

## From the Editor

### Television Serials and Hematology

The Internet activities of Turkish Society of Haematology are maintained on the web page of the Society under the address [www.thd.org.tr](http://www.thd.org.tr). These web pages provide a news portal named Hem-RNA, also includes general information about the society, subcommittees, grants, special programs, hematology for the public and also databases of subcommittees. This journal can also be reached from the main page.

The average hit of the webpage is around 15.000/month and this number is steadily increasing. In June, a strange thing occurred and the total hit increased from a previous hit of 16.427 (May) to an unexpected number of 21.758 (June) and most of these hits occurred in one day; on 27 June 2003. When we checked the web pages and the news portal, we could not find anything that would attract so much atten-

tion.

The puzzle was solved in a short time. On 26 June 2003, a major TV channel broadcasted the final episode of a high rated TV serial. In this last episode, the beloved wife of the main character of the serial faced a serious illness and the episode ended after the diagnosis of Hodgkin's lymphoma. When we looked for the most searched keyword "leukemia" and "lymphoma" was on the top of the list. The Society took an immediate action and placed a "lymphoma handbook for the patients" on the webpage.

Most of the times, public interest on such web pages are due to the problems people face in their daily life but sometimes fictitious characters and TV serials can be helpful in discovering the importance of information technologies.

Month	Daily Average				Monthly Average		
	HITS	File	Page	Visit	Page	File	HITS
July 2003	37	23	9	6	9	23	37
Jun 2003	725	592	210	94	6301	17773	21758
May 2003	529	432	184	83	5726	13393	16427
Apr 2003	528	439	181	85	5436	13188	15854
Mar 2003	505	408	202	95	6276	12649	15664
Feb 2003	400	329	135	65	3803	9225	11206
Jan 2003	392	321	155	66	4832	9958	12181

Day	HITS	File	Page	Visit	KB					
22	334	1.54%	253	1.42%	129	2.05%	60	2.11%	4530	1.57%
23	624	2.87%	483	2.72%	208	3.30%	96	3.38%	7271	2.52%
24	875	4.02%	705	3.97%	290	4.60%	111	3.91%	12221	4.23%
25	763	3.51%	606	3.41%	238	3.78%	118	4.16%	10155	3.51%
26	750	3.45%	630	3.54%	276	4.38%	123	4.33%	10233	3.54%
27	3377	15.52%	2863	16.11%	673	10.68%	359	12.65%	52943	18.31%
28	942	4.33%	751	4.23%	209	3.32%	99	3.49%	14014	4.85%
29	1218	5.60%	974	5.48%	242	3.84%	116	4.09%	15016	5.19%
30	1372	6.31%	1110	6.25%	317	5.03%	151	5.32%	17931	6.20%

