

Our Readership:

Three Years of Serving a Diverse Community

We are passionate about the design learning experiences and apparently we are not alone. As we enter our fourth year as a journal, we cannot help but be amazed at your response. Thank you for reading and thinking and dreaming with us about how we can all make our mark on the world through more effective instruction.

As we have studied the the use of our website, www.jaidpub.org, for the past three years, we see many interesting things. We would like to share just a few of them with you. First, we will present some overview kinds of statistics that we derive from our *Google Analytics* reports of the site, then we will present some maps that show how diverse our readership is.

We hope you find this interesting (we do)!

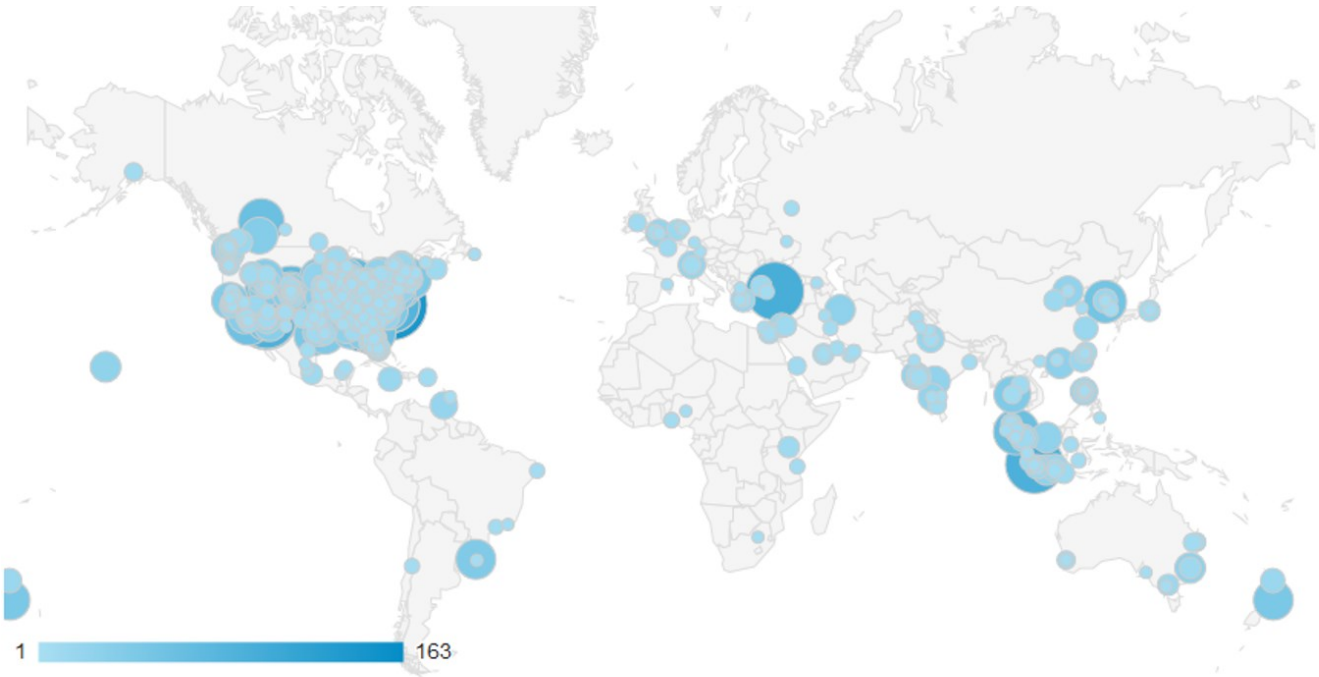
Since our start in early 2011:

- ◆ The JAID site has been visited over 11,000 times.
- ◆ The JAID site has been visited by over 8,000 unique users.
- ◆ Approximately 10% of our visitors visit from mobile devices, and of those, over half are *iPod* users.
- ◆ Our readers represent 2,266 unique cities and towns in 118 different countries.
- ◆ Based on frequency of visits to our website, the top 35 user cities are listed in the table to the right (in order of frequency of use, with Norfolk, VA U.S. representing the highest frequency).
- ◆ The maps on the following page show where our readers live—their countries and their cities.

