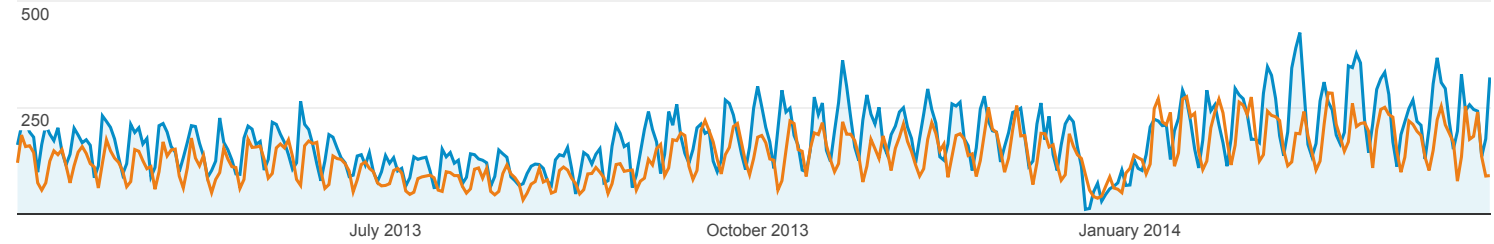
Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ▲ 63,983 vs 49,737	3.07% ▲ 75.53% vs 73.29%	32.59% ▲ 48,329 vs 36,451	5.75% ▼ 64.97% vs 61.44%	10.77% ▼ 2.52 vs 2.82	10.40% ▼ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. google / organic									
Apr 1, 2013 - Mar 3	**45,032** (70.38%)	78.08%	35,161 (72.75%)	67.01%	2.28	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - Mar 3	**33,833** (68.02%)	75.89%	25,675 (70.44%)	64.35%	2.41	00:02:06	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**33.10%**	2.89%	**36.95%**	4.14%	-5.41%	-4.79%	0.00%	0.00%	0.00%
2. (direct) / (none)									
Apr 1, 2013 - Mar 3	**9,828** (15.36%)	71.02%	6,980 (14.44%)	58.92%	3.34	00:03:47	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - Mar 3	**7,899** (15.88%)	68.08%	5,378 (14.75%)	54.02%	4.20	00:04:46	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**24.42%**	4.31%	**29.79%**	9.08%	-20.53%	-20.44%	0.00%	0.00%	0.00%
3. facebook.com / referral									
Apr 1, 2013 - Mar 3	**1,255** (1.96%)	50.04%	628 (1.30%)	67.09%	3.50	00:04:44	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - Mar 3	**1,120** (2.25%)	45.98%	515 (1.41%)	68.04%	3.85	00:04:16	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**12.05%**	8.82%	**21.94%**	-1.39%	-9.25%	11.15%	0.00%	0.00%	0.00%
4. t.co / referral									
Apr 1, 2013 - Mar 3	**1,012** (1.58%)	54.45%	551 (1.14%)	76.88%	1.89	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - Mar 3	**482** (0.97%)	58.51%	282 (0.77%)	67.01%	2.65	00:02:54	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**109.96%**	-6.94%	**95.39%**	14.72%	-28.54%	-32.72%	0.00%	0.00%	0.00%
5. bing / organic									
Apr 1, 2013 - Mar 3	**636** (0.99%)	82.08%	522 (1.08%)	55.19%	2.45	00:01:40	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - Mar 3	**444** (0.89%)	81.76%	363 (1.00%)	55.63%	2.71	00:02:45	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**43.24%**	0.39%	**43.80%**	-0.79%	-9.51%	-39.74%	0.00%	0.00%	0.00%

6.	m.facebook.com / referral									
	Apr 1, 2013 - Mar 3	**549** (0.86%)	76.68%	421 (0.87%)	86.34%	1.24	00:00:27	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - Mar 3	**153** (0.31%)	88.24%	135 (0.37%)	87.58%	1.13	00:00:17	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**258.82%**	**-13.09%**	**211.85%**	**-1.42%**	**10.03%**	**57.59%**	**0.00%**	**0.00%**	**0.00%**
7.	thenhier.com / referral									
	Apr 1, 2013 - Mar 3	**373** (0.58%)	77.21%	288 (0.60%)	37.00%	3.94	00:03:12	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - Mar 3	**42** (0.08%)	33.33%	14 (0.04%)	21.43%	4.19	00:04:40	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**788.10%**	**131.64%**	**1,957.14%**	**72.65%**	**-6.02%**	**-31.36%**	**0.00%**	**0.00%**	**0.00%**
8.	yahoo / organic									
	Apr 1, 2013 - Mar 3	**337** (0.53%)	85.76%	289 (0.60%)	67.95%	1.88	00:01:12	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - Mar 3	**266** (0.53%)	83.83%	223 (0.61%)	58.65%	2.53	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**26.69%**	**2.29%**	**29.60%**	**15.87%**	**-25.64%**	**-38.75%**	**0.00%**	**0.00%**	**0.00%**
9.	cshc.ubc.ca / referral									
	Apr 1, 2013 - Mar 3	**333** (0.52%)	61.56%	205 (0.42%)	30.93%	5.70	00:04:06	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - Mar 3	**457** (0.92%)	58.86%	269 (0.74%)	29.32%	5.56	00:04:19	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**-27.13%**	**4.59%**	**-23.79%**	**5.49%**	**2.47%**	**-5.19%**	**0.00%**	**0.00%**	**0.00%**
10.	historicalthinking.ca / referral									
	Apr 1, 2013 - Mar 3	**316** (0.49%)	57.59%	182 (0.38%)	40.82%	4.53	00:03:24	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - Mar 3	**328** (0.66%)	61.89%	203 (0.56%)	46.04%	4.67	00:04:16	0.00%	0 (0.00%)	$0.00 (0.00%)
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Rows 1 - 10 of 848

Google Analytics

Behavior Flow

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

This report is based on 99.6K sessions (87.6% of sessions). Learn more

Country / Territory	Starting pages 64K sessions, 51.2K drop-offs	1st Interaction 12.8K sessions, 3.34K drop-offs	2nd Interaction 9.42K sessions, 2.91K drop-offs	3rd Interaction 6.51K sessions, 1.3K drop-offs
Canada 41.2K ▲28%	/en/content 19.7K ▲37%	/en/content 2.06K ▲18%	/en/content 1.82K ▲23%	/en/content 1.25K ▲3%
	/en/content...an-history 6.64K ▲55%	/en/content/resources 1.58K ▲15%	/en/teachin...-resources 687 ▲10%	/en/content/resources 400 ▲26%
United States 7.35K ▲41%	/ 5.81K ▲6%	/en/search/node 860 ▲11%	/ 584 ▲8%	/en/content...hing-links 289 ▲12%
United Kingdom 1.88K ▲16%	/fr/content 5.56K ▲43%	/en/content/about 635 ▲5%	/fr/content 505 ▲7%	/fr/content 288 ▼8%
Australia 1.18K ▲18%	/en/node 5.4K ▲22%	/en 607 ▲16%	/en/content/resources 489 ▲30%	/en 273 ▼10%
France 1.1K ▲15%	(>100 more pages) 20.8K ▲20%	(>100 more pages) 7.02K ▲14%	(>100 more pages) 5.34K ▲5%	(>100 more pages) 4.01K ▲9%
... 11.2K ▲26%				

