

# Panorama Year in Review 2023

## Submissions\*

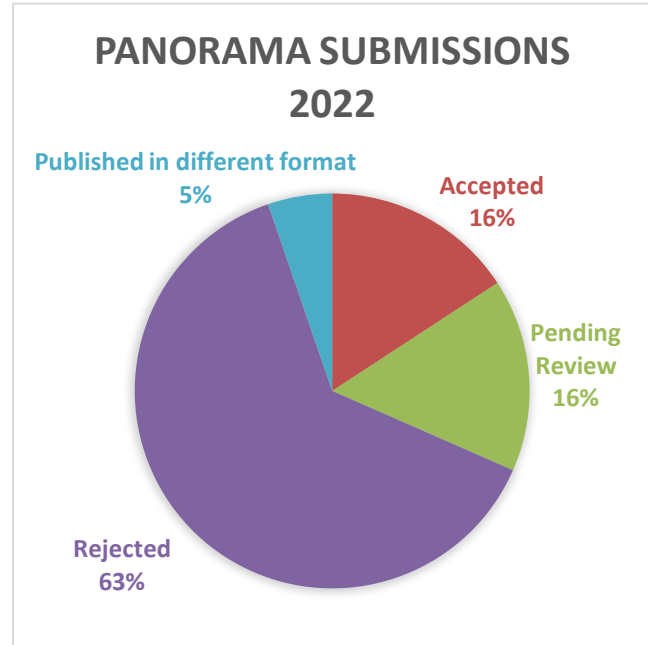
Total new submissions: 15  
Accepted: 3 (2 submitted before 2023)  
Rejected: 12<sup>†</sup> (1 submitted in 2020)  
Published in different format: 1  
Withdrawn: 0  
Pending Revision: 0  
Pending Review: 3

2023 Acceptance rate (3/15): 20%

Eleven-year Acceptance rate: 34.63%

\*Feature articles only

<sup>†</sup> 10 rejected submissions were desk rejects



## Subscriptions

Subscriptions are handled through MailChimp, a group email tool. Subscribers receive an email when each issue is published and receive other *Panorama*-specific mailings throughout the year (CFPs, grant awards, fundraising, etc.)

### Subscribers

914 as of January 12, 2024 (+55, or +6.4%, from 2022)

**Open rate**<sup>1</sup> (people who open the email):

57.7% (+3.58 percentage points, or +6.14%, from 2022).

**Click rate**<sup>2</sup> (people who click through to get to our site):

5.43% (+.55 percentage points, or +11/27%, from 2022).

<sup>1</sup> Industry average is 26.27% for Art and Artists and 22.15 for Media and Publishing, according to MailChimp (see <https://mailchimp.com/resources/email-marketing-benchmarks>).

<sup>2</sup> Industry average is 2.95% for Art and Artists and 4.62% for Media and Publishing.

## Readership (website use)

Unless otherwise noted, readership statistics reflect the period between January 5, 2023 (following the date of previous report) through January 4, 2024, and have been acquired through Google Analytics.

### Usage Statistics<sup>3</sup>

READERS	2023	% change from 2022	2022 <sup>4</sup>	2021	2020	2019	2018
Sessions (unique visits)	100,686	+20.36%	79,251 plus an estimated 4,400	87,856	72,667	38,444	25,142
Engaged sessions (definition below)	50,194 (49.85% of total)	n/a	-	-	-	-	-
Pageviews (number of individual pages or posts viewed)	144,204	-45.61% <sup>5</sup>	265,159	260,856	111,744	65,015	49,830
Users	70,335	-1.75% <sup>6</sup>	71,588	68,376	55,516	29,717	19,076

CONTENT	2023	2022	2021	2020	2019	2018
Average pages viewed per session	1.43	2.51	2.97	1.54	1.69	1.98
Average session duration	55 sec	1 min, 3 sec	1 min, 9 sec.	1 min, 11 sec.	1 min, 28 sec.	1 min, 27 sec.
Bounce rate (percentage of users who view just one page and then leave the site; lower is better)	50.28%	87%	76%	81.55%	78.10%	76.36%
Engagement rate	49.72	n/a	-	-	-	-
% New Users (percentage of users new to the site)	99.22%	87.25%	88.3%	88.4%	88.9%	88.8%

<sup>3</sup> Google Analytics G4 relies on the concept of “engaged sessions”: those that last longer than 10 seconds, have a conversion event (like downloading a PDF), or have at least two pageviews.