**Journal of Applied Instructional Design
Top 35 Cities (In terms of frequency of visits)**

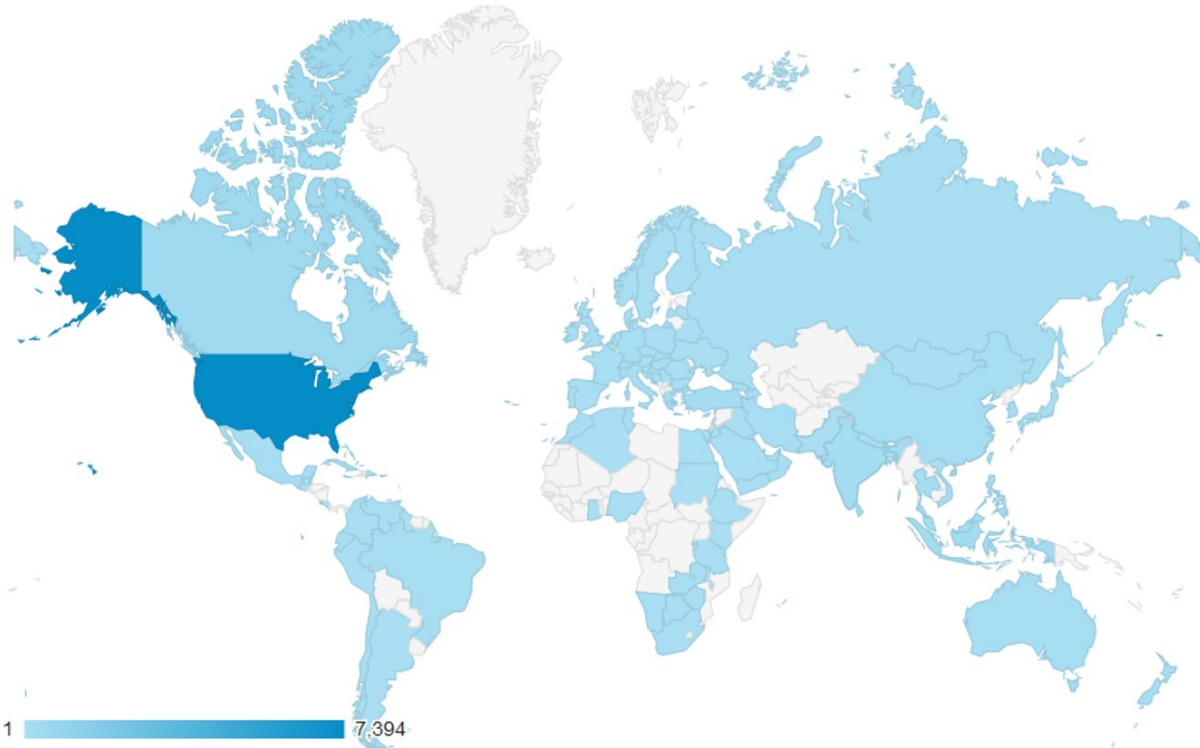
City	State/ Province	Country
Norfolk	Virginia	United States
Tempe	Arizona	United States
Atlanta	Georgia	United States
Phoenix	Arizona	United States
Washington	DC	United States
Ankara		Turkey
Athens	Georgia	United States
Denver	Colorado	United States
Chicago	Illinois	United States
Jakarta		Indonesia
Chesapeake	Virginia	United States
Bloomington	Indiana	United States
New York	New York	United States
Edmonton	Alberta	Canada
Kuala Lumpur		Malaysia
Jacksonville	Florida	United States
San Diego	California	United States
Provo	Utah	United States
Seoul		South Korea
Houston	Texas	United States
Bangkok		Thailand
Wheat Ridge	Colorado	United States
San Antonio	Texas	United States
Lower Hutt		New Zealand
Boston	Massachussets	United States
Vermillion	South Dakota	United States
Gloucester	Massachussets	United States
Greenville	North Carolina	United States
State College	Pennsylvania	United States
Pelotas		Brazil
Philadelphia	Pennsylvania	United States
Sydney		Australia
Calgary	Alberta	Canada
Toronto	Ontario	Canada

JAID Readers by City/Town (The larger and darker the bubble, the more readers from that city or town)



From our Website Google Analytics Report: April 1, 2011 to December 31, 2013

JAID Readers by Nation (The darker the color, the more readers from that country)



From our Website Google Analytics Report: April 1, 2011 to December 31, 2013