

Communicating Beyond Borders

IIAS' Global Network Visualised

Thomas Voorter

For an internationally operating network organisation and knowledge broker like IIAS, it is essential to monitor the effectiveness of its operations and to understand the interests and geographical distribution of its audiences. Despite frequent face-to-face engagements at conferences and other international gatherings, insights from our mailing list subscribers and online metrics offer a comprehensive understanding of our readers' and followers' origins and their areas of interest. In this article, we reflect on IIAS' communication evolution, spanning from the days of print media to the contemporary digital landscape. It's important to note that all the statistical information presented here is entirely anonymous, with no links or traces leading back to specific individuals.

Thomas Voorter, Communications Coordinator and Web Manager at IIAS.
Email: t.j.h.voorter@iias.nl

IIAS Mailing

Database and Mailing List

Since its inception in 1993, IIAS has been gathering information about individuals and organisations engaged in the field of Asian Studies, with the objective of updating colleagues worldwide about the latest developments. During the period before the widespread use of the internet, we distributed physical subscription forms to fulfill this goal. In more recent years, our mailing list became fully digitized and has grown to about 22,000 subscribers [Fig. 1]. We continue to distribute paper copies of *The Newsletter* at no cost to our readers around the world [Fig. 2].

Unless stated otherwise, all figures by Thomas Voorter, made with kepler.gl)