<sup>4</sup> 2022 statistics are affected by a data loss for approximately 12 days in the end of November. Please see 2022 Year in Review report for more detail on how those statistics were calculated.

<sup>5</sup> This roughly 50% drop is attributable to differences in collecting statistics from Google Analytics UA (used through 2022) v. Google Analytics G4 (used from 2024). Other G4 users have also noted this.

<sup>6</sup> The slight decline here is similarly attributable; G4 tracks only “active” users—either new users or those with engaged sessions—whereas UA tracked total users regardless of engagement.

## Top days in 2023

Tuesday, October 24: 4,853 sessions

Tuesday, November 21: 4,486 sessions

Thursday, August 24: 2,622 sessions

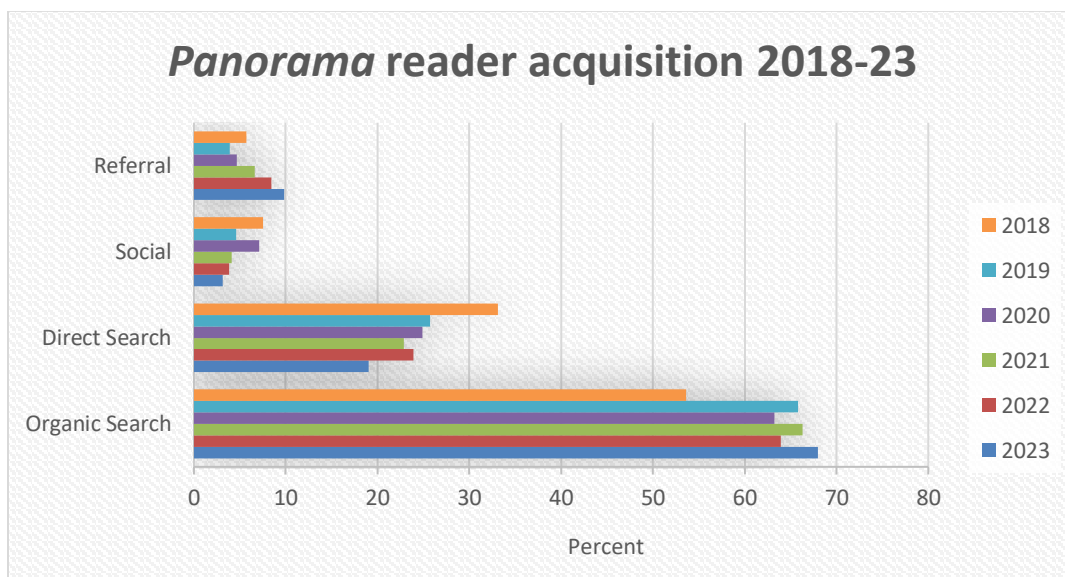
Sunday, August 6: 1,850 sessions

Tuesday, November 14 (launch of issue 9.2): 510 sessions

Wednesday, June 14 (launch of issue 9.1): 5,07 sessions

The bulk of visits on each day were to our landing page.

## Reader Acquisition<sup>7</sup>



We get the majority of our visitors through organic searches—someone Googles a topic or title and chooses us from a list of search results: 68% (63.9% in 2022). Other methods of acquisition include: direct searches, where someone types our name or address into a search field, 19% (23.9% in 2022); referral, where a user clicks on a direct link to our site from another place on the internet, like AHAA’s website, 9.8% (8.4% in 2022); and social media, 3.1% (3.9% in 2021).

The percentage of social media acquisitions continues to be disappointing, particularly given a popular takeover of AHAA’s social media accounts in June and November. In 2022 the data loss between November 17 and November 27 corresponded with that takeover, so we do not know if or how many visitors it drove to our site; however, we did expect the percentage of users acquired through social media to go up in 2023, and they did not.

That said, Facebook, Instagram, Twitter, and LinkedIn all appear in our list of top referrers, below, so it is clear that they drive visitors to our site to some extent.