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Pages

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

⭕⭕	All Sessions +0.00%		⭕ + Add Segment

Explorer

Apr 1, 2013 - Mar 31, 2014: ● Pageviews
Apr 1, 2012 - Mar 31, 2013: ● Pageviews

14

7

July 2013   October 2013   January 2014
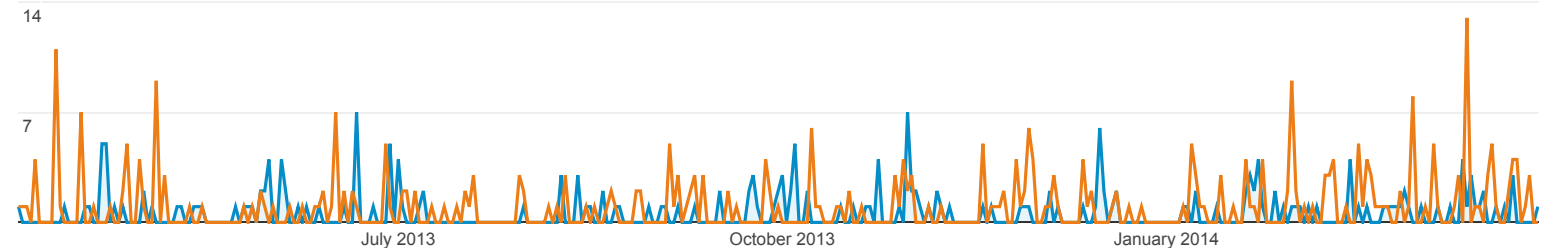
🔻 This data was filtered with the following filter expression: /en/node/1043

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	38.40% 🔻 215 vs 349	29.11% 🔻 168 vs 237	2.83% 🔺 00:01:45 vs 00:01:42	43.86% 🔻 32 vs 57	49.63% 🔻 65.62% vs 43.86%	28.67% 🔺 30.23% vs 23.50%	0.00% $0.00 vs $0.00
1. /en/node/1043							
Apr 1, 2013 - Mar 31, 2014	**211** (98.14%)	164 (97.62%)	00:01:45	30 (93.75%)	63.33%	29.38%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**341** (97.71%)	233 (98.31%)	00:01:44	56 (98.25%)	44.64%	23.75%	$0.00 (0.00%)
% Change	**-38.12%**	**-29.61%**	**0.71%**	**-46.43%**	**41.87%**	**23.70%**	**0.00%**
2. /404.html?page=/en/node/1043&from=							
Apr 1, 2013 - Mar 31, 2014	**1** (0.47%)	1 (0.60%)	00:03:21	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**4** (1.15%)	2 (0.84%)	00:00:36	0 (0.00%)	0.00%	25.00%	$0.00 (0.00%)
% Change	**-75.00%**	**-50.00%**	**463.55%**	**0.00%**	**0.00%**	**-100.00%**	**0.00%**
3. /404.html?page=/en/node/1043&from=http://blackboardbattlefield.com/about/							
Apr 1, 2013 - Mar 31, 2014	**1** (0.47%)	1 (0.60%)	00:00:00	1 (3.12%)	100.00%	100.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
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Apr 1, 2013 - Mar 31, 2014	**1** (0.47%)	1 (0.60%)	00:00:00	0 (0.00%)	0.00%	100.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**	**∞%**	**0.00%**
5. /404.html?page=/en/node/1043&from=http://www.bcheritagefairs.ca/great-canadian-history-blogs/							
Apr 1, 2013 - Mar 31, 2014	**1** (0.47%)	1 (0.60%)	00:00:00	1 (3.12%)	100.00%	100.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
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6.	/404.html?page=/en/node/1043&from=http://thenhier.ca/en						
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Rows 1 - 6 of 6

|							
6.	/404.html?page=/en/node/1043&from=http://thenhier.ca/en						
	Apr 1, 2013 - Mar 31, 2014	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
	Apr 1, 2012 - Mar 31, 2013	**4** (1.15%)	2 (0.84%)	00:00:54	1 (1.75%)	0.00%	0.00%	$0.00 (0.00%)
	% Change	**-100.00%**	**-100.00%**	**-100.00%**	**-100.00%**	**0.00%**	**0.00%**	**0.00%**

Google Analytics

Pages

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

Explorer

Apr 1, 2013 - Mar 31, 2014: ● Pageviews
Apr 1, 2012 - Mar 31, 2013: ● Pageviews
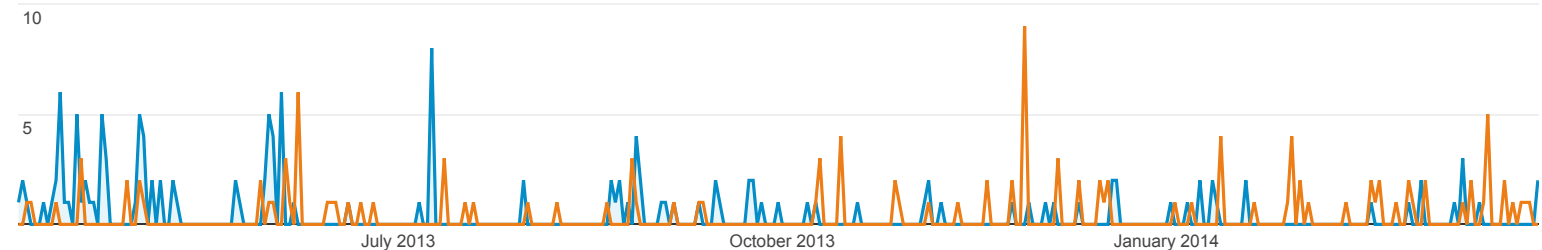
🔻 This data was filtered with the following filter expression: **/fr/node/1050**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	16.94% ▲ 145 vs 124	13.79% ▲ 99 vs 87	5.60% 🔻 00:01:10 vs 00:01:14	30.77% 🔻 9 vs 13	116.67% 🔻 33.33% vs 15.38%	18.20% 🔻 15.17% vs 18.55%	0.00% $0.00 vs $0.00
1. /fr/node/1050							
Apr 1, 2013 - Mar 31, 2014	**140** (96.55%)	97 (97.98%)	00:01:07	8 (88.89%)	37.50%	15.71%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**124** (100.00%)	87 (100.00%)	00:01:14	13 (100.00%)	15.38%	18.55%	$0.00 (0.00%)
% Change	**12.90%**	**11.49%**	**-8.99%**	**-38.46%**	**143.75%**	**-15.28%**	**0.00%**
2. /404.html?page=/fr/node/1050&from=http://thenhier.ca/fr							
Apr 1, 2013 - Mar 31, 2014	**4** (2.76%)	1 (1.01%)	00:02:29	1 (11.11%)	0.00%	0.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
3. /404.html?page=/fr/node/1050&from=							
Apr 1, 2013 - Mar 31, 2014	**1** (0.69%)	1 (1.01%)	00:00:49	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**0** (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%	$0.00 (0.00%)
% Change	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 3 of 3

