

Navigating Articles of News Websites Using a Near Real-Time Web Metrics Visualization

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Contents

1	Abstract	2
2	Thesis Project Description	4
3	Prior Work	11
3.1	Visualization	11
3.2	Existing web metrics systems	12
4	Work Plan	18
4.1	Assumptions, Risks and Alternatives	18
4.2	Preliminary Schedule	18
5	Glossary	19

1 Abstract

Current prominent web traffic analytics systems such as Google Analytics convey traffic per website, given certain filtering criteria. Though, such systems are typically geared to system administrators who use the data to identify patterns and possibly assist management in strategy making. For news sites, this may mean analyzing the traffic on a news article, where most of the readers came from, etc. The end users, however, will at best see metrics such as social likes and shares. But, what if we could provide the end users a near real-time metrics map of the entire news site they are visiting? What if they could navigate more efficiently, as opposed to having to follow the common front page layout dictated by the news editors? This system is what I plan to build a web-based, interactive visualization that conveys the near real-time metrics of a select news site. First off, I plan to build a server-side library that can be included into any website or web application. This library would hook into a relational database and would efficiently capture the hits (possibly inclusive of IP addresses, geo locations, etc.) against the given news site. My second step involves building the "business logic" of the data and information that I want to capture. This includes algorithms that produce the refined data and metrics to be ultimately communicated to the end user. My final step is to build a central interactive visualization that shows near real-time user web traffic in each of the registered articles of the given news site. In the proposed scenario, the user will:

- See an overview map of the news sites articles.
- Filter traffic based on available data, such as the users geographic location.
- Possibly see the average read time of a select article. The overall goal is to have a more personal browsing experience in the midst of all the "guided" text and hyperlinks.
- Navigate to the article of interest by clicking on its visual representation.
- Obtain details on demand for a given news article by hovering over its visual representation.

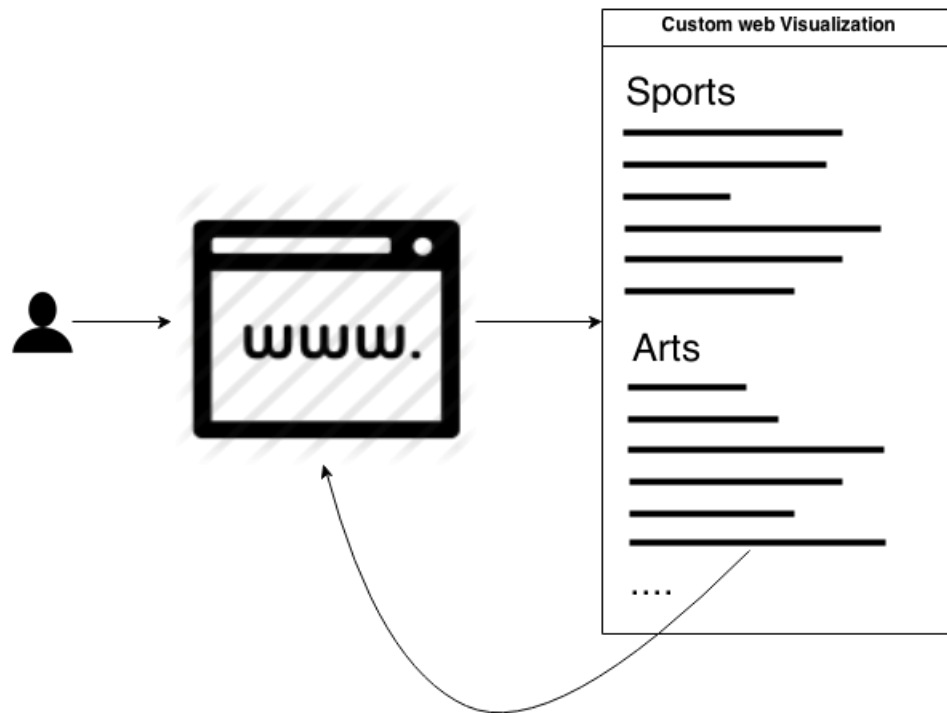


Diagram 1 – A general overview of the proposed system. In this diagram, the user visits a news site; from within, the user loads an interactive and navigable web visualization (the above is an impression). The visualization conveys visual encodings of the articles, which link back to the articles themselves.

