



Web Service with Chinese Language in Great Toronto Area

Feng Ding & Yanzhang Wang

Institute of Information and Decision Technology of DUT

Dalian 116023, China

E-mail: dingff@gmail.com; yzwang@dlut.edu.cn

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Abstract

This article shows the importance of Chinese language in the websites of the Great Toronto Area(GTA) by analyzing the data from Alexa.com. Websites with Chinese in Toronto is growing up steadily. It will benefit more by adding a Chinese version to Canadian official websites for the needs of Canadian Chinese.

Keywords: Web Service, Chinese Language, GTA, Alexa

1. Preface

As a developed country, the cities of Canada are covered by high speed internet and the communication costs less than most of the developing countries. With the effective promotion by Canada government, many of the public services for the daily life of the people have formed complete integrated online business process. And the services are provided by some websites, such as canada.gc.ca, toronto.ca, and youth.gc.ca, and each of them serves lots of people everyday. Many new websites are integrated step by step to satisfy the public demand. The language using in the portals is English or French. These user-centered websites provide different entrances for the public to choose, such as the entrances for citizens, enterprises, and non-citizens.

Based on the statistics made by the government Canada, between 2001 and 2005, the top four visible minority groups in Toronto were Chinese (259,710 or 10.6%), South Asian (253,920 or 10.3 %), Black (204,075 or 8.3%) and Filipino (86,460 or 3.5 %). "Visible minority" is defined by Statistics Canada as "persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in color". Chinese Canadians are Canadians of Chinese descent and constitute the second-largest visible minority group in Canada, standing at 1,346,510 which comprise 4.3% of the population in 2006. Out of those 1,346,510 people, 211,145 people were of Chinese and one other heritage. Chinese is the top one visible minority group in Toronto. And also there are more and more Chinese moving to Toronto with the immigrations rising up. The Chinese language has become the third language used in Toronto besides English and French.

This article tried to discover the status of the Chinese websites in Toronto area and the visitors' preference by comparing 5 famous websites selected in Toronto. The 5 websites are 51.ca, Yorkbbs.ca, Anpopo.com, Toronto.com and Toronto.ca.

All of the charts and the figures in tables were from Alexa.com (Alexa).

2. Introduction about the selected websites

51.ca is a Chinese website set up in Toronto, 28 July 2001. It focuses on providing the daily life information for Chinese immigrants. There are mainly 3 parts of websites: flea market, yellow pages and forum.

Yorkbbs.ca was shown to the public at May, 2002 with Chinese language service. Now it has formed a forum which attracts a big number of Chinese everyday. News, jobs, house renting and other daily life information are provided to the visitors for free.

Anpopo.com is a kind of portal website. It was formally released on 10 Nov, 2007. As a Chinese website newly comes up, anpopo.com focuses on providing a service platform for the Chinese in Toronto.

Toronto.ca is an official integrated portal of Toronto. The four community home pages are Living in Toronto, Doing Business, Visiting Toronto and Accessing City Hall. It only provides English version.

Toronto.com offers comprehensive and searchable business, event and entertainment related information, as well as unique, expert editorial content. This website currently serves more than 900,000 unique visitors a month and continues to grow.

3. Explanation about the index

3.1 Reach

Reach measures the number of users. Reach is typically expressed as the percentage of all internet users who visit a given site. The three-month change is determined by comparing a site's current reach with its values from three months ago.

3.2 Traffic Ranking

The traffic ranking is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and data obtained from other, diverse traffic data sources, and is a combined measure of page views and users (reach). The three-month change is determined by comparing the site's current ranking with its ranking from three months ago.

3.3 Daily Traffic Ranking Trend

The daily traffic ranking reflects the traffic to the site based on data for a single day. In contrast, the main traffic ranking shown in the Alexa Toolbar and elsewhere in the service is calculated from three months of aggregate traffic data.

3.4 Daily Page views (Percent)

Page views measure the number of pages viewed by site visitors. Multiple page views of the same page made by the same user on the same day are counted only once. The page views per user numbers are the average numbers of unique pages viewed per user per day by the visitors to the site. The three-month change is determined by comparing a site's current page view numbers with those from three months ago.