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Google Analytics

Browser & OS

Apr 1, 2013 - Mar 31, 2014
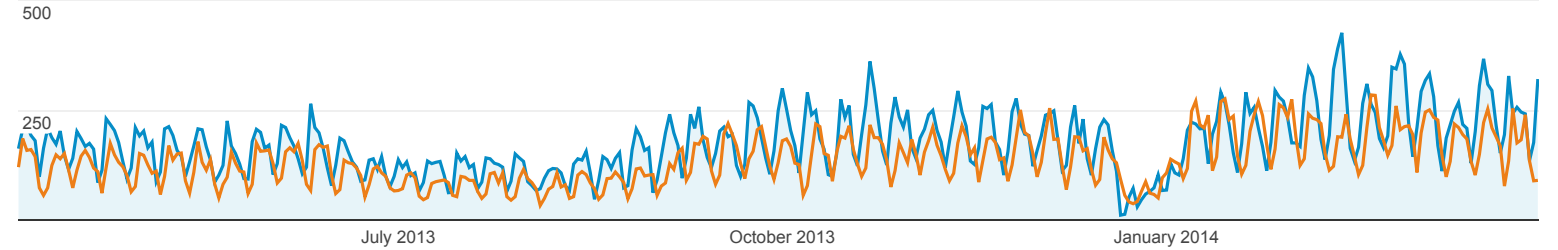Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ● Sessions
Apr 1, 2012 - Mar 31, 2013: ● Sessions

Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ▲ 63,983 vs 49,737	3.07% ▲ 75.53% vs 73.29%	32.59% ▲ 48,329 vs 36,451	5.75% ▼ 64.97% vs 61.44%	10.77% ▼ 2.52 vs 2.82	10.40% ▼ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Chrome									
Apr 1, 2013 -	**22,900** (35.79%)	78.80%	18,046 (37.34%)	67.55%	2.32	00:02:08	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**11,346** (22.81%)	78.71%	8,931 (24.50%)	65.78%	2.32	00:01:52	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**101.83%**	0.11%	102.06%	2.70%	-0.02%	14.42%	0.00%	0.00%	0.00%
2. Safari									
Apr 1, 2013 -	**14,915** (23.31%)	64.76%	9,659 (19.99%)	67.27%	2.47	00:01:59	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**9,977** (20.06%)	60.31%	6,017 (16.51%)	68.39%	2.61	00:02:03	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**49.49%**	7.38%	60.53%	-1.64%	-5.24%	-3.23%	0.00%	0.00%	0.00%
3. Firefox									
Apr 1, 2013 -	**12,442** (19.45%)	73.35%	9,126 (18.88%)	60.34%	3.28	00:03:49	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**12,972** (26.08%)	67.91%	8,809 (24.17%)	55.18%	3.85	00:04:37	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-4.09%**	8.01%	3.60%	9.34%	-14.87%	-17.49%	0.00%	0.00%	0.00%
4. Internet Explorer									
Apr 1, 2013 -	**10,074** (15.74%)	84.33%	8,495 (17.58%)	57.10%	2.39	00:02:06	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**13,718** (27.58%)	82.20%	11,276 (30.93%)	56.71%	2.58	00:02:05	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**-26.56%**	2.59%	-24.66%	0.68%	-7.35%	0.99%	0.00%	0.00%	0.00%
5. Safari (in-app)									
Apr 1, 2013 -	**1,107** (1.73%)	79.67%	882 (1.82%)	80.85%	1.45	00:01:07	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**402** (0.81%)	87.31%	351 (0.96%)	81.59%	1.28	00:00:26	0.00%	0 (0.00%)	$0.00 (0.00%)

	% Change	**175.37%**	**-8.75%**	**151.28%**	**-0.91%**	**13.68%**	**158.04%**	**0.00%**	**0.00%**	**0.00%**
6.	Android Browser									
	Apr 1, 2013 -	**916** (1.43%)	79.80%	731 (1.51%)	78.93%	1.74	00:00:58	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**372** (0.75%)	87.63%	326 (0.89%)	75.81%	1.61	00:01:05	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**146.24%**	**-8.94%**	**124.23%**	**4.12%**	**8.00%**	**-11.53%**	**0.00%**	**0.00%**	**0.00%**
7.	Opera Mini									
	Apr 1, 2013 -	**390** (0.61%)	93.33%	364 (0.75%)	85.13%	1.31	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**275** (0.55%)	86.55%	238 (0.65%)	82.18%	1.29	00:00:57	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**41.82%**	**7.84%**	**52.94%**	**3.59%**	**1.59%**	**-19.15%**	**0.00%**	**0.00%**	**0.00%**
8.	IE with Chrome Frame									
	Apr 1, 2013 -	**329** (0.51%)	85.71%	282 (0.58%)	42.86%	3.72	00:02:50	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**136** (0.27%)	73.53%	100 (0.27%)	49.26%	3.24	00:02:49	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**141.91%**	**16.57%**	**182.00%**	**-13.01%**	**14.83%**	**0.34%**	**0.00%**	**0.00%**	**0.00%**
9.	BlackBerry									
	Apr 1, 2013 -	**262** (0.41%)	68.70%	180 (0.37%)	77.86%	1.44	00:01:28	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**0** (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
10.	Opera									
	Apr 1, 2013 -	**209** (0.33%)	76.08%	159 (0.33%)	75.12%	1.56	00:01:24	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**240** (0.48%)	62.50%	150 (0.41%)	79.58%	1.42	00:00:47	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**-12.92%**	**21.72%**	**6.00%**	**-5.61%**	**9.46%**	**77.35%**	**0.00%**	**0.00%**	**0.00%**

Google Analytics

Overview

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013
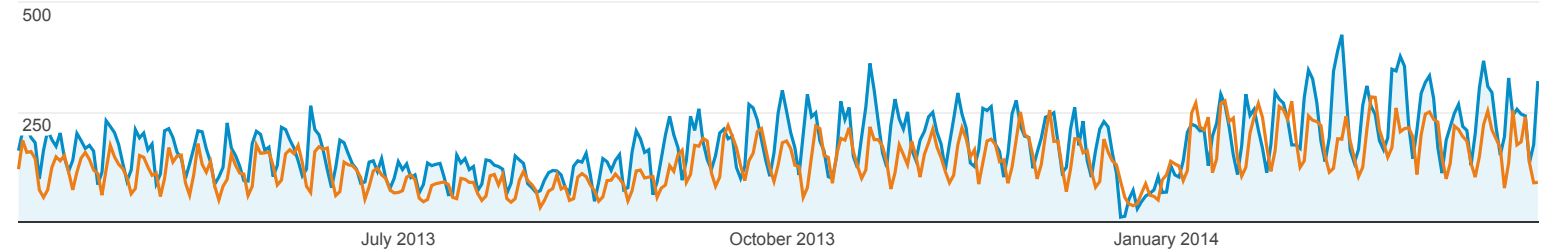
All Sessions
+0.00%

+ Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ● Sessions
Apr 1, 2012 - Mar 31, 2013: ● Sessions

Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ▲ 63,983 vs 49,737	3.07% ▲ 75.53% vs 73.29%	32.59% ▲ 48,329 vs 36,451	5.75% ▼ 64.97% vs 61.44%	10.77% ▼ 2.52 vs 2.82	10.40% ▼ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. desktop									
Apr 1, 2013	**55,686** (87.03%)	75.05%	41,790 (86.47%)	63.46%	2.64	00:02:32	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012	**46,323** (93.14%)	72.71%	33,682 (92.40%)	60.68%	2.90	00:02:45	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**20.21%**	**3.21%**	**24.07%**	**4.57%**	**-8.95%**	**-7.64%**	**0.00%**	**0.00%**	**0.00%**
2. mobile									
Apr 1, 2013	**4,294** (6.71%)	82.46%	3,541 (7.33%)	82.46%	1.40	00:00:47	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012	**1,696** (3.41%)	83.90%	1,423 (3.90%)	79.95%	1.42	00:00:42	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**153.18%**	**-1.72%**	**148.84%**	**3.14%**	**-1.69%**	**10.33%**	**0.00%**	**0.00%**	**0.00%**
3. tablet									
Apr 1, 2013	**4,003** (6.26%)	74.89%	2,998 (6.20%)	67.30%	2.08	00:01:47	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012	**1,718** (3.45%)	78.35%	1,346 (3.69%)	63.62%	2.24	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**133.00%**	**-4.41%**	**122.73%**	**5.78%**	**-6.89%**	**-5.12%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 3 of 3

Engagement

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

Distribution

Session Duration

Sessions

28.64%
63,983 vs 49,737

Pageviews

14.79%
161,107 vs 140,355

Session Duration	Sessions	Pageviews
0-10 seconds		
Apr 1, 2013 - Mar 31, 2014	43,250	44,324
Apr 1, 2012 - Mar 31, 2013	32,270	33,359
11-30 seconds		
Apr 1, 2013 - Mar 31, 2014	3,238	7,044
Apr 1, 2012 - Mar 31, 2013	2,765	6,087
31-60 seconds		
Apr 1, 2013 - Mar 31, 2014	3,298	9,475
Apr 1, 2012 - Mar 31, 2013	2,821	8,139
61-180 seconds		
Apr 1, 2013 - Mar 31, 2014	5,629	22,537
Apr 1, 2012 - Mar 31, 2013	4,713	19,426
181-600 seconds		
Apr 1, 2013 - Mar 31, 2014	4,651	28,086
Apr 1, 2012 - Mar 31, 2013	3,919	25,928
601-1800 seconds		
Apr 1, 2013 - Mar 31, 2014	2,928	25,350
Apr 1, 2012 - Mar 31, 2013	2,387	22,709
1801+ seconds		
Apr 1, 2013 - Mar 31, 2014	989	24,291
Apr 1, 2012 - Mar 31, 2013	862	24,707

Frequency & Recency

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

Distribution

Count of Sessions

Sessions
28.64%
63,983 vs 49,737

Pageviews
14.79%
161,107 vs 140,355

Count of Sessions	Sessions	Pageviews
1		
Apr 1, 2013 - Mar 31, 2014	**48,329**	**96,743**
Apr 1, 2012 - Mar 31, 2013	**36,451**	**80,488**
2		
Apr 1, 2013 - Mar 31, 2014	**5,634**	**15,437**
Apr 1, 2012 - Mar 31, 2013	**4,557**	**14,616**
3		
Apr 1, 2013 - Mar 31, 2014	**2,041**	**6,116**
Apr 1, 2012 - Mar 31, 2013	**1,704**	**6,398**
4		
Apr 1, 2013 - Mar 31, 2014	**1,115**	**4,043**
Apr 1, 2012 - Mar 31, 2013	**943**	**4,100**
5		
Apr 1, 2013 - Mar 31, 2014	**708**	**2,740**
Apr 1, 2012 - Mar 31, 2013	**617**	**2,713**
6		
Apr 1, 2013 - Mar 31, 2014	**498**	**1,948**
Apr 1, 2012 - Mar 31, 2013	**445**	**2,136**
7		
Apr 1, 2013 - Mar 31, 2014	**408**	**1,811**
Apr 1, 2012 - Mar 31, 2013	**337**	**1,313**
8		
Apr 1, 2013 - Mar 31, 2014	**315**	**1,683**
Apr 1, 2012 - Mar 31, 2013	**271**	**1,517**
9-14		
Apr 1, 2013 - Mar 31, 2014	**1,108**	**5,641**
Apr 1, 2012 - Mar 31, 2013	**999**	**4,890**
15-25		
Apr 1, 2013 - Mar 31, 2014	**1,001**	**5,432**
Apr 1, 2012 - Mar 31, 2013	**772**	**5,482**
26-50		
Apr 1, 2013 - Mar 31, 2014	**1,124**	**7,833**
Apr 1, 2012 - Mar 31, 2013	**857**	**6,191**
51-100		
Apr 1, 2013 - Mar 31, 2014	**941**	**5,769**
Apr 1, 2012 - Mar 31, 2013	**697**	**4,667**

101-200		
Apr 1, 2013 - Mar 31, 2014	**448**	**3,882**
Apr 1, 2012 - Mar 31, 2013	**582**	**3,688**
201+		
Apr 1, 2013 - Mar 31, 2014	**313**	**2,029**
Apr 1, 2012 - Mar 31, 2013	**505**	**2,156**