2 Thesis Project Description

On the server side scripting end, I will build php classes that will be included in the top of the news site's file(s). The code will register every visiting IP address. A hit/visit can be potentially defined as a unique IP address hitting the news site near real-time, thereby countering against bots and maximizing the accuracy of the readings. Another way of defining a hit would be to utilize HTML5s LocalStorage. In this scenario, the server-side PHP script would issue a unique token per client browser. The active tokens would then be managed in a database to keep track of connecting clients. An alternative method to register hits is to utilize HTML5s WebSocket on the client side, matched with a socket server on the server side.

I will build the relational database using normalization techniques and principles. I plan to also apply indexes where applicable.

Here are the technologies that I plan to use:

- MySQL relational database
- PHP for server-side scripting
- HTML 5, css3, and JavaScript for client-side design and implementation
- Third party client-side libraries to ameliorate the final design and to facilitate the visual implementation. I am specifically considering D3.js

I plan to capture near real-time web traffic for this project, this means the last 12 hours of user activity. To facilitate the visualization creation process, I plan to use the D3.js (Data-Driven Documents) Javascript library. On the markup and structural side, I may use `<canvas>`, `<svg>`, or just plain HTML. The domain at hand will be that of **news media online**. As for the resultant visualization, the design will be tailored to enable one primary and one secondary task:

- Primary task - To Navigate a news website based on its traffic metrics
- Secondary task - To analyze web traffic metrics in near real-time

The resulting visualization will be a separate html page that is invoked through the website through a clickable button. This page will span across the width and height of the browser.

In terms of interactivity, the said visualization should include the following:

- Hovering over article elements in order to see previews of the articles (main image, text description, and some of the bodys text)
- Clicking on an articles visual encoding should direct the user to the actual article page, in a separate browser tab
- A pane that enables the user to filter the data, and zoom (if needed)

As for web traffic data being captured, here is a list of what I plan to attain, in order ascending difficulty:

- Visitor hits to a given article
- Geographical origin of the visitors to a given article
- Average read time of a given article.

The final product will be geared towards the conventional news site structure, where categories are enumerated (e.g. sports, health, science, politics, etc.), and where articles are listed under their pertinent categories. The below sketches illustrate part of the user experience of the final visualization.

