

Finding Knowledge, Evaluation, and Usability

3 ways to use social media to build
your community

Frameworks

- Understanding *how* to approach building in digital spaces
- Licklider + Bush: using software tools to help us search, archive, and retrieve
- Applying this to knowledge

Finding Knowledge	Evaluation	Usability
<p data-bbox="112 525 568 568">Gathering Information:</p> <p data-bbox="112 639 639 1025">Using software agents in a real time network to search, archive, and retrieve information so we can think better, and visualize/republish original thought</p>	<p data-bbox="691 525 1020 568">Critical Thinking:</p> <p data-bbox="691 639 1238 739">Gathering data in ways that decisions can be made</p>	<p data-bbox="1271 525 1644 568">Interaction Design:</p> <p data-bbox="1271 639 1804 911">Using social tools to gather data on how people use your website, and reconfiguring your site based on empirical data</p>

Finding Knowledge

- In this section, we'll examine how you can use software tools to find people who might be interested in your site

Insights

Seeking
Relevance

Influencers

Detect
Sentiment

Emerging
Topics

Seeking Relevance

Snowball Sampling

- Track links from a handful of important blogs

Focused Snowball Sampling

- Computer-based tracking through multiple iterations

Influencers

Google PostRank

Klout

Technorati

*Twitter Lists
+ Hashtags*

Google
Analytics

BlogPulse

Detecting Sentiment

Twitter
Search

keywords

“bad”

Google
Blog Search

keywords

negative

Forums

keywords

Omgili

Emerging Topics

Twitter

- Trending Topics

Google+

- Trending topics within search

Google Trends

- Search keywords

Evaluations + Usability

- In this section, we'll briefly discuss the 3 types of evaluative methods to determine what people want (evaluation) and how people use our site (usability).

Evaluations

Likert Scale	Rank Scales	Open-Ended Questions
Determine how people feel about a specific action or task	Determine which features of a site are most likely to be used	Give people the opportunity to discuss how they feel; understand how they use similar functions
5 or 7 point ranking scale (e.g. On a scale of 1-5, how hot was the sauce?)	Used to determine what features to take away or add (e.g In order, which features would you most likely use on a site such as this...)	Used to get people thinking (e.g. Describe a time when you enjoyed sharing a book with your friends.)

Usability (Analytics)

- It's important to note that usability is more than just analytics; in fact, strict usability testing doesn't involve analytics at all.
- For our purposes we're going to use Google Analytics to get a sense of how people are using our site based upon activity



Search

ADVANCED SEGMENTS EXPORT ADD TO DASHBOARD

Visitors Overview

Dec 2, 2011 - Jan 1, 2012

100.00% of total visits

AUDIENCE

Overview

Demographics

Location

Language

Custom Variables

User Defined

Behavior

New vs Returning

Frequency & Recency

Engagement

Technology

Browser & OS

Network

Social

Engagement

Action

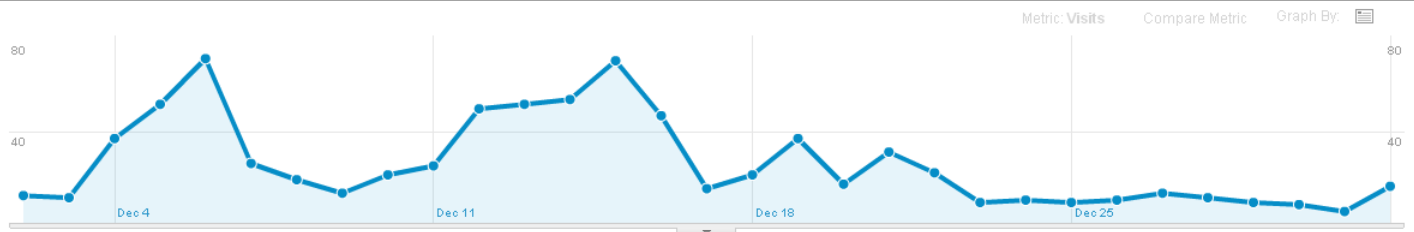
Pages

Mobile

Visitors Flow

ADVERTISING

Overview



327 people visited this site

- 805 Visits
- 327 Unique Visitors
- 1,362 Pageviews
- 1.69 Pages/Visit
- 00:02:06 Avg. Time on Site
- 62.98% Bounce Rate
- 32.05% % New Visits