Google Analytics

Language

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

⬤⬤ All Sessions
+0.00%

⬤ + Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ⬤ Sessions
Apr 1, 2012 - Mar 31, 2013: ⬤ Sessions
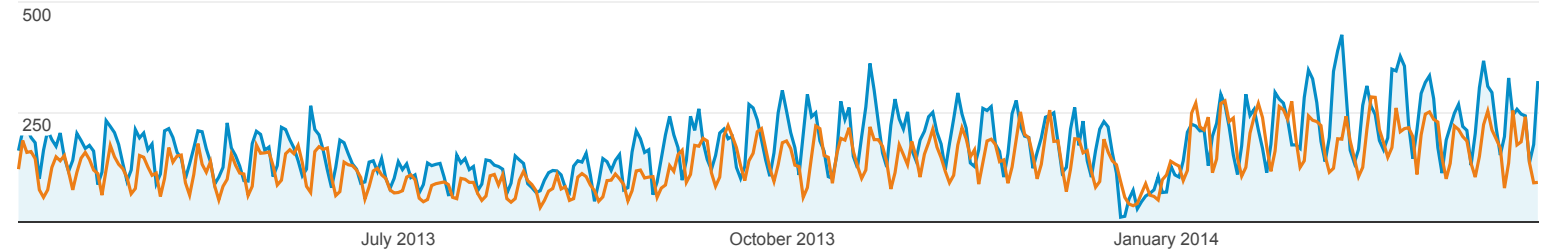
Language	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ⬆ 63,983 vs 49,737	3.07% ⬆ 75.53% vs 73.29%	32.59% ⬆ 48,329 vs 36,451	5.75% ⬇ 64.97% vs 61.44%	10.77% ⬇ 2.52 vs 2.82	10.40% ⬇ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. en-us									
Apr 1, 2013 -	46,996 (73.45%)	74.77%	35,140 (72.71%)	62.85%	2.70	00:02:39	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	36,733 (73.85%)	72.66%	26,689 (73.22%)	59.84%	3.01	00:02:56	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	27.94%	2.91%	31.66%	5.02%	-10.09%	-9.64%	0.00%	0.00%	0.00%
2. fr									
Apr 1, 2013 -	5,175 (8.09%)	80.54%	4,168 (8.62%)	70.40%	2.05	00:01:33	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	4,439 (8.92%)	75.74%	3,362 (9.22%)	63.14%	2.53	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	16.58%	6.34%	23.97%	11.48%	-18.83%	-17.48%	0.00%	0.00%	0.00%
3. en-gb									
Apr 1, 2013 -	2,943 (4.60%)	81.55%	2,400 (4.97%)	68.67%	2.03	00:01:55	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	2,520 (5.07%)	72.94%	1,838 (5.04%)	63.65%	2.47	00:02:39	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	16.79%	11.81%	30.58%	7.89%	-17.67%	-27.41%	0.00%	0.00%	0.00%
4. fr-fr									
Apr 1, 2013 -	1,996 (3.12%)	61.52%	1,228 (2.54%)	73.90%	2.07	00:01:21	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	1,078 (2.17%)	61.78%	666 (1.83%)	71.06%	2.28	00:01:28	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	85.16%	-0.42%	84.38%	4.00%	-9.17%	-7.57%	0.00%	0.00%	0.00%
5. en									
Apr 1, 2013 -	720 (1.13%)	81.94%	590 (1.22%)	79.31%	1.58	00:01:14	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	668 (1.34%)	79.94%	534 (1.46%)	72.90%	1.92	00:01:13	0.00%	0 (0.00%)	$0.00 (0.00%)

	% Change	**7.78%**	**2.51%**	**10.49%**	**8.78%**	**-17.43%**	**0.88%**	**0.00%**	**0.00%**	**0.00%**
6.	en-ca									
	Apr 1, 2013 -	**697** (1.09%)	75.75%	528 (1.09%)	62.70%	2.36	00:01:28	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**225** (0.45%)	68.44%	154 (0.42%)	65.33%	2.39	00:01:23	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**209.78%**	**10.68%**	**242.86%**	**-4.03%**	**-1.29%**	**6.16%**	**0.00%**	**0.00%**	**0.00%**
7.	es									
	Apr 1, 2013 -	**635** (0.99%)	79.06%	502 (1.04%)	67.09%	2.37	00:02:29	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**430** (0.86%)	82.33%	354 (0.97%)	70.47%	1.98	00:01:58	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**47.67%**	**-3.97%**	**41.81%**	**-4.79%**	**19.24%**	**26.01%**	**0.00%**	**0.00%**	**0.00%**
8.	de-de									
	Apr 1, 2013 -	**410** (0.64%)	81.46%	334 (0.69%)	69.27%	1.76	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**308** (0.62%)	82.79%	255 (0.70%)	68.83%	1.68	00:01:00	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**33.12%**	**-1.60%**	**30.98%**	**0.64%**	**4.71%**	**64.06%**	**0.00%**	**0.00%**	**0.00%**
9.	pt-br									
	Apr 1, 2013 -	**386** (0.60%)	89.12%	344 (0.71%)	79.53%	1.82	00:00:44	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**205** (0.41%)	82.44%	169 (0.46%)	68.29%	2.13	00:01:46	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**88.29%**	**8.10%**	**103.55%**	**16.46%**	**-14.37%**	**-58.43%**	**0.00%**	**0.00%**	**0.00%**
10.	zh-cn									
	Apr 1, 2013 -	**341** (0.53%)	85.63%	292 (0.60%)	71.55%	1.86	00:02:25	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**314** (0.63%)	73.89%	232 (0.64%)	60.51%	2.14	00:02:20	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**8.60%**	**15.90%**	**25.86%**	**18.25%**	**-12.86%**	**2.88%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 131

Location

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

All Sessions
+0.00%

+ Add Segment

Map Overlay

Summary

Apr 1, 2013 - Mar 31, 2014

0 ▬▬▬ 41,179

Apr 1, 2012 - Mar 31, 2013

0 ▬▬▬ 41,179

Country / Territory	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ▲ 63,983 vs 49,737	3.07% ▲ 75.53% vs 73.29%	32.59% ▲ 48,329 vs 36,451	5.75% ▼ 64.97% vs 61.44%	10.77% ▼ 2.52 vs 2.82	10.40% ▼ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Canada									
Apr 1, 2013 -	**41,179** (64.36%)	70.05%	28,845 (59.68%)	59.61%	2.95	00:02:54	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**32,128** (64.60%)	68.09%	21,877 (60.02%)	56.43%	3.33	00:03:16	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**28.17%**	**2.87%**	**31.85%**	**5.65%**	**-11.49%**	**-11.29%**	**0.00%**	**0.00%**	**0.00%**
2. United States									
Apr 1, 2013 -	**7,317** (11.44%)	88.70%	6,490 (13.43%)	74.36%	1.80	00:01:37	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**5,247** (10.55%)	86.94%	4,562 (12.52%)	71.53%	1.84	00:01:16	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**39.45%**	**2.02%**	**42.26%**	**3.96%**	**-2.50%**	**28.48%**	**0.00%**	**0.00%**	**0.00%**
3. United Kingdom									
Apr 1, 2013 -	**1,864** (2.91%)	89.27%	1,664 (3.44%)	78.22%	1.54	00:01:10	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**1,613** (3.24%)	86.42%	1,394 (3.82%)	74.77%	1.63	00:01:08	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**15.56%**	**3.29%**	**19.37%**	**4.62%**	**-5.52%**	**2.51%**	**0.00%**	**0.00%**	**0.00%**
4. Australia									
Apr 1, 2013 -	**1,208** (1.89%)	81.13%	980 (2.03%)	71.11%	1.94	00:01:46	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**1,030** (2.07%)	68.54%	706 (1.94%)	65.63%	2.34	00:01:34	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**17.28%**	**18.36%**	**38.81%**	**8.35%**	**-16.79%**	**13.25%**	**0.00%**	**0.00%**	**0.00%**
5. France									