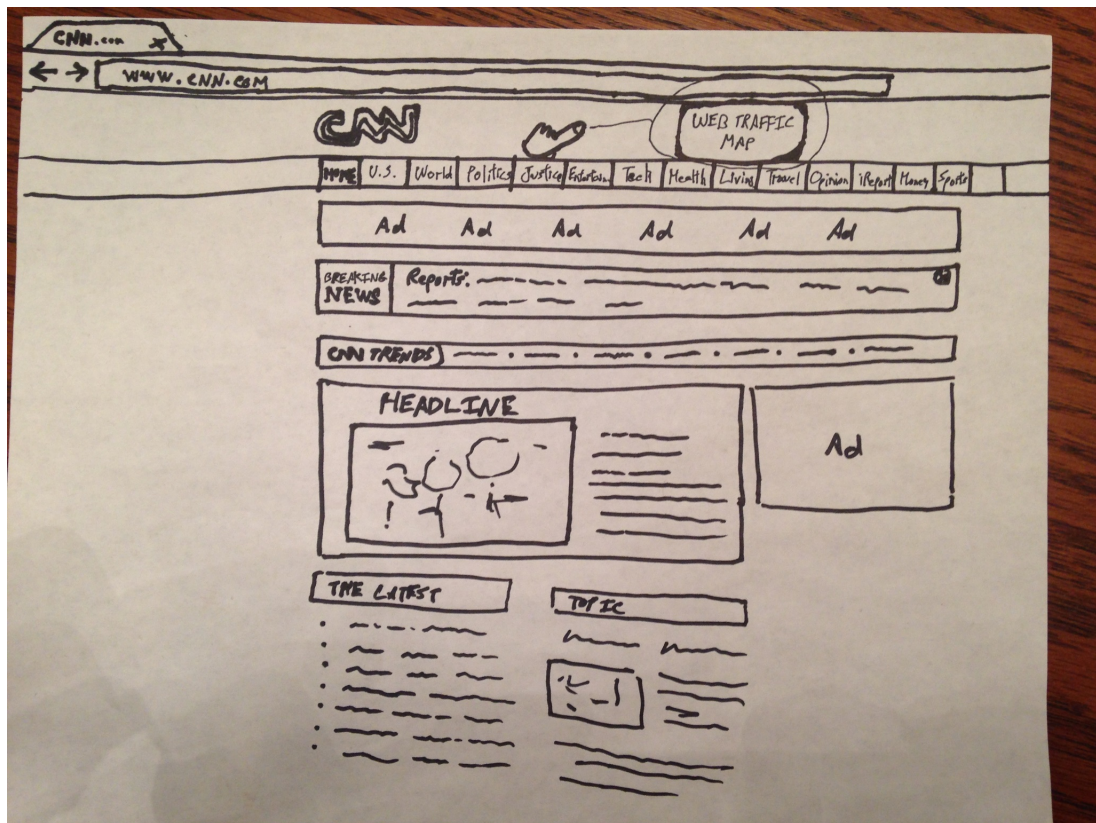


Diagram 2 - On a news site like CNN, for example, there would reside a link to the near real-time visualization.