<sup>7</sup> These statistics were calculated without data for November 17–27, 2022, due to a data glitch

**Top referrers in 2023** (from Jetpack Stats plugin for WordPress, covering 365 days ending January 17, 2024)

### Website

### Users

1. doaj.org	2,404
2. Facebook	1,799
3. moodle.smith.edu	491
4. lens.google.com	322
5. Instagram	315
6. Wikipedia	264
7. linkedin.com	248
8. WordPress Android App	230
9. Twitter	203
10. sakai.claremont.edu	172
11. linktr.ee	169
12. latanyasautry.net	157
13. nationalhumanitiescenter.org	143

14. smarthistory.org	141
15. lyceum.bates.edu	130
16. csudh.libwizard.com	129
17. search.library.ucsb.edu	109
18. ecosia.org	106
19. ucsb.instructure.com	103
20. mail.google.com	99
21. ualearn.blackboard.com	92
22. hollis.harvard.edu	87
23. resolver.ebscohost.com	87
24. arthistory.ucsb.edu	84
25. artmuseumteaching.com	79

## Reader Demographics

### Language

Language	Users	% of total	% in 2022
English	60674	86.26	81.51%
French	1456	2.07	7.57%
Spanish	1201	1.71	2.73%
Chinese	1180	1.68	1.63%
German	1161	1.65	1.49%
Italian	619	0.88	1.32%
Dutch	517	0.74	1.06%
Portuguese	475	0.68	1.00%
Russian	470	0.67	0.86%
Korean	444	0.63	0.82%

### Country

Country	Users	% of total	% in 2022
United States	47507	64.77	79.98%
United Kingdom	3389	4.62	5.01%
Canada	2579	3.52	3.97%
France	1302	1.78	2.60%
Germany	1206	1.64	2.21%
Australia	1043	1.42	1.75%
Italy	775	1.06	1.11%
Netherlands	719	0.98	1.24%
Spain	673	0.92	0.97%
India	633	0.86	1.14%

## Technology

### Browser (by percent of users)

	2023	2022	2021	2020
Chrome	55.38	55.75	59.41	53.55
Safari	33.13	30.09	31.84	33.09
Firefox	4.95	4.62	5.08	6.04
Edge	4.35	3.47	3.82	1

### Operating System (by percent of users)

	2023	2022	2021	2020
Macintosh	37.64	32.60	36.92	35.29
Windows	29.17	29.73	30.67	31.79
iOS	20.77	20.18	19.34	19.94
Android	9.81	12.15	12.41	9.57
Chrome OS	3.18	(2.54	2.19	2.22

2023 numbers indicate about 70% of our users come from desktop devices rather than mobile devices; this is up almost six percentage points from 2022, despite a drop of about three points between 2021 and 2022. The takeaway is that the desktop/mobile ratio has been hovering around 65/35 to 70/30 in recent years.

## Top Content

### Website pages

Page title	Pageviews	Section
1. (landing page)	25855	n/a
2. /site-search/	3118	n/a
3. /article/from-center-to-periphery/	1741	Feature
4. /submissions/	1696	n/a
5. /about/	1672	n/a
6. /article/mark-bradford-picketts-charge/	1420	Exhibition Review
7. /article/nationalism-and-edward-hopper/	1324	Research Note
8. /article/public-scholarship/museums-are-not-neutral/	1285	Colloquium
9. /article/durands-progress/	1159	Research Note
10. /article/art-and-politics-in-the-us-capitol/white-supremacy-statue-of-freedom/	1149	Special Section

11. /issue-archive/	1112	n/a
12. /article/radical-eroticism/	1057	Book Review
13. /explore/	982	n/a
14. /article/asian-american-art/	966	In the Round
15. /article/wayne-thiebauds-california/	906	Feature
16. /article/andrew-wyeth-and-birds-of-war/	863	Feature
17. /article/commemoration-of-an-epoch/	861	Feature
18. /article/little-of-artistic-merit/magic-city-modern/	856	In the Round
19. /article/re-reading-american-photographs/apsalooke-bacheeituuk-in-dc/	771	In the Round
20. /article/kara-walkers-about-the-title /	761	Feature
21. /article/a-studio-house/	736	Research Note
22. /article/the-sunflowers-bloom/	732	Feature
23. /article/re-reading-american-photographs/	703	In the Round
24. /article/the-girl-behind-the-counter/	684	Feature
25. /article/little-of-artistic-merit/freedom-riders-mugshots/	679	In the Round
26. /article/faith-ringgold/	672	Exhibition Review
27. /article/seeing-floras-profile-as-portrait/	669	Feature
28. /article/freedom-riders-mugshots/	641	In the Round
29. /article/naming-blaming-and-claiming/	620	Feature
30. /article/nicholas-galanin/	604	Exhibition Review

## PDF Downloads

There were **4,729** downloads of PDFs from our site in 2023, **+13.62%** from 4,162 in 2022. Due to changes in the Google Analytics platform in mid-2023, we were only able to track specific PDF files downloaded from January 5 through October 4, 2023.

