

Appendix A

Data Summary of Kampo UK

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1. Total view of Publication

month	kampouk.org	facebook
4.2013	361	1379
5.2013	541	607
6.2013	362	163
7.2013	463	108
8.2013	284	48
9.2013	277	19
10.2013	328	43
11.2013	279	65
12.2013	229	14
1.2014	253	5
2.2014	435	5
3.2014	380	10
4.2014	274	3
5.2014	155	45
6.2014	195	15
7.2014	267	44
8.2014	305	33
9.2014	156	8
10.2014	276	4
11.2014	266	4
12.2014	313	37
1.2015	295	49
2.2015	265	12
3.2015	677	49
4.2015	520	167
5.2015	948	64
total	9104	3000
monthly avalage	350	115

The number indicates the monthly number of people who have seen any content associated with the kampouk.org website and the Facebook page of Kampo UK. Data collected between 01 April 2013 and 31 May 2015. The result shows the website experiences more user engagement in monthly average compare to the Facebook page.

Data available from:

<http://www.kampouk.org/>

<https://www.facebook.com/kampouk/insights/>

2. Location of users

kampouk.org		facebook fans	
Country	%	Country	%
United State	26.96%	Japan	25.60%
United Kingd	21.21%	United Kingd	24.40%
Japan	9.53%	Portugal	10.50%
N/A	5.48%	Brazil	8.10%
Germany	4.79%	Argentina	4.70%
Brazil	4.56%	Israel	3.50%
China	2.72%	Italy	3.50%
France	1.95%	United State	3.50%
Canada	1.77%	Spain	2.30%
Australia	1.38%	Ireland	2.30%

The chart shows top 10 locations of users accessing to the kampouk.org website and the fan users of the Kampo UK Facebook page. The majority both in the website and Facebook is the audience in the UK.

Data collected between 01 April 2013 and 31 May 2015 (kampouk.org), and between 21 May 2012 and 2 June 2015 (Facebook).

Data available from:

<https://www.google.com/analytics/>

<https://www.facebook.com/kampouk/insights/>

3. Language of users

kampouk.org		facebook	
Country	%	Country	%
en-us	32.99%	Japanese	23.80%
N/A	28.05%	English (US)	23.80%
en-gb	7.68%	English (UK)	14.30%
ja-jp	6.28%	Portuguese (	8.30%
pt-br	4.28%	Portuguese (	8.30%
ja	4.00%	Spanish	6.00%
de-de	1.54%	Italian	3.60%
zh-tw	1.26%	Spanish (Spai	2.40%
de	1.13%	Danish	1.20%
en	1.08%	French (Cana	1.20%

The chart shows the top 10 languages of users on the kampouk.org website and the Facebook page of Kampo UK. The majority uses English both on the website and Facebook. Data collected between 01 April 2013 and 31 May 2015 (kampouk.org), and between 21 May 2012 and 2 June 2015 (Facebook).

Data available from:

<https://www.google.com/analytics/>

<https://www.facebook.com/kampouk/insights/>

4. Search engine terms on kampo.org

Terms	number of record
kampo	42
kampo uk	42
tang kuei and peony formula	10
hoelen five herb formula	6
tang kuei and peony	6
pinellia combination	5
kampo medicine	5
major six herb combination	5
dr. med. silke cameron in göttingen	5
history of kampo	5
gretchen de soriano	4
hoelen five formula	4
isjkm	4
kampo london	4
hoelen five	4
2nd international symposium for japanese kampo me	4
cinnamon and hoelen formula uk	4
upper tummy splashing sound	3
japanese kampo uk	3
splashing sound in stomach	3
rehmannia six uk	3
ishan acupuncture devon	3
tang kuei & peony formula	3
rehmannia six	3
kampo training	3
tang kuei	3
kampo medicine london	3
www.kampo prescriptions	3
learn kampo medicine london	2
tang kuei, kondur	2
kampo historysite:.org	2
rehmannia for kidneys	2

kampo yaku hormonal balance	2
kampo medic uk	2
dr gretchen de soriano	2
uk kampo	2
tang-kuei and peony formula	2
find japanese kampo practitioner philadelphia	2
japan kampo exhibition	2
kampo medicine uk	2
kampo practitioners london	2
international symposium for kampo medicine 2012	2
dr. med. silke cameron in japan	2
london kanpo	2
kampo university japan	2
tang kuei peony formula	2
dr. silke cameron	2
kampouk	2
yuko horiba	2
study kampo	2
kampo medcation	2
kanpo clinic oriental medicine tokyo	2
kampo diagnosis from stomach palpation	2
www.kampo	2
www.hoelen five herb formula	2
buy kampo formulas uk	2
kanpo products	2
hoelen 5	2
kambo medicine uk	2
british kampo association	1
gretechen de soriano	1
elisabeth hsu anthropologist	1
pinellia combination cough	1
japan kampo uk	1
goldenflower tang kuei and peony	1
kampo practitioner uk	1
atractylodes formula buy uk	1
uk kampo association	1
tang kuei and peony formula uses	1