4. Data Analysis

Chart 1 shows that the daily reach to the websites are stable except yorkbbs.ca. 51.ca and Toronto.ca have a higher daily reach than other 3 sites and Anpopo.com is on the bottom of the chart. It also reflects that Chinese visitors to 51.ca are more than the visitors to Toronto.ca and Toronto.com.

The daily traffic ranking trend of the 5 websites is shown in chart 2. The ranking of 51.ca, Toronto.ca and Toronto.com are relatively stable and 51.ca is on top of the others. But the ranking of Yorkbbs.ca and Anpopo.com changes frequently. Still at most of the time, from the chart we can see, Anpopo.com is on the bottom of the chart.

Shown in chart 3, Yorkbbs.ca is far beyond in the daily page views, though its ranking is up and down all the time. 51.ca is also ahead of the other 3 websites. Anpopo.ca, Toronto.ca and Toronto.com have no significant difference from each other. It seems that the Chinese visitors are more interested in the contents provided by yorkbbs.ca.

We can also see some details about the ranking of each website through the figure in table 1. Because of their comprehensive contents, 51.ca and Toronto.ca get a rising amount of visitors and their ranking is climbing up. But the amount of visitors to the other 3 websites is decreasing and ranking is dropping down more or less. In table 1, we observed that the users and ranking of Anpopo.com is decreasing a lot, but its page views is increasing fast in the recent 3 month. This shows that when Anpopo.com losing some visitors it has also gained some loyal visitors who have the similar interests.

In order to show the locations of the visitors and the traffic ranking of the 5 websites in Canada, we also collect the data from Alexa.com to form table 2. From this table we can see that most of the visitors to the 5 websites are from Canada, and all of the websites have a good ranking in Canada. The location of the visitors and ranking of the websites can stand the main trend and preference of the visitors in Canada.

5. Conclusion

- (1) Chinese in Toronto area still rely on Chinese websites strongly, though they live in an English or French environment.
- (2) Chinese websites in Toronto is growing up steadily. They have gained a big amount of visitors and a stable ranking in Canada.
- (3) It will be much better to add a Chinese version to Canadian official websites for needs of Canadian Chinese.

6. Acknowledgement

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Table 1. Websites status

Name	Percent of global Internet users		Traffic ranking based on a combined measure of page views and users		The number of unique pages viewed per user per day	
	3 mos. Avg.	3 mos. Change	3 mos. Avg.	3 mos. Change	3 mos. Avg.	3 mos. Change
51.ca	0.01230%	▲ 10%	6929	▲ 944	10.39	No Change
yorkbbs.ca	0.00921%	▼ 23%	7654	▼ 1860	26.60	▼3%
anpopo.com	0.00228%	▼ 58%	36462	▼ 19024	12.20	▲146%
toronto.ca	0.01010%	▲ 11%	11434	▲ 1491	3.83	▼1%
toronto.com	0.00545%	▼ 8%	22957	▼ 2082	3.14	▼8%

Table 2. Website ranking in Canada

Name	Users from Canada	Traffic ranking in Canada
51.ca	84.8%	73
yorkbbs.ca	84.6%	193
anpopo.com	71.1%	1022
toronto.ca	85.4%	211
toronto.com	83.5%	489