Content title	Downloads	Section
1. <a href="#">wp-content/uploads/2020/06/Henry-1961-Freedom-Riders.pdf</a>	91	In the Round
2. <a href="#">wp-content/uploads/2019/11/Autry-and-Murawski-Museums-Are-Not-Neutral.pdf</a>	80	Colloquium

<a href="#">3.wp-content/uploads/2019/06/Demos-Ecology-as-Intrasectionality.pdf</a>	74	Colloquium
<a href="#">4.wp-content/uploads/2021/06/Kwon-introduction-to-Asian-American-Art-Past-and-Futures.pdf</a>	57	In the Round
<a href="#">5.wp-content/uploads/2019/06/Kusserow-Ecocriticism.pdf</a>	55	Colloquium
<a href="#">6.wp-content/uploads/2023/06/Garnier-Framing-Silvers-Void.pdf</a>	50	Feature
<a href="#">7.wp-content/uploads/2021/06/Alexander-Asian-American-Art-and-the-Obligation-of-Museums.pdf</a>	45	In the Round
<a href="#">8.wp-content/uploads/2020/06/Rovang-Studio-House-for-Georgia-OKeeffe.pdf</a>	44	Research Note
<a href="#">9.wp-content/uploads/2016/06/Parrish_Hippie-Modernism.pdf</a>	38	Book Review
<a href="#">10.wp-content/uploads/2022/10/How-to-Publish-with-Panorama-slides-9-30-22.pdf</a>	37	n/a
<a href="#">11.wp-content/uploads/2022/11/Borrman-Naming-Blaming-and-Claiming.pdf</a>	37	Feature
<a href="#">12.wp-content/uploads/2020/11/Red-Star-and-Vittoria-Apsaalooke-Bacheeituuk-in-Washington-DC.pdf</a>	35	In the Round
<a href="#">13.wp-content/uploads/2023/06/Kinney-and-Letvin-Interpretation-as-Introspection.pdf</a>	35	Research Note
<a href="#">14.wp-content/uploads/2019/06/Braddock-Historical-Art-Ecology-and-Implication.pdf</a>	34	Colloquium
<a href="#">15.wp-content/uploads/2022/07/Troutman-and-Van-Horn-Seeing-Floras-Profile.pdf</a>	34	Feature
<a href="#">16.wp-content/uploads/2021/06/Shirazi-Returning-to-Dialectics-of-Isolation.pdf</a>	33	In the Round
<a href="#">17.wp-content/uploads/2020/06/Cao-What-is-the-Place-of-Empire.pdf</a>	32	Colloquium
<a href="#">18.wp-content/uploads/2022/06/Trujillo-Of-Dreams-Relatives-Spirits.pdf</a>	31	In the Round
<a href="#">19.wp-content/uploads/2019/06/Bedell-Durands-Progress-Reconsidered.pdf</a>	30	Research Note
<a href="#">20.wp-content/uploads/2021/06/Qiu-In-the-Presence-of-Archival-Fugitives.pdf</a>	29	In the Round
<a href="#">21.wp-content/uploads/2022/11/Okin-Mitchard-From-Center-to-Periphery.pdf</a>	29	Feature
<a href="#">22.wp-content/uploads/2022/06/Tyquiengco-Bermeo-and-Lukey-Beyond-Land-Acknowledgments.pdf</a>	27	In the Round
<a href="#">23.wp-content/uploads/2022/11/Schneider-Asserting-Agency.pdf</a>	27	Research Note
<a href="#">24.wp-content/uploads/2022/11/Valance-Zhuraliova-About-Time.pdf</a>	26	In the Round
<a href="#">25.wp-content/uploads/2019/06/Adamson-Ecocriticism.pdf</a>	24	Colloquium

## Academic Engagement

### Academia.edu

About 66 known *Panorama* articles have been uploaded to academia.edu by our authors. We should consider reaching out to the authors and asking them to add us as a coauthor. We could also be more proactive connecting with past authors on academia.edu.

### Non-academic citations/links (not comprehensive)

Maggie Cao, "Art and US Imperialism, Past and Present," Humanities in Class webinar series, April 7, 2023, National Humanities Center, <https://nationalhumanitiescenter.org/education-material/art-and-us-imperialism-past-and-present/>

Kimberly Kutz Elliott, "Imagining the West, territorial expansion, and the politics of slavery," in *Smarthistory*, April 20, 2023, <https://smarthistory.org/imagining-the-west-territorial-expansion-and-the-politics-of-slavery>.