dr"kenji watanabe"keio	1
www.davidkelsey.co.uk	1
peony and tang-kuei	1
www.kampouk.org	1
rehmannia	1
timon screech	1
splashing sound stomach after drinking water	1
tang kuei and peony herbs	1
kampo history	1
kampo course in uk	1
tang-kuei & peony formula 860	1
2nd international zeiss dental symposium in london	1
kampo herbal formulas	1
kanpo practitioners	1
where can i buy hoelen uk	1
formula of tang	1
kanpo uk	1
tang kuei peony combination	1
kampo medicine symposium	1
in kampo and tcm,crude drugs are used	1
buy rehmannia london	1
international society for japanese kampo medicine	1
2nd second international symposium on pheochromo	1
kampo to reduce internal body heat	1
kenji watanabe gastroenterology	1
not able to breathe deeply	1
adrenal exhaustion and lassitude	1
kampo uk:www.kampouk.org	1
uk tangkuei and peony	1
tang—kuei peony	1
can.you buy kampo in london	1
water splashing in upper abdomen	1
clinical effects of daisaikoto kampo formula 8	1
origin of kampo	1
kampo news	1
tang-kuei & peony	1
what is major four herb combination	1

study kampo uk	1
major+6+herb+combination	1
japanese kampo medicine	1
kampo herbal course uk	1
kampo course uk	1
kampo course in the uk	1
water splashing in your stomach	1
pinellia uk	1
major 6 herb combination	1
kampo history.com	1
kampo japan medicine	1
kampo otford	1
tsutomu kamei japan	1
ann bradford	1
kampo, uk	1
kasai kampo uk	1
splashung sound in abdomen	1
abdomen is splashing sound	1
gretchen de soriano fees	1
british kanpo	1
kampo courses uk	1
kampo water	1
traditional medicine + medieval japan + japan + kamp	1
chai hu gui zhi tang kampo	1
http://www.google.com/search?q=cache:http://www.k	1
evergreen tangkuei peony formula	1
kampo association	1
kampo uk.org	1
kampo in japanese	1
abdomen examining	1
kampo london practitioner	1
splashing sound in right lower quadrant	1
japanese kampo	1
itm hoelen five herb	1
major herb uk	1
four major herbs combination	1
ihsan daldin	1

kampo practitioners united states	1
rehmannia six in uk	1
tangkuei peony formula	1
major four herb combination	1
university of westminster gretchen soriano	1
rehmannia six formula ein?	1
gretchen de soriano clinic	1
gretchen soriano university college london	1
learn kampo uk	1
kampo international	1
kampo medications uk	1
rehmannia six tonic	1
splashing sounds in stomach	1
hoelen herbs	1
abdominal palpation	1
kampo life japan	1
kampo medicine in uk	1
kampo practitioner	1
rehmannia six adrenal fatigue	1
adrenal fatigue sleepiness	1
david kelsey sevenoaks	1
japanese herbalists in cambridge	1
chinese medicine kampo 24	1
www.kampouk.org/history-of-kampo/	1
splashing in abdomen	1
kampo japanese medicine	1
kampo herbs	1
rehmannia 6	1
splashing noise in the stomach	1
kampo vs tcm	1
kampo yang pattern	1
stomach splashing	1
does tang kuei & peony formula cause nausea	1
kampo experience	1
rehmannia uk	1
kampo practitioners	1
kampō criticism	1

ingredients of kampo	1
dr. med. silke cameron 2015	1
tang kuei formula	1
peony formula	1
kampo european society	1
ihsan acupunture exbourne	1
hearing sound in your left stomach	1
kampo lige tang	1
feudal japanese medicine - kampo	1
kampouk.org	1
kampo japanese herbal medicine	1
kampo herbs new england	1
kampo exercise	1
hoelen 5 tincture	1
kampo chinese medicine	1
the herb hoelen	1
japanese kampo org	1
www.kampouk.com	1
rehmannia london	1
england kampo	1
data sho	1
kampo sho	1
3rd international symposium for japanese kampo med	1
tend de kampo alpino	1
kambo medicine in the uk	1
rehmannia six formula	1
rehmannia six for acne	1
sound of water splashing in stomach	1
palpation couch pic	1
rehmannia six formula benefits	1
kampo breathing problems	1
tangkuei&peony formula	1
tang kuei peony	1

The chart shows a list of search engine terms in order to achieve the kampouk.org website. Data collected between 31 May 2012 and 2 June 2015.

Data available from:
<http://www.kampouk.org/>

5. Inquiries sent to kampouk.org

Date	Location of a user	studying Kampo	obtaining treatments	purshasing Kampo	evidence	becoming a member	asking a permission to use web contents	note
8/29/2012	Belgium				1			
9/19/2012	Portugal			1				Yokukansan for dimential disiease
7/15/2013	Pakistan						1	Asking a membership for ISJKM
7/19/2013	UK	1			1			
8/14/2013	unknown		1		1			Choto-san for dimentia Treatment for AD illness for her daughter in Scotland. Looking for an altanative to cyclosporine
11/17/2013	Poland		1					
12/7/2013	unknown	1						
1/29/2014	USA					1		
2/2/2014	UK							1
8/8/2014	unknown				1			Looking for Hochu-ekki-to for Kampo and cystic fibrosis
8/17/2014	unknown	1						
11/7/2014	unknown		1					Looking for treatment for high platelets counts
4/7/2015	Edinburgh	1						

Total	4	4	4	1	1	1
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A list of inquiries received at the [kampouk.org](http://www.kampouk.org) websites's contact form between August 2012 and April 2015. Frequently asked queries are where to study, how to obtain treatments, where to purchase herbs.

