

Location of Athletic Department Link on PAC-12 School Websites



By
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Origin, Hypothesis, Methodology

Origin of Study

Website layout is a challenging task, particularly at major research universities where many interests are vying for key real estate on the school's home page.

With that in mind, a hypothesis and methodology were developed to evaluate trends in the location of the Athletic Department link on the PAC-12 school homepages.

Hypothesis

The following hypothesis will be tested:

PAC-12 schools with better football programs will place the links to their Athletic Department in a more prominent position on the home page to take advantage of the goodwill established by having a winning program.

Methodology

The home page for each of the PAC-12 schools was visited on January 23, 2013. A copy of that site is included in the pages that follow.

The location of the link to the Athletic Department was identified.

It was determined whether the Athletics link was part of the primary links on the page. (Primary links are identified as the most visible links on the page. They are usually just above or below the main image on the page.) The schools were divided into two categories:

- Athletic department links were part of the primary links.
- Athletic department links were not part of the primary links.

The 2012 football season win-loss records were secured for the teams in the PAC 12.

The win-loss records were compared to the location of the Athletic Department links.

Screen Shots of Websites

Overview of the PAC 12 Home Pages and Location of Athletic Sites

On the evening of January 23, 2013 the home page of each of the PAC 12 websites was queried to identify the location of the link to their athletic program. The schools are listed alphabetically.

Arizona

Athletics and Recreation – located below primary links and image.

Arizona State University

Athletics – located below image within primary links.

California

Cal Athletics – located below image and primary links.

Colorado

Athletics-located above image within primary links.

Oregon

Sports -located below primary links and image.

Oregon State

Athletics - located above image within primary links.

UCLA

Athletics –located above image within primary links.

USC

Sports – located in small secondary links at top of page above primary link and images.

Stanford

Sports -located below primary links and image.

Utah

Athletics – located in the primary links that are above and below the main image.

Washington

Husky Sports – located below primary links and image.

Washington State

Athletics – located below image and primary links (in small print).

University of Arizona

www.arizona.edu/

The screenshot shows the University of Arizona website homepage. At the top, there is a navigation bar with links for 'A-Z Index', 'Campus Map', 'Phonebook', and 'Calendar/Events'. Below this is a horizontal menu with categories: 'Future Students', 'Students', 'Faculty & Staff', 'Alumni & Donors', 'Parents & Visitors', 'Corporations & Businesses', and 'Topics'. A search bar is located to the right of the 'Topics' menu. The main content area features a large banner for 'The Making of a Researcher' with a photo of Emile Brink Gordon and a 'Read More' link. Below the banner are four columns: 'NEWS' with articles like 'Keepers of Prometheus: The World's Oldest Tree' and 'Plants Adapt to Drought But Limits Are Looming, Study Finds'; 'EVENTS' with dates and times for various events; 'TOPICS' with a list of subjects including 'Athletics & Recreation' (circled in red); and 'PHOTOS & VIDEOS' with a photo of a building and a caption about the campus's cultural diversity.

Primary Links

Arizona State University

www.asu.edu//

The screenshot shows the Arizona State University website homepage. The browser window title is "Arizona State University". The address bar shows "http://www.asu.edu/". The navigation menu includes "ASU Home", "My ASU", "Colleges & Schools", "Map & Locations", "Contact ASU", and "SIGN IN". A search bar is located in the top right corner.

The main content area features a large banner with the text "we are agents for change" and "ASU catalyzes social change by being connected to social needs. Find out more about the **New American University**." Below this is a navigation bar with links for "people", "academics", "research", "athletics", "about", and "impact". The "athletics" link is circled in red.

On the left side, there is a "join us" section for "future students" with a list of options: Freshman, Transfer, Graduate, International, Military | Veteran, Home-Educated, and Online. Below this is an "apply" button and an "invest in ASU" button.

The "connect" section on the left lists various services: My ASU, ASU Mobile, Facebook, Twitter, LinkedIn, YouTube, foursquare, and ASU Alert.

The "ASU Spotlight" section features a photo of a student and the text "ASU grad student to build infrared camera for nanosatellite space mission".

The "news + events" section includes a headline "International team to tackle tough sustainability problems" and a sub-headline "Partnership to advance next phase of radiation exposure device project". It also mentions "ASU ranked by U.S. News as one of best places to earn an online degree".

On the right side, there are several promotional boxes: "More to Explore Feb. 18: A fun way to check out ASU.", "Apply by Feb. 1" (to be eligible for merit-based scholarships), and "100% online" (Online programs from ASU enrolling now).