32.05% New Visitor
258 Visits
67.95% Returning Visitor
547 Visits

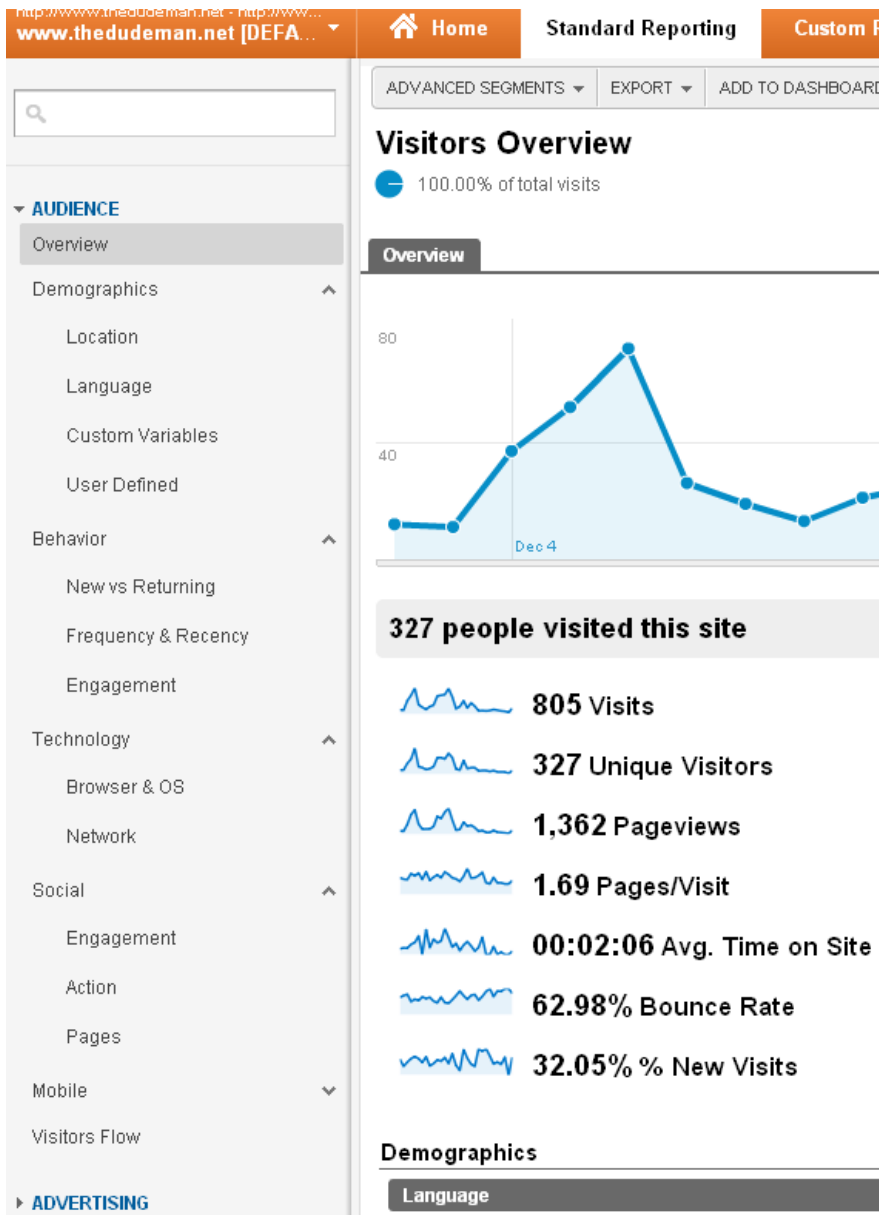
Demographics

Language

Language

Visits

% Visits



When we begin to look at the Analytics, we can find some interesting numbers:

- **Visits:** The number of people to the site
- **Uniques:** Unique IP addresses to the site
- **Pageviews:** The number of pages viewed per visit
- **Pages/Visit:** Average pages viewed per visit
- **Avg. Time on Site:** How long people stayed

And that's just the Overview. You can dig into a variety of analytics.

Just off the screen, there is an "Engagement Report"...

Engagement

Dec 2

100.00% of total visits

Performance

Visit Duration Page Depth

Visits
805
% of Total: 100.00% (805)

Pageviews
1,362
% of Total: 100.00% (1,362)

Viewing: **Visit Duration**

Visit Duration	Visits	Pageviews	Percentage of total
0-10 seconds	578	641	71.80% 47.06%
11-30 seconds	53	116	6.58% 8.52%
31-60 seconds	33	75	4.10% 5.51%
61-180 seconds	37	124	4.60% 9.10%
181-600 seconds	48	156	5.96% 11.45%
601-1800 seconds	45	178	5.59% 13.07%
1801+ seconds	11	72	1.37% 5.29%

The Engagement report lets you know just how long people are staying on your site, and what they are doing when they leave.

What It All Means

- You can use evaluative methods to help:
 - Find people, websites, and networks that are influential on the Web
 - Understand how people are using your site, and what you can do to change that