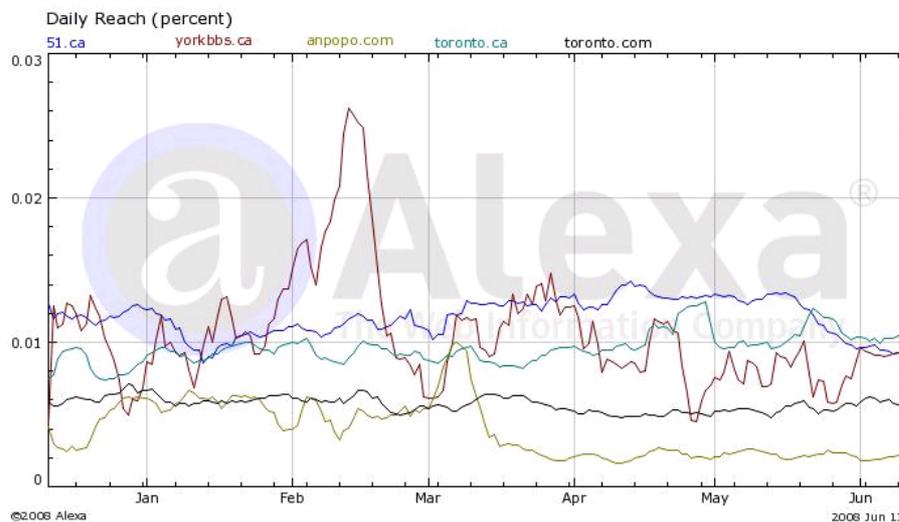


Chart 1. Daily reach (percent)

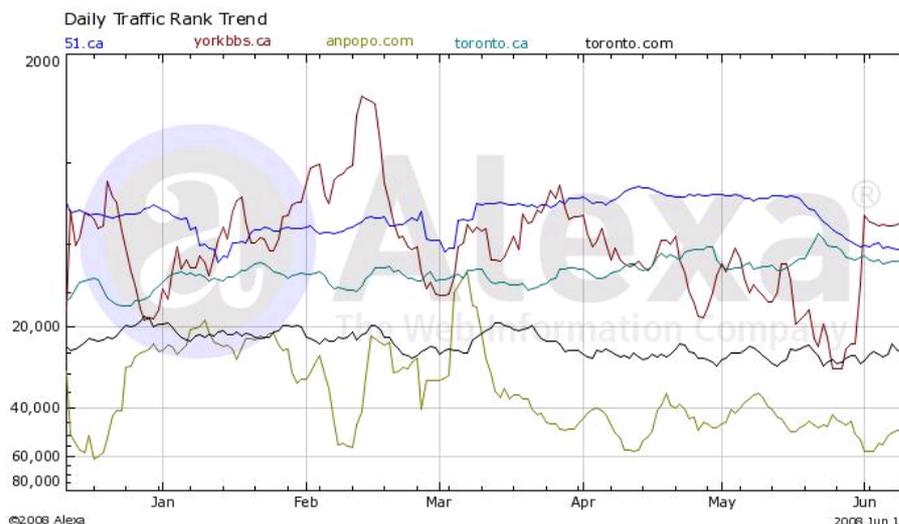


Chart 2. Daily traffic ranking trend

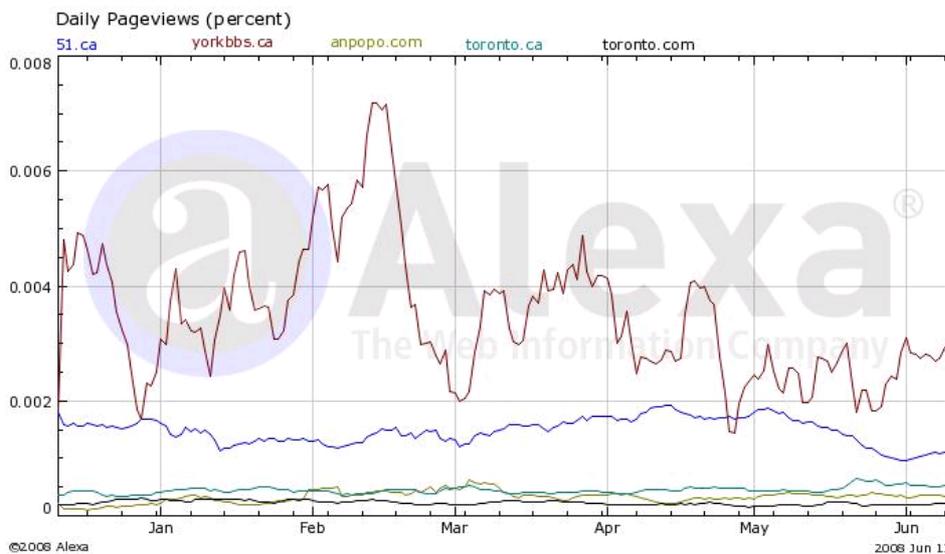


Chart 3. Daily page views (percent)