The footer contains "Copyright & Trademark", "Accessibility", "Privacy", "Emergency", and "Contact ASU".

Primary Links

University of California at Berkeley

www.berkeley.edu/

The screenshot shows the homepage of the University of California at Berkeley. The browser window title is "University of California, Ber...". The address bar shows "http://www.berkeley.edu/index.htm". The page features a navigation menu on the left with categories like "About Berkeley", "Applying to Berkeley", "Academics", "Research", "Teaching", "Working", "Campus life", "Public service & community", "Visiting & getting around", and "Administration & services". A central banner image shows two students talking. To the right of the banner is a "Primary Links" section with a red label, listing various resources such as "Schools, colleges & departments", "Academic calendar", "Jobs", and "Diversity, equity & inclusion". Below the banner is a navigation bar with "GIVE TO CAL", "ATHLETICS" (circled in red), "VIDEO & PODCASTS", and "ONLINE TOUR". The main content area is divided into sections for "NewsCenter.berkeley.edu" and "Events.berkeley.edu", each containing several news items with headlines and small images. At the bottom, there are social media icons and a footer with copyright information.

Primary Links

University of California at Los Angeles

www.ucla.edu/

The screenshot shows the UCLA website homepage in a browser window. The browser's address bar displays "http://www.ucla.edu/". The website features a blue header with the "UCLA" logo on the left and a navigation menu on the right containing "VISIT", "APPLY", and "GIVE" buttons. Below the logo is a "Google Campus Search" bar. The main navigation menu includes links for "ABOUT", "ACADEMICS", "ADMISSIONS", "UCLA IN THE COMMUNITY", "THE ARTS", "CAMPUS LIFE", "HEALTH SYSTEM", "RESEARCH", and "ATHLETICS". The "ATHLETICS" link is circled in red. A large banner image of a smiling woman wearing sunglasses is featured, with a yellow text box overlay that reads "OUR PRESENT IS JUST AS BRIGHT AS OUR FUTURE." and "PHOTO: ASYA HOLLINS '13". Below the banner is a "Featured Stories" section with three articles: "A Classic Affair" (Three Bruins have created a...), "Secretive Dark Side of Online Shopping", and "Those Who Can, Also Teach". The footer contains various utility links like "Maps, Directions, Parking", "Directory", "Contact", "Academic Calendar", "Careers", "Diversity", "University of California", and "Terms of Use". The Windows taskbar at the bottom shows several open applications including Outlook, Google, Schedule, what tim..., The Univ..., Arizona S..., AOL Mail..., UCLA - I..., and Microsoft.

Primary Links

University of Colorado www.colorado.edu

http://www.colorado.edu/

University of Colorado Boulder

Search Sites + People
CU: Home - A to Z - Campus Map

Students Faculty + Staff Parents Alumni

About Admissions Academics Research Outreach International Sustainability **Athletics** News

International Coffee Hour

CU International's weekly pop-up cafe is a springboard for intercultural interaction, student success and -- most of all -- fun.

Watch video

Apply Now!

The Fall and Summer 2013 application is open for freshmen and transfers. Log in to your MyCUBoulder account to access the online application.

APPLY NOW

News Headlines

- Deep ice cores show past Greenland warm period may be 'road map' for continued warming of planet
- CU-Boulder's sun-gazing SORCE satellite, designed to last 5 years, turns 10
- NASA-CU ozone study may benefit air standards, climate

Campus Events

- CU men's basketball vs. Stanford
8:00 • Thursday 1/24
- CU men's basketball vs. California
1:30 • Sunday 1/27
- Spring Student Involvement Fair
11:00 • Tuesday 1/29

Give Feedback See More Photos View Photo

Outlook... Google... Schedule... what tim... The Univ... Arizona S... AOL Mail... Universit... Microsof... 6:52 PM

Primary Links

University of Oregon <http://uoregon.edu/>



Primary Links

Oregon State University

<http://oregonstate.edu/>

The screenshot shows the Oregon State University website homepage. The browser's address bar displays <http://oregonstate.edu/>. The navigation menu includes links for Calendar, Library, Maps, Online Services, **Athletics** (circled in red), Extension and Outreach, and Campus Life. A search bar is located to the right of the navigation menu. Below the navigation menu, there is a large banner for 'NAVAL SCIENCE' and a 'Spotlight' section featuring a student. The page is organized into several columns and sections, including Admissions, Student Life, Visitor Information, Alumni and Supporters, News, Events, and Featured Sites. The 'Athletics' link is highlighted with a red circle, and a red label 'Primary Links' points to it.