Data available from:
<http://www.kampouk.org/>

6. Kampo UK Twitter

		Category of users										
		Governme ntal/ Medical sector	Hospital / Education al sector	Pharmace utical company	Promotio nal organisat ion of Alternativ e Medicine	Wellness business	Kampo practitioner s	Alternative medicine practitioner s	Other medical practitioner s	Medical students	Creative	Others
Tweets	33											
Following u	35	6	3	1	6	4	3	7	1	1	1	2
Followers	16	0	1	0	1	1	3	3	0	1	2	4

The chart shows a summary of Kampo UK's Twitter account on 2 June 2015.

Data available from:

<https://twitter.com/kampouk>

7. A number of Kampo App downloads

month	download
4.2014	27
5.2014	14
6.2014	9
7.2014	17
8.2014	18
9.2014	13
10.2014	45
11.2014	14
12.2014	16
1.2015	13
2.2015	11
3.2015	10
4.2015	18
5.2015	7
total	232
monthly avalage	17

The number indicates the monthly number of people who have downloaded the Kampo App. Data collected between 01 April 2014 and 31 May 2015.

Data available from:

<http://www.kampouk.org/>

<https://www.facebook.com/kampouk/insights/>

8. Kampo online information source available in English

Site title	URL	Short description	Category	Date found	Search Engine Keyword	Google page result	A number of alphabetical characters on the site including spaces	Information richness (word-count based)*
Kampo Medici	http://www.itmo	An academic arti	Academic	5/31/2019	Kampo	1	25000+	A
Traditional &	http://onlinelibra	Online library pu	Academic	5/31/2019	Kampo	2	25000+	A
Traditional Ja	http://www.ncbi	Online library sou	Academic	5/31/2019	Kampo	2	25000+	A
Kampo virtual	http://www.keio	An introduction of	Academic	5/31/2019	Kampo	2	25000+	A
BioPsychoSoc	http://www.bps	Online library pu	Academic	5/31/2019	Kampo	5	25000+	A
Kampo Medici	https://www.jsta	Online library pu	Academic	5/31/2019	Kampo	6	25000+	A
Evidence for J	https://www.oap	Online library pu	Academic	5/31/2019	Kampo	6	20592	B
BMC Comple	http://www.biom	Online library pu	Academic	5/31/2019	Kampo	7	25000+	A
Collaboration	http://www.hind	Online library pu	Academic	5/31/2019	Kampo	9	25000+	A
	http://www.kitas	A page of the De	Academic	5/31/2019	Kampo	3	2076	C
Japanese Ori	http://www.rese	Online library pu	Academic	5/31/2019	Kampo	10	757	C
TSUMURA &	http://www.tsu	Pharmacological	Commercial	5/31/2019	Kampo	4	25000+	A
NIHONDO C	http://www.niho	English pages of	Commercial	5/31/2019	Kampo	2	7256	C
About Kampo	http://www.kraci	A page about Ka	Commercial	5/31/2019	Kampo	3	6570	C
Amazon.co.j	http://www.ama	Amazon's page o	Commercial	5/31/2019	Kampo	6	4942	C
KAMPO: A Cli	http://www.ama	Amazon's page o	Commercial	5/31/2019	Kampo	6	4942	C
Kampo Medici	http://www.encycl	An encyclopedia	Informative	5/31/2019	Kampo	7	6632	C
BMC Comple	http://www.biome	Online library pu	Academic	5/31/2019	Kampo	7	27982	A
Kampo	http://www.scienc	An introduction p	Informative	5/31/2019	Kampo	8	1576	C
Shiatsu & Ka	http://acupropres	A website of the	Informative/co	5/31/2019	Kampo	8	25000+	A
kampo - defini	http://medical-dic	An encyclopedia	Informative	5/31/2019	Kampo	8	744	C
Collaboration	http://www.hinda	Online library pu	Academic	5/31/2019	Kampo	9	45000+	A
KAMPO ME! c	https://vimeo.co	A video page of	Creative	5/31/2019	Kampo	10	529	C
Japanese Ori	http://www.resear	Online library pu	Academic	5/31/2019	Kampo	10	757	C
	http://medical-dictionary.thefreedictionary.com/kampo							
	http://acupropress.com/treatments/shiatsu-kampo/							

*How did I rate the Information Richness?

Characters o	Rank
0–14999	C
15000–24999	B
25000+	A

The number indicates quantity of search engine results with a keyword 'Kampo', which guides to web pages offering contents related to Kampo Medicine.

Data collected on 30 May 2015 from the Google's web search between the 1st and the 10th pages (100 results in total including pages offering unrelated contents to Kampo Medicine).