

GROUP DISCUSSION & WRITING

Examples of Analytics & Measures of Audience Response

Pageviews	Sessions	Number of Users	Pages/Session
Bounce Rate	Session Duration	Retweets	Likes/Favorites
Gender	User Geography	Browser Used	Operating Sys. Used
Language	Service Provider	Screen Resolution	New/Returning visitor

Guiding Questions

What combination of analytics and qualitative affordances would help you understand your readers in the following scenarios? List one or two goals you might have in these scenarios. How would this understanding of readers help you achieve these goals?

In groups of 2-3

- 1) **Blogging** about your daily or weekly life experiences.
- 2) Writing for an **online news organization** that has a paid subscription.
- 3) Being a **news editor** (not writing new content) for an organization with a paid subscription.
- 4) Writing for an **online news organization** that **does not** have a paid subscription.

Three Questions for Further Consideration

- What are some of the differences between working for an organization with a paid subscription versus an unpaid subscription?
- What are some of the conflicts that could arise between online writers and online editors?
- What are some other metrics that non-Internet writing uses?