Primary Links

University of Southern California

http://www.usc.edu/

students alumni parents faculty **sports** popular links search usc

USC University of Southern California

about administration admission academics research patient care community arts globalization Los Angeles 70°

USC Viterbi online programs No. 1

U.S. News & World Report named USC Viterbi's online graduate engineering and graduate information technology programs the **best in the nation**.

Students cross frontiers to show plight of abandoned babies
A pastor in South Korea was so committed to saving the lives of

Scholarships up for grabs, but the deadline's looming
Tuition rises every year at colleges and universities across the country, but

Women break through in world of indie films
Women are creating and directing far more independent films than major

USC Global Conference
Seoul, Korea May 23-25, 2013
Keynote speaker: Arnold Schwarzenegger

Explore USC

Campaign for USC

Outlook - gary... Google Calen... Schedule of Pl... what time is it... AOL Mail (281)... University of S... Microsoft Pow... 7:08 PM

Primary Links

Stanford University

<http://stanford.edu/>

Primary Links

http://stanford.edu/

File Edit View Favorites Tools Help

Suggested Sites Web Slice Gallery Click here to find out more! Google

Stanford University

Maps A-Z Index Search web or people...

ABOUT STANFORD ADMISSION ACADEMICS RESEARCH LIFE ON CAMPUS

Finely tuned

The arts take center stage with the opening of the Bing Concert Hall.

GATEWAYS FOR...

- » Students
- » Faculty & Staff
- » Alumni
- » Parents
- » Visitors
- » Neighbors

TOP DESTINATIONS

SCHOOLS & DEPARTMENTS

- » Business
- » Earth Sciences
- » Education
- » Engineering
- » Humanities & Sciences
- » Law
- » Medicine
- » Departments (A - Z)
- » Interdisciplinary Programs

HOSPITALS

- » Stanford Hospital & Clinics
- » Lucile Packard Children's

LIBRARIES

- » Stanford University Libraries

RESEARCH

- » Independent Labs
- » Research Centers

EVENTS

JAN 23 Trade and Food Security in Sub-Saharan Africa 3:30 p.m.

The Future of Affirmative Action 4:30 p.m.

JAN 24 Income Inequality: Evidence and Policy Implications 5:30 p.m.

EVENT CALENDAR »

SPORTS

JAN 25 Women's Basketball vs. Utah 7 p.m.

UNIVERSITY NEWS

'No time to lose'

U.N. Secretary-General Ban Ki-moon urges Stanford students to become 'global citizens.'

Reverse discrimination

Stanford research: White Republicans, Southern evangelicals most likely to claim anti-white bias.

MORE STORIES

- » In online course offered by Stanford, teams unleash diverse approaches to creativity
- » Immune cells engineered in lab to resist HIV infection, Stanford study shows
- » Stanford students build solar home in national competition

MORE NEWS »

AT STANFORD

Outlook - gary... Google Calen... Schedule of Pl... what time is it ... AOL Mail (281)... Stanford Unive... Microsoft Pow... 7:12 PM

University of Utah www.utah.edu/

The screenshot shows the University of Utah website homepage. At the top, there is a navigation bar with the university logo and a search bar. Below this is a main banner for the "IMAGINE U" campaign, featuring a woman making an "L" hand gesture. The banner text reads: "Step One: Imagine. Step Two: Do. 'IMAGINE U' CAMPAIGN PROMOTES UNIVERSITY'S EXCEPTIONAL RESOURCES TO ACCOMPLISH AMAZING THINGS". A "LEARN MORE >>" button is visible. Below the banner is a secondary navigation bar with links for ACADEMICS, RESEARCH, DIVERSITY, THE ARTS, COMMUNITY, HEALTH CARE, ATHLETICS (circled in red), and GIVE TO THE U. The "ATHLETICS" link is also labeled "Primary Links" in red text on the right side of the page. Below the navigation bar are three main content sections: "News" with articles on multitasking, military assault, and ballet; "Events" with listings for MLK keynote, basketball games, and a library lecture; and "Featured Video" with a video of President Pershing and social media icons. The browser window shows the URL "http://www.utah.edu/" and the system tray at the bottom with various application icons and the time "7:39 PM".