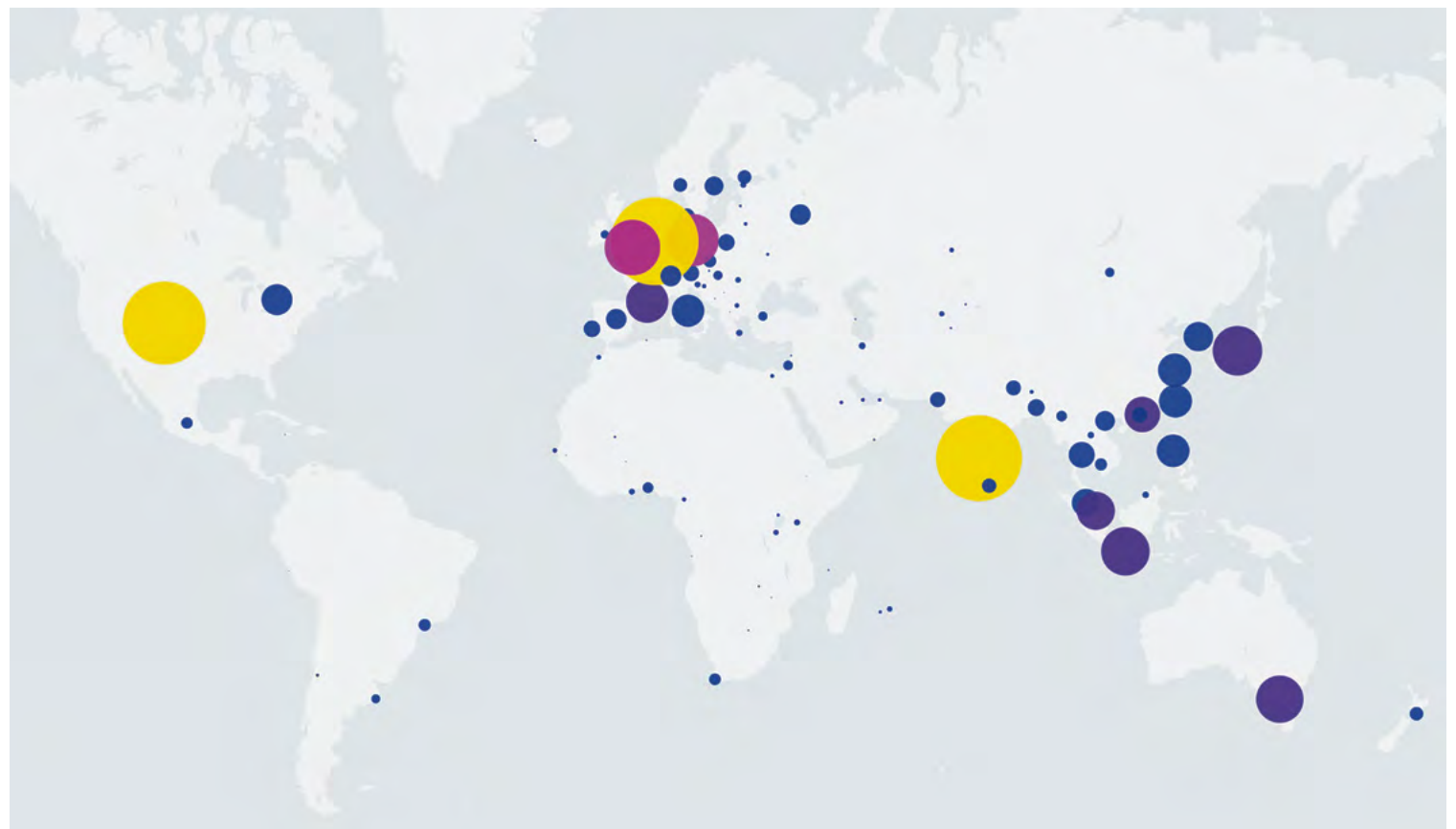


Fig. 1: Subscribers/Top 20 countries to the IIAS mailing list, 15 June 2023.

Netherlands	1732	Japan	569	Hong Kong	300	Canada	234
India	1662	Indonesia	545	China	267	Rep. of Korea	212
USA	1558	Australia	520	Taiwan	264	Malaysia	195
United Kingdom	710	France	420	Philippines	259	Thailand	168
Germany	631	Singapore	344	Italy	252	Belgium	128

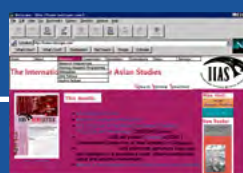
IIAS Website



1997



2000



2002



2007



2012



2018

Evolution of IIAS' Website (iias.nl | iias.asia)

In January 1995, merely two years after its establishment, IIAS launched its first website. In its early phase, the website served as a central repository for all things related to Asian Studies available across

the internet. Branded as the "Gateway to Asian Studies," it provided the public with an extensive repository of online resources. As time progressed, more editions of the *IIAS Newsletter* were released, and information increased about the institute and its various activities such as conferences, research initiatives, fellowships, publications, and

more. This expansion of content prompted shifts in both the design and the underlying technologies of IIAS' website. Figure 4 shows the distribution of our total website visitors between 27 July 2007 – 29 June 2023. Figure 5 illustrates the number of visitors from 27 July 2007 to 29 June 2023, along with their engagement on our webpages,

represented as "page views" (total pages viewed by a visitor) and "sessions" (a series of interactions within a specific timeframe). A visitor can explore multiple pages within a single session, and each of these page views contributes to the overall count for that particular session.



Fig. 2: Distribution of paper copies of The Newsletter, 2023. Top 10 countries.

India	378	Germany	107
Netherlands	375	France	80
USA	250	Australia	62
Indonesia	112	Singapore	57
United Kingdom	112	Thailand	46

Impact of our mailings

The COVID-19 pandemic has confined many of us to our homes for a couple of years. This circumstance led to an unparalleled adoption and utilisation of video conferencing software. Our traditional in-person gatherings evolved into webinars, enabling a worldwide audience to engage. The recordings of these webinars are

accessible for viewing on our YouTube channel: www.youtube.com/asianstudies.

An recent invitation for the Humanities Across Borders webinar – *Academic Ontologies: Storytelling as Research Strategy* – was dispatched to the mailing list on June 25, 2023. A total of 273 individuals registered to participate in this event [Fig. 3].

