

Network for Environment and Weather Applications

Massachusetts

2021 digital outreach report

Jon Clements

University of Massachusetts Extension

State NEWA Coordinator

jon.clements@umass.edu

Dan Olmstead

Extension Associate and NEWA Coordinator

New York State IPM Program, Cornell University

dlo6@cornell.edu

Definitions

Contact hours. The sum of time spent, across all users, interacting with a specified NEWA resources.

User. A visitor who has initiated a session on the NEWA website for more than 0.5 seconds to exclude web bots and crawlers.

Returning user. A visitor who has previously viewed the NEWA website within the past two years from the same device without clearing their cache where a unique ‘cookie’ id is stored.

Summary of stations (ending 31 Dec 2021)

Stations active 57

Stations added past 12 months 4

Digital outreach summary

NEWA 3.0 launched October 1st and analytics tracking of the old website was discontinued at that time. As a result, 2021 values may appear marginally lower than expected. New statistical summaries for all individual NEWA 3.0 models will be reported starting in 2022.

Resource	Year	Contact hours	Users	Returning users
alfalfa weevil	2017	0.0	0	0
	2018	0.0	0	0
	2019	0.0	1	0
	2020	0.3	2	1
	2021	0.2	1	1
all locations and resources	2017	186.4	960	179
	2018	22.4	1186	221
	2019	227.0	1220	217
	2020	256.5	1181	203
	2021	205.2	709	162
apple carbohydrate thinning model	2017	6.4	35	23
	2018	6.3	34	24
	2019	13.3	56	33
	2020	20.0	69	37
	2021	16.9	60	32
apple diseases	2017	33.2	117	53
	2018	36.5	130	48

Resource	Year	Contact hours	Users	Returning users
	2019	34.9	172	63
	2020	45.8	215	65
	2021	49.7	236	98
apple insects	2017	15.2	56	30
	2018	15.2	62	29
	2019	12.1	76	39
	2020	16.9	101	46
	2021	17.9	91	46
apple irrigation	2017	1.5	13	8
	2018	3.3	15	10
	2019	5.1	17	10
	2020	3.1	17	10
	2021	2.6	14	10
cabbage maggot	2017	4.7	30	8
	2018	5.8	23	10
	2019	4.8	30	12
	2020	3.4	28	10
	2021	3.1	39	22
daily weather summary	2017	5.4	27	17
	2018	11.7	47	30
	2019	13.1	77	35
	2020	8.5	60	36
	2021	11.0	91	43
degree day calculator	2017	7.6	40	16
	2018	11.9	46	19
	2019	18.5	78	32
	2020	19.7	75	36
	2021	15.8	45	29
degree day monthly summary	2017	14.1	98	30
	2018	21.4	120	49
	2019	23.4	89	33
	2020	24.9	96	38
	2021	19.9	58	30
grape diseases	2017	2.5	22	5
	2018	3.8	29	13
	2019	4.9	22	8
	2020	4.6	38	13
	2021	4.5	39	19
hourly data	2017	9.9	53	29
	2018	11.3	73	27
	2019	14.8	89	34
	2020	11.8	99	37
	2021	17.2	117	65
onion diseases	2017	2.2	12	3
	2018	1.7	11	4
	2019	2.0	10	8
	2020	1.5	8	3

Resource	Year	Contact hours	Users	Returning users
onion maggot	2021	1.2	8	3
	2017	3.6	22	7
	2018	5.1	24	6
	2019	2.9	19	12
	2020	2.8	19	7
potato diseases	2021	2.2	21	10
	2017	0.9	6	1
	2018	1.0	12	5
	2019	0.8	4	3
	2020	1.0	5	2
tomato diseases	2021	1.0	5	3
	2017	5.4	38	11
	2018	6.6	44	16
	2019	2.7	22	11
	2020	3.4	21	10
	2021	3.4	16	11