Primary Links

Primary Links

University of Washington www.washington.edu/

The screenshot shows the University of Washington website homepage. The browser address bar displays <http://www.washington.edu/>. The navigation bar includes links for UW HOME, DIRECTORIES, CALENDAR, LIBRARIES, MAPS, MY UW, UW BOTHELL, UW TACOMA, and Seattle 42°F. The main navigation bar features links for Discover the UW, Current Students, Future Students, Faculty & Staff, Alumni, NW Neighbors, and UW Medicine. A red circle highlights the 'Husky Sports' link in the 'News Central' section. The main content area features several news stories, including 'Early signals warn of prolonged sports concussion symptoms', 'Greenland ice core shows Antarctica vulnerable to warming', and 'family's lost story'. The bottom section includes 'Event Highlights', 'In the Headlines', and a 'Make a gift' button.

Primary Links

Washington State University

www.wsu.edu/

The screenshot shows the Washington State University homepage in a browser window. The browser's address bar displays <http://www.wsu.edu/>. The page features the university's logo and tagline, "World Class. Face to Face.", at the top left. A navigation menu includes links for "Pullman", "Spokane", "Tri-Cities", "Vancouver", "Global Campus", and "Extension". A search bar is located in the top right corner. The main content area is divided into three vertical panels: "Learning" with the headline "A little science goes a long way", "Research" with "Jumping genes—their impact on disease", and "Community" with "A top 10 college town". Below these panels is a horizontal menu with links for "About", "Admission", "Academics", "Research", "Services", and "WSU Life". A secondary navigation bar includes "News" (with a sub-link for "Family to discuss 'The Immortal Life of Henrietta Lacks' tonight"), "Parents", "Alumni/Friends", "Current Students", "Faculty/Staff", "Athletics" (circled in red), and "Give to WSU". A "CAMPAIGN for WSU" logo is positioned below the "Athletics" link. The footer contains copyright information for 2013 and links for "Accessibility", "Policies", "Rule Making", and "Copyright". The Windows taskbar at the bottom shows several open applications, including Outlook, Google, and Microsoft Word, along with the system clock showing 7:35 PM.

Primary Links

Results

Overview of the PAC 12 Home Pages and Location of Athletics Sites

Five of the PAC-12 schools had their link to their athletic program within their primary links. The other half had their link somewhere other than within their primary links. The W-L record for the 2012 football season is also included.

ATHLETICS LINK ARE NOT LOCATED IN THE PRIMARY LINKS

Arizona (8-5)

Athletics and Recreation – located below primary links and image.

California (3-9)

Cal Athletics – located below image and primary links.

Oregon (12-1)

Sports -located below primary links and image.

Stanford (12-2)

Sports -located below primary links and image.

USC (7-6)

Sports – located in small secondary links at top of page above primary link and images.

Washington (7-6)

Husky Sports – located below primary links and image.

Washington State (3-9)

Athletics – located below image and primary links (in small print).

ATHLETICS LINK ARE LOCATED IN THE PRIMARY LINKS

Arizona State University (8-5)

Athletics – located below image within primary links.

Colorado (1-11)

Athletics-located above image within primary links.

Oregon State (9-4)

Athletics - located above image within primary links.

UCLA (9-5)

Athletics –located above image within primary links.

Utah (5-7)

Athletics – located in the primary links that are above and below the main image.

Summary of Results

- The Athletics link for 7 of the 12 schools is not located in the primary links. Five of these 7 schools had winning records. These 7 schools had a 49-38 record.
- The Athletics link for 5 of the 12 schools is located in the primary links. Three of these 5 schools had winning records. These 5 schools had a 32-32 record.
- Stanford and Oregon had the best records. Neither school had their Athletics link in the primary links.
- Eight schools refer to their programs as Athletic Programs
 - Athletics and Recreation (Arizona)
 - Athletics (ASU, CU, OSU, UCLA, Utah, WSU)
 - Cal Athletics (California)
- Four schools refer to their programs as Sports Programs
 - Sports (Oregon, Stanford, USC)
 - Husky Sports (Washington)

Conclusions

The following hypothesis was shown to be false.

PAC-12 schools with better football programs will place the links to their Athletic Departments in a more prominent position on the home page to take advantage of the good will established by having a winning program.

Clearly, there are many ways to effectively lay out a website. All PAC-12 schools provide easy access to their Athletics program from the home page.

For the 2012 season, there was a tendency for the PAC-12 schools with better performing football programs to downplay their success by positioning their Athletics link in a less conspicuous position on their home page. Generally speaking, the weaker performing schools positioned their Athletics link in a more prominent position on their home page.