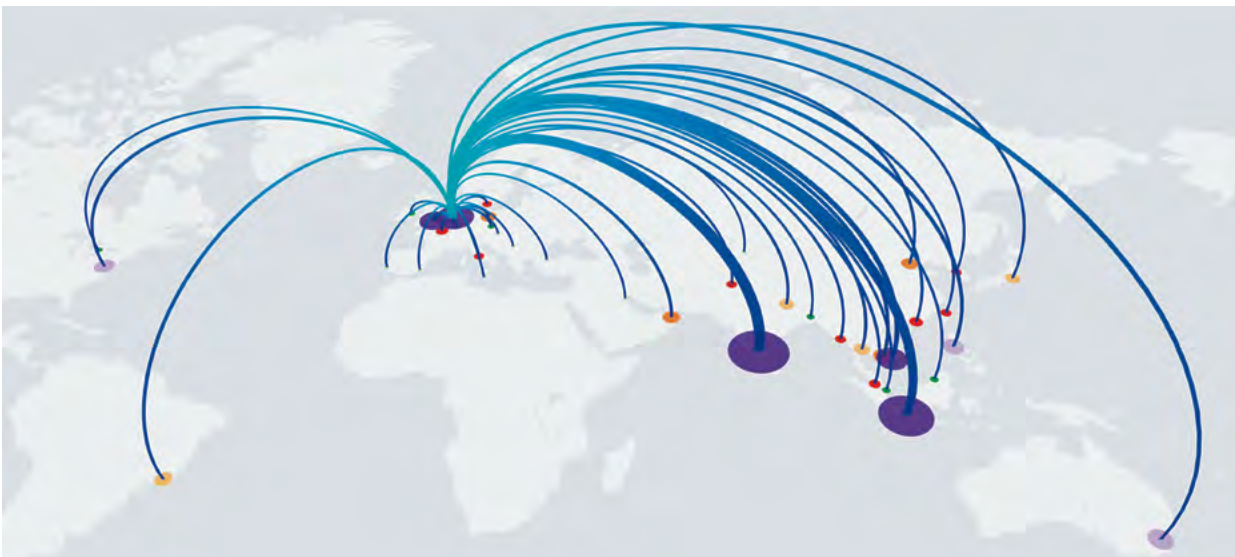


Fig. 3: Impact of the mailing *Academic Ontologies: Storytelling as Research Strategy*. Countries listed by amount of participants.

India	50	Germany	6	Myanmar	3	Kazakhstan	1
Indonesia	37	Oman	6	Pakistan	3	Kuwait	1
Netherlands	27	Brazil	5	South Korea	3	Luxembourg	1
UK	17	Japan	5	Taiwan	3	Malta	1
Vietnam	15	Nepal	5	Bangladesh	2	Portugal	1
Australia	8	Thailand	5	Brunei	2	Serbia	1
Belgium	8	France	4	Canada	2	Spain	1
Philippines	8	Hong Kong SAR	4	Czech Republic	2	Turkey	1
USA	8	Denmark	3	Ireland	2		
Cambodia	7	Italy	3	Singapore	2		
China	6	Malaysia	3	Austria	1		

IIAS Social Media

The Socials

In 2010, IIAS embraced the rise of social media by establishing a presence on Facebook and Twitter, followed shortly by a LinkedIn account in 2011. Subsequently, in 2018, our social media outreach extended to Instagram. Through these platforms, the institute is able to disseminate research highlights, share pertinent news and updates, and raise awareness about forthcoming events to a wider audience. Social media has evolved into an essential tool for connecting with scholars, students, policymakers, journalists, and members of the general public who harbor an interest in Asian Studies. As of 1 December 2023, we are delighted to be in contact with 19,000 friends on Facebook, 7250 on LinkedIn, 6300 on X (formerly known as Twitter), and 1200 on Instagram.

The majority of our Facebook followers live in Indonesia, although generally, X holds greater significance in the Global South. When considering the collective count of social media followers, subscribers to our mailing list, visitors to our website, and the intensity of interactions, it is evident that a substantial portion of our audience is located in India.

Facebook
19,000 Followers
Top 10 Countries

Indonesia	4323
India	2950
USA	917
Netherlands	801
Philippines	732
Thailand	677
Taiwan	473
UK	440
Malaysia	404
Germany	375

X (Formerly known as Twitter)
6000 Followers
Top 10 Countries

USA	884
India	683
UK	632
Netherlands	464
Indonesia	298
Australia	237
France	218
Japan	199
Germany	192
Singapore	161

LinkedIn
7000 Followers
Top 10 Countries

India	935
Netherlands	714
USA	249
UK	202
Italy	163
Belgium	139
France	118
Germany	114
Indonesia	103
Australia	71

Instagram
1000 Followers
Top 10 Countries

Netherlands	216
Indonesia	179
India	95
UK	32
Italy	31
USA	31
Germany	29
France	27
China	27
Singapore	23

Fig. 6: Followers of IIAS' social media accounts. Blue = Facebook, Yellow = X (Twitter), Green = LinkedIn, Red = Instagram



Fig. 4: Website visitors (2,437,133) per country between 27 July 2007 – 29 June 2023.



Top 20 countries

United States	353491	Indonesia	93063	Japan	57450	Thailand	36222
India	332373	Germany	84850	Malaysia	53290	Taiwan	34939
Netherlands	330964	Australia	73691	China	49463	Italy	34595
United Kingdom	118795	Singapore	71821	Canada	45807	South Korea	28588
Philippines	107107	France	67169	Hong Kong	39472	Russia	28570

Fig. 5: Number of visitors from 27 July 2007 to 29 June 2023, along with their engagement on our webpages, represented as "page views" (total pages viewed by a visitor) and "sessions" (a series of interactions within a specific timeframe). (Figure by Thomas Voorter, made with Flourish)