	Apr 1, 2013 -	**1,119** (1.75%)	86.33%	966 (2.00%)	76.94%	1.54	00:00:57	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**952** (1.91%)	90.34%	860 (2.36%)	67.86%	1.87	00:01:02	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**17.54%**	**-4.44%**	**12.33%**	**13.39%**	**-17.46%**	**-7.10%**	**0.00%**	**0.00%**	**0.00%**
6.	India									
	Apr 1, 2013 -	**807** (1.26%)	93.06%	751 (1.55%)	76.95%	1.67	00:01:03	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**524** (1.05%)	88.93%	466 (1.28%)	76.34%	1.70	00:01:30	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**54.01%**	**4.64%**	**61.16%**	**0.81%**	**-1.66%**	**-30.35%**	**0.00%**	**0.00%**	**0.00%**
7.	Germany									
	Apr 1, 2013 -	**558** (0.87%)	87.46%	488 (1.01%)	70.61%	1.68	00:01:39	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**464** (0.93%)	81.68%	379 (1.04%)	68.32%	1.61	00:00:45	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**20.26%**	**7.07%**	**28.76%**	**3.35%**	**4.53%**	**118.49%**	**0.00%**	**0.00%**	**0.00%**
8.	Philippines									
	Apr 1, 2013 -	**515** (0.80%)	92.04%	474 (0.98%)	80.19%	1.57	00:01:03	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**396** (0.80%)	91.41%	362 (0.99%)	77.27%	1.71	00:01:22	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**30.05%**	**0.68%**	**30.94%**	**3.78%**	**-8.36%**	**-23.75%**	**0.00%**	**0.00%**	**0.00%**
9.	Spain									
	Apr 1, 2013 -	**474** (0.74%)	65.19%	309 (0.64%)	57.81%	3.00	00:03:01	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**321** (0.65%)	68.54%	220 (0.60%)	71.03%	2.33	00:01:52	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**47.66%**	**-4.88%**	**40.45%**	**-18.62%**	**28.83%**	**62.74%**	**0.00%**	**0.00%**	**0.00%**
10.	(not set)									
	Apr 1, 2013 -	**459** (0.72%)	88.89%	408 (0.84%)	83.22%	1.39	00:00:58	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 -	**772** (1.55%)	75.78%	585 (1.60%)	66.71%	2.15	00:02:05	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**-40.54%**	**17.30%**	**-30.26%**	**24.76%**	**-35.24%**	**-53.38%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 204

Google Analytics

Devices

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013
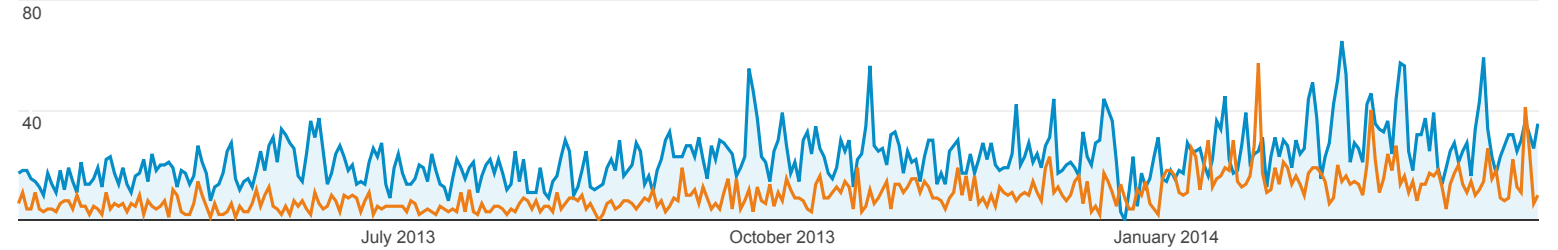
All Sessions
+6.10%

+ Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ● Sessions
Apr 1, 2012 - Mar 31, 2013: ● Sessions

Mobile Device Info	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	143.03% ▲ 8,297 vs 3,414	2.83% ▼ 78.81% vs 81.11%	136.15% ▲ 6,539 vs 2,769	4.76% ▼ 75.15% vs 71.73%	5.66% ▼ 1.73 vs 1.83	2.58% ▼ 00:01:16 vs 00:01:18	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. Apple iPad									
Apr 1, 2013 -	**3,594** (43.32%)	74.74%	2,686 (41.08%)	66.97%	2.09	00:01:52	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**1,649** (48.30%)	77.99%	1,286 (46.44%)	63.67%	2.23	00:01:54	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**117.95%**	-4.17%	**108.86%**	5.18%	-6.26%	-1.48%	0.00%	0.00%	0.00%
2. Apple iPhone									
Apr 1, 2013 -	**2,072** (24.97%)	82.87%	1,717 (26.26%)	82.19%	1.38	00:00:40	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**1,023** (29.96%)	83.77%	857 (30.95%)	80.25%	1.38	00:00:33	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**102.54%**	-1.08%	**100.35%**	2.41%	-0.07%	23.30%	0.00%	0.00%	0.00%
3. (not set)									
Apr 1, 2013 -	**463** (5.58%)	93.30%	432 (6.61%)	86.18%	1.44	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**138** (4.04%)	84.78%	117 (4.23%)	84.78%	1.57	00:00:51	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**235.51%**	10.05%	**269.23%**	1.64%	-7.96%	-9.54%	0.00%	0.00%	0.00%
4. Apple iPod									
Apr 1, 2013 -	**242** (2.92%)	86.36%	209 (3.20%)	84.71%	1.25	00:00:57	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 -	**64** (1.87%)	79.69%	51 (1.84%)	84.38%	1.20	00:00:35	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**278.12%**	8.38%	**309.80%**	0.40%	3.72%	61.55%	0.00%	0.00%	0.00%
5. Samsung GT-I9300 Galaxy S III									
Apr 1, 2013 -	**89** (1.07%)	78.65%	70 (1.07%)	84.27%	1.27	00:00:56	0.00%	0 (0.00%)	$0.00 (0.00%)

		Apr 1, 2012 -	**0** (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
6.	BlackBerry 9900 Dakota										
		Apr 1, 2013 -	**83** (1.00%)	21.69%	18 (0.28%)	83.13%	1.30	00:02:42	0.00%	0 (0.00%)	$0.00 (0.00%)
		Apr 1, 2012 -	**15** (0.44%)	80.00%	12 (0.43%)	73.33%	1.33	00:00:22	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**453.33%**	**-72.89%**	**50.00%**	**13.36%**	**-2.41%**	**633.83%**	**0.00%**	**0.00%**	**0.00%**
7.	Google Nexus 4										
		Apr 1, 2013 -	**83** (1.00%)	79.52%	66 (1.01%)	79.52%	1.22	00:00:25	0.00%	0 (0.00%)	$0.00 (0.00%)
		Apr 1, 2012 -	**3** (0.09%)	66.67%	2 (0.07%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**2,666.67%**	**19.28%**	**3,200.00%**	**-20.48%**	**21.69%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
8.	Google Nexus 7										
		Apr 1, 2013 -	**74** (0.89%)	60.81%	45 (0.69%)	74.32%	1.57	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
		Apr 1, 2012 -	**4** (0.12%)	100.00%	4 (0.14%)	25.00%	2.25	00:00:49	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**1,750.00%**	**-39.19%**	**1,025.00%**	**197.30%**	**-30.33%**	**-6.39%**	**0.00%**	**0.00%**	**0.00%**
9.	LG E973 Optimus G										
		Apr 1, 2013 -	**58** (0.70%)	8.62%	5 (0.08%)	62.07%	2.26	00:01:43	0.00%	0 (0.00%)	$0.00 (0.00%)
		Apr 1, 2012 -	**0** (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**∞%**	**0.00%**	**0.00%**	**0.00%**
10.	Samsung GT-I9300 Galaxy SIII										
		Apr 1, 2013 -	**56** (0.67%)	64.29%	36 (0.55%)	82.14%	1.38	00:00:48	0.00%	0 (0.00%)	$0.00 (0.00%)
		Apr 1, 2012 -	**9** (0.26%)	88.89%	8 (0.29%)	88.89%	1.11	00:00:48	0.00%	0 (0.00%)	$0.00 (0.00%)
		% Change	**522.22%**	**-27.68%**	**350.00%**	**-7.59%**	**23.75%**	**0.82%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 512