Christopher Sinatra, "Columbus monument an 'opportunity for miseducation'" (letter to the editor), January 9, 2023, *Syracuse Post-Standard*, <https://www.syracuse.com/opinion/2023/01/columbus-monument-an-opportunity-for-miseducation-your-letters.html>

### Reprints

Our open-access policy, governed by a CC BY-NC 4.0 license, allows nonprofit organizations free reuse of all our content. Because users are not required to approach us for permission, it is not possible to determine each instance of reuse. We were made aware of this reuse in 2023:

Rachel Stephens, *Hidden in Plain Sight: Concealing Enslavement in American Visual Culture* (Fayetteville: University of Arkansas Press, 2023) (development and reuse of Rachel Stephens, "'Whatever is un-Virginian is Wrong!': The Loyal Slave Trope in Civil War Richmond and the Origins of the Lost Cause," *Panorama: Journal of the Association of Historians of American Art* 6, no. 1 (Spring 2020), <https://doi.org/10.24926/24716839.9812>.

Forthcoming in 2024: Alan Wallach, *Trouble in Paradise: Twenty-Four Essays on the Social History of American Art* (Brill), Will include reprints of two essays by Wallach for *Panorama*.

### Google Scholar

A search for "Journal of the Association of Historians of American Art" on scholar.google.com on January 16, 2024, revealed 68 new citations in 2023 (36 in 2022). The publications are cross-disciplinary and are in four languages in addition to English: Danish, French, Polish, and Ukrainian.



- Akkermans, Emily; Wilder, Kelley; Thompson, Samantha, Revealing observatory networks through object stories: Instrumental networks, *Science Museum Group Journal*, 2023,
- Barry, Renée; Teron, Lemir, Visualising Heritage: a critical discourse analysis of place, race, and nationhood along the Erie Canal, *Local Environment*, 2023, Taylor & Francis
- Bell, Gloria, Lakota Dandies in the Eternal City: Indigenous Travelers Chief Iron Tail and Jacob Ištá Ská. (Un) Following in Winnetou's Footsteps: Representations of North American Indigeneity in Central Europe, 2024, Springer
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- Bird, Isabel, Doubled Abstraction: Ruth Asawa's Stamp and Its Afterlife, *Art History*, 2023, Oxford University Press
- Bolton, Christine A, Risk Factors Leading to Destruction: Varied Phenomena that Have Inspired the Destruction of Art and Artifacts, 2023, Bowling Green State University
- Brown, Rebekah Hoke, The Midwestern Aristocracy: Anders Zorn's Portraits in Gilded Age St. Louis, 2023,
- Casey, Emily C, Introduction: Decolonization and Eighteenth-Century Studies, *Studies in Eighteenth-Century Culture*, 2023, Johns Hopkins University Press
- Casid, Jill H; Campbell, Anna; Gržinić, Marina; Pristovšek, Jovita; Liponik, Vesna, Conversation with Jill H. Casid and Anna Campbell: By Marina Gržinić, Jovita Pristovšek, and Vesna Liponik, *Filozofski vestnik*, 2023,
- Chambers, Eddie, Writing Art History in the Age of Black Lives Matter, *The Routledge Companion to Decolonizing Art History*, Routledge
- Chew, Carissa, Decolonising Description: Addressing Discriminatory Language in Scottish Public Heritage and Beyond, 2023, Aberdeen University Press
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- de Rijke, Victoria, Scribble as Music and Movement, *The Untimely Art of Scribble*, 2023, Springer
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- Dicindio, Carissa, The Community Art Center of the Works Progress Administration as a Third Space, *Studies in Art Education*, 2023, Taylor & Francis

- Flores, Tatiana; San Martín, Florencia; Black, Charlene Villaseñor, The Routledge companion to decolonizing art history, 2023, Taylor and Francis
- Fox-Amato, Matthew, "Portraits Torn to Shreds": Iconoclasm and the Destruction of Confederate Memory, *Civil War History*, 2023, The Kent State University Press
- Freese, Lauren, Publishing Artistic Identity: George Luks, Public Drinking, and the Popular Press, *American Periodicals: A Journal of History & Criticism*, 2023, The Ohio State University Press
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