Network

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

⬤⬤	All Sessions +0.00%		⬤ + Add Segment

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ⬤ Sessions
Apr 1, 2012 - Mar 31, 2013: ⬤ Sessions

500

250

July 2013   October 2013   January 2014

Service Provider	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ⬆ 63,983 vs 49,737	3.07% ⬆ 75.53% vs 73.29%	32.59% ⬆ 48,329 vs 36,451	5.75% ⬇ 64.97% vs 61.44%	10.77% ⬇ 2.52 vs 2.82	10.40% ⬇ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. shaw communications inc.									
Apr 1, 2013 - M	4,566 (7.14%)	62.31%	2,845 (5.89%)	59.35%	3.09	00:03:17	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - M	3,878 (7.80%)	62.27%	2,415 (6.63%)	56.50%	3.74	00:03:20	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	17.74%	0.05%	17.81%	5.05%	-17.37%	-1.65%	0.00%	0.00%	0.00%
2. sympatico hse									
Apr 1, 2013 - M	4,342 (6.79%)	69.09%	3,000 (6.21%)	63.47%	2.31	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - M	3,205 (6.44%)	70.08%	2,246 (6.16%)	61.56%	2.42	00:01:57	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	35.48%	-1.41%	33.57%	3.11%	-4.63%	0.59%	0.00%	0.00%	0.00%
3. telus communications inc.									
Apr 1, 2013 - M	2,735 (4.27%)	71.92%	1,967 (4.07%)	61.83%	2.49	00:02:00	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - M	2,143 (4.31%)	68.27%	1,463 (4.01%)	55.44%	2.93	00:02:32	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	27.62%	5.35%	34.45%	11.53%	-15.18%	-20.82%	0.00%	0.00%	0.00%
4. videotron ltee									
Apr 1, 2013 - M	2,716 (4.24%)	66.05%	1,794 (3.71%)	67.42%	2.38	00:01:42	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012 - M	1,894 (3.81%)	70.70%	1,339 (3.67%)	61.67%	2.79	00:01:53	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	43.40%	-6.57%	33.98%	9.32%	-14.98%	-9.55%	0.00%	0.00%	0.00%
5. rogers cable communications inc.									

	Apr 1, 2013 - M	**1,544** (2.41%)	73.51%	1,135 (2.35%)	66.65%	2.27	00:02:03	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**1,339** (2.69%)	53.77%	720 (1.98%)	57.58%	3.17	00:04:31	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**15.31%**	**36.71%**	**57.64%**	**15.74%**	**-28.30%**	**-54.47%**	**0.00%**	**0.00%**	**0.00%**
6.	university of british columbia									
	Apr 1, 2013 - M	**1,415** (2.21%)	16.68%	236 (0.49%)	25.23%	14.61	00:21:22	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**1,536** (3.09%)	15.04%	231 (0.63%)	39.19%	12.71	00:17:36	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**-7.88%**	**10.90%**	**2.16%**	**-35.63%**	**14.91%**	**21.34%**	**0.00%**	**0.00%**	**0.00%**
7.	psinet inc.									
	Apr 1, 2013 - M	**878** (1.37%)	82.92%	728 (1.51%)	57.74%	2.34	00:01:54	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**554** (1.11%)	84.84%	470 (1.29%)	48.92%	3.05	00:02:24	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**58.48%**	**-2.27%**	**54.89%**	**18.05%**	**-23.16%**	**-21.40%**	**0.00%**	**0.00%**	**0.00%**
8.	cogeco cable canada inc.									
	Apr 1, 2013 - M	**842** (1.32%)	75.53%	636 (1.32%)	59.50%	2.71	00:02:17	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**609** (1.22%)	78.16%	476 (1.31%)	59.28%	2.64	00:02:05	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**38.26%**	**-3.36%**	**33.61%**	**0.38%**	**2.75%**	**9.47%**	**0.00%**	**0.00%**	**0.00%**
9.	province of british columbia									
	Apr 1, 2013 - M	**819** (1.28%)	78.51%	643 (1.33%)	48.72%	2.58	00:02:20	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**610** (1.23%)	80.16%	489 (1.34%)	48.85%	2.67	00:02:40	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**34.26%**	**-2.06%**	**31.49%**	**-0.28%**	**-3.31%**	**-12.17%**	**0.00%**	**0.00%**	**0.00%**
10.	(not set)									
	Apr 1, 2013 - M	**721** (1.13%)	82.11%	592 (1.22%)	74.48%	1.97	00:01:19	0.00%	0 (0.00%)	$0.00 (0.00%)
	Apr 1, 2012 - M	**445** (0.89%)	63.60%	283 (0.78%)	54.61%	2.78	00:02:57	0.00%	0 (0.00%)	$0.00 (0.00%)
	% Change	**62.02%**	**29.11%**	**109.19%**	**36.39%**	**-29.10%**	**-55.36%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 10 of 9281

Google Analytics

New vs Returning

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

⬤⬤ **All Sessions**
+0.00%

◯ **+ Add Segment**

Explorer

Summary

Apr 1, 2013 - Mar 31, 2014: ⬤ Sessions
Apr 1, 2012 - Mar 31, 2013: ⬤ Sessions
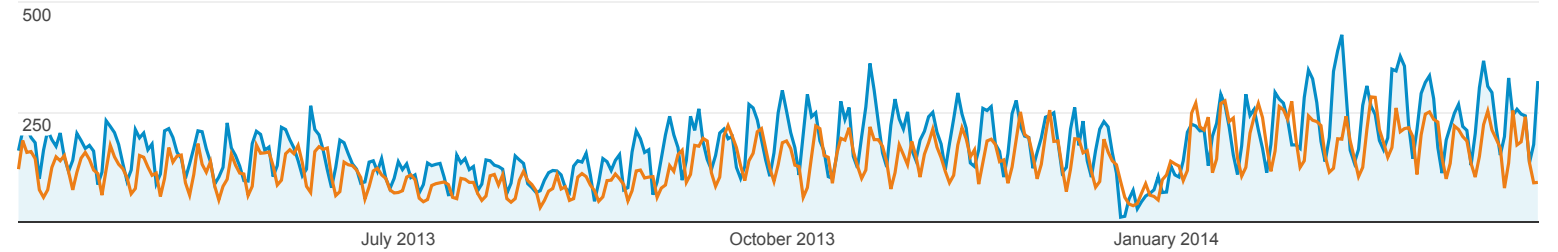
User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28.64% ▲ 63,983 vs 49,737	3.07% ▲ 75.53% vs 73.29%	32.59% ▲ 48,329 vs 36,451	5.75% ▼ 64.97% vs 61.44%	10.77% ▼ 2.52 vs 2.82	10.40% ▼ 00:02:22 vs 00:02:39	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% $0.00 vs $0.00
1. New Visitor									
Apr 1, 2013	**48,329** (75.53%)	100.00%	48,329 (100.00%)	68.92%	2.00	00:01:25	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012	**36,451** (73.29%)	100.00%	36,451 (100.00%)	65.16%	2.21	00:01:33	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**32.59%**	**0.00%**	**32.59%**	**5.77%**	**-9.35%**	**-8.39%**	**0.00%**	**0.00%**	**0.00%**
2. Returning Visitor									
Apr 1, 2013	**15,654** (24.47%)	0.00%	0 (0.00%)	52.78%	4.11	00:05:18	0.00%	0 (0.00%)	$0.00 (0.00%)
Apr 1, 2012	**13,286** (26.71%)	0.00%	0 (0.00%)	51.21%	4.51	00:05:39	0.00%	0 (0.00%)	$0.00 (0.00%)
% Change	**17.82%**	**0.00%**	**0.00%**	**3.06%**	**-8.75%**	**-6.14%**	**0.00%**	**0.00%**	**0.00%**

Rows 1 - 2 of 2

![Google Analytics]

Pages

Apr 1, 2013 - Mar 31, 2014
Compare to: Apr 1, 2012 - Mar 31, 2013

⬤⬤	All Sessions +0.00%		⬤ + Add Segment

Explorer

Apr 1, 2013 - Mar 31, 2014:   ⬤ Pageviews
Apr 1, 2012 - Mar 31, 2013:   ⬤ Pageviews

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	14.79% ▲ 161,107 vs 140,355	20.50% ▲ 116,193 vs 96,423	7.52% ▲ 00:01:34 vs 00:01:27	28.62% ▲ 63,946 vs 49,717	5.75% ▼ 64.97% vs 61.44%	12.05% ▲ 39.69% vs 35.42%	0.00% $0.00 vs $0.00
1. /en/content/specific-resources-teaching-canadian-history							
Apr 1, 2013 - Mar 31, 2014	10,552 (6.55%)	7,084 (6.10%)	00:03:00	6,651 (10.40%)	63.63%	60.50%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	6,954 (4.95%)	4,636 (4.81%)	00:03:23	4,291 (8.63%)	61.34%	60.30%	$0.00 (0.00%)
% Change	51.74%	52.80%	-11.11%	55.00%	3.73%	0.34%	0.00%
2. /en/content/repertory-online-collections-primary-sources-specific-topics-canadian-history							
Apr 1, 2013 - Mar 31, 2014	9,555 (5.93%)	5,449 (4.69%)	00:02:57	4,540 (7.10%)	59.15%	49.50%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	6,903 (4.92%)	4,051 (4.20%)	00:03:16	3,589 (7.22%)	57.13%	51.72%	$0.00 (0.00%)
% Change	38.42%	34.51%	-9.68%	26.50%	3.54%	-4.28%	0.00%
3. /							
Apr 1, 2013 - Mar 31, 2014	8,305 (5.15%)	6,069 (5.22%)	00:01:21	5,612 (8.78%)	37.69%	31.66%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	7,708 (5.49%)	5,748 (5.96%)	00:01:19	5,401 (10.86%)	37.36%	33.42%	$0.00 (0.00%)
% Change	7.75%	5.58%	1.59%	3.91%	0.88%	-5.28%	0.00%
4. /en/content/jobs-and-fellowships							
Apr 1, 2013 - Mar 31, 2014	4,561 (2.83%)	2,253 (1.94%)	00:02:25	1,607 (2.51%)	56.93%	39.73%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	3,236 (2.31%)	1,422 (1.47%)	00:02:01	765 (1.54%)	51.83%	30.84%	$0.00 (0.00%)
% Change	40.95%	58.44%	19.03%	110.07%	9.84%	28.82%	0.00%
5. /en/content/resources							
Apr 1, 2013 - Mar 31, 2014	4,443 (2.76%)	3,071 (2.64%)	00:00:35	327 (0.51%)	29.36%	11.23%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	3,977 (2.83%)	2,718 (2.82%)	00:00:32	317 (0.64%)	29.65%	10.99%	$0.00 (0.00%)
% Change	11.72%	12.99%	7.58%	3.15%	-1.00%	2.21%	0.00%
6. /en							

Apr 1, 2013 - Mar 31, 2014	**2,831** (1.76%)	1,654 (1.42%)	00:01:43	419 (0.66%)	37.14%	21.34%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**3,550** (2.53%)	1,768 (1.83%)	00:01:29	528 (1.06%)	39.35%	21.01%	$0.00 (0.00%)
% Change	**-20.25%**	**-6.45%**	**15.34%**	**-20.64%**	**-5.62%**	**1.53%**	**0.00%**
7. /en/teaching-resources							
Apr 1, 2013 - Mar 31, 2014	**2,666** (1.65%)	1,748 (1.50%)	00:00:30	159 (0.25%)	55.06%	11.97%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**2,338** (1.67%)	1,493 (1.55%)	00:00:30	175 (0.35%)	58.29%	13.47%	$0.00 (0.00%)
% Change	**14.03%**	**17.08%**	**1.09%**	**-9.14%**	**-5.53%**	**-11.19%**	**0.00%**
8. /en/content/primary-sources-and-teaching-links							
Apr 1, 2013 - Mar 31, 2014	**2,652** (1.65%)	1,642 (1.41%)	00:00:53	709 (1.11%)	31.88%	20.63%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**1,523** (1.09%)	976 (1.01%)	00:00:43	295 (0.59%)	41.02%	18.84%	$0.00 (0.00%)
% Change	**74.13%**	**68.24%**	**22.21%**	**140.34%**	**-22.29%**	**9.45%**	**0.00%**
9. /en/content/about							
Apr 1, 2013 - Mar 31, 2014	**2,194** (1.36%)	1,582 (1.36%)	00:00:43	143 (0.22%)	26.39%	15.77%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**2,171** (1.55%)	1,498 (1.55%)	00:00:39	147 (0.30%)	21.09%	13.36%	$0.00 (0.00%)
% Change	**1.06%**	**5.61%**	**8.96%**	**-2.72%**	**25.13%**	**18.06%**	**0.00%**
10. /en/content/thenhier-funding-programs							
Apr 1, 2013 - Mar 31, 2014	**2,159** (1.34%)	1,539 (1.32%)	00:03:42	1,070 (1.67%)	56.17%	52.15%	$0.00 (0.00%)
Apr 1, 2012 - Mar 31, 2013	**2,095** (1.49%)	1,413 (1.47%)	00:02:44	835 (1.68%)	47.56%	45.39%	$0.00 (0.00%)
% Change	**3.05%**	**8.92%**	**35.88%**	**28.14%**	**18.11%**	**14.89%**	**0.00%**