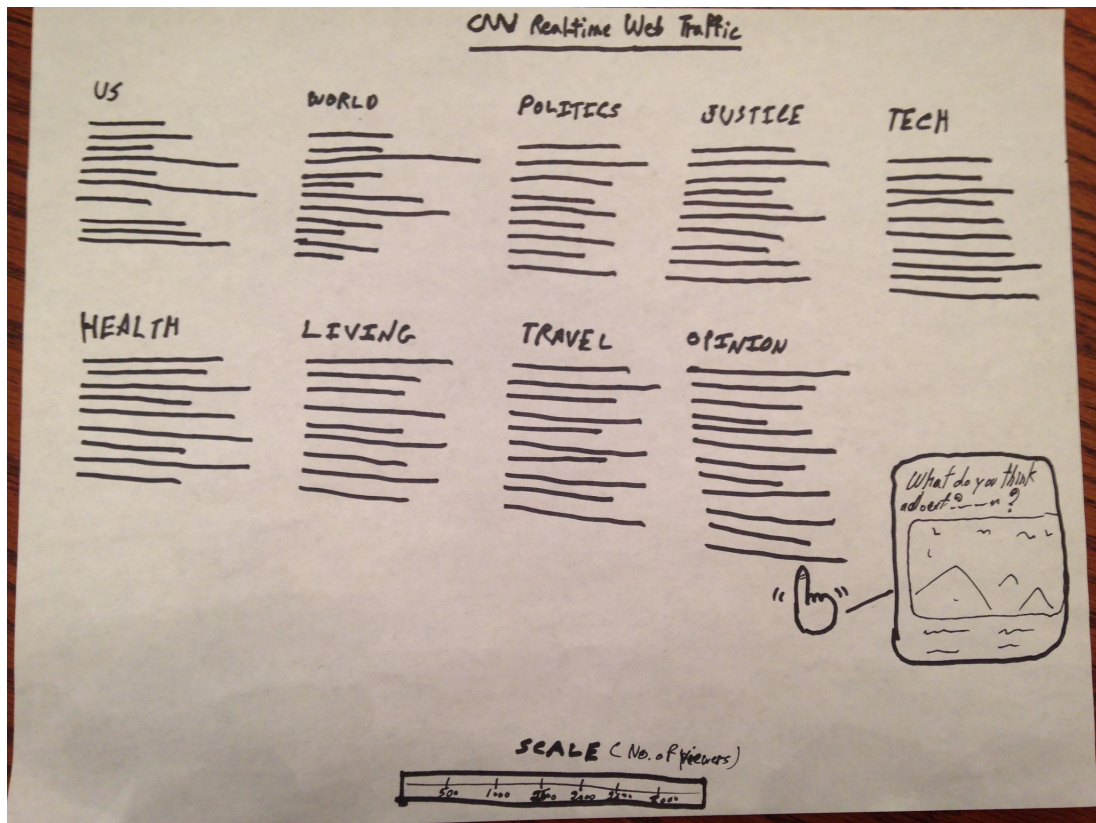


Diagram 3 - A potential way of visualizing the near real-time traffic. Here, the articles are encoded by lines. Each lines length signifies how much traffic a select article has. Hovering over said line/article invokes a details-on-demand window - showing the title, a picture snapshot, and perhaps some content from the articles body.

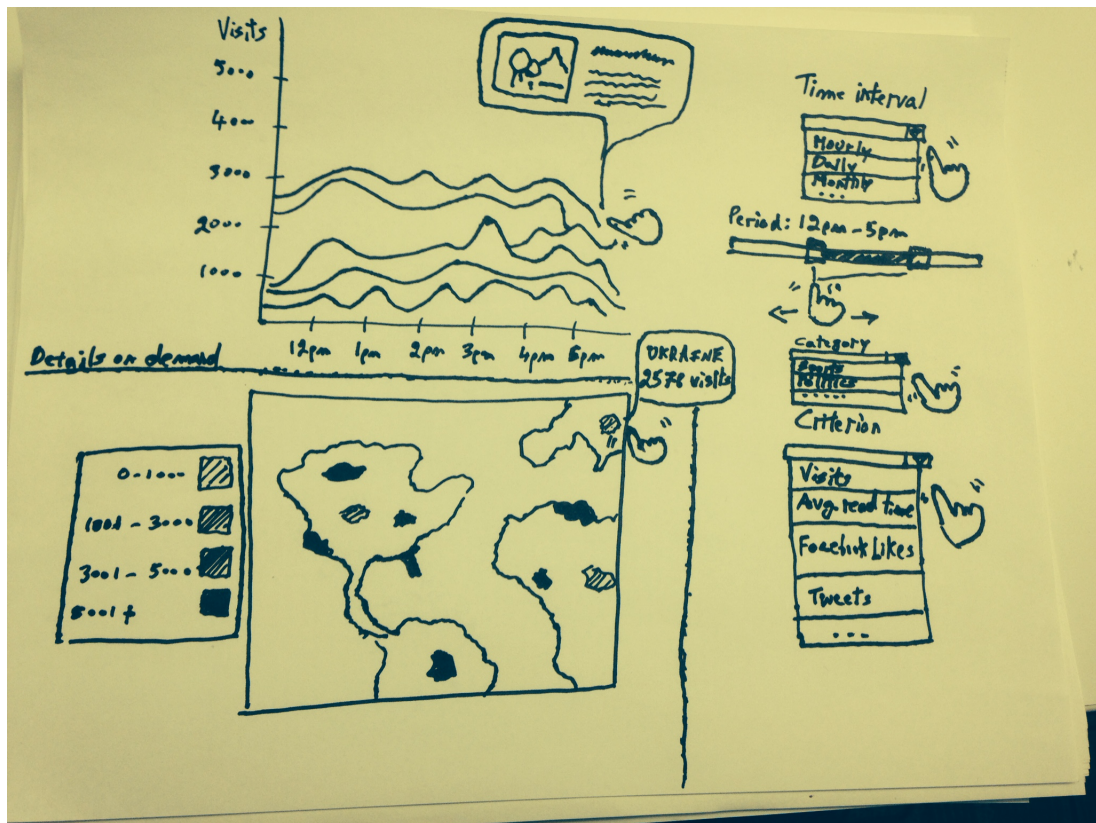


Diagram 4 - A conception of what the final artifact will look like. On the right resides the controls that allow the user to filter by time interval (daily, monthly, etc.), category (sports, business, politics, etc.), and the output criterion to measure (number of visits, average read time per article, facebook likes, etc.). The stream graph supports hover (details on demand) and click (to navigate to select article). Upon hovering over said article, the map should highlight the geographic origins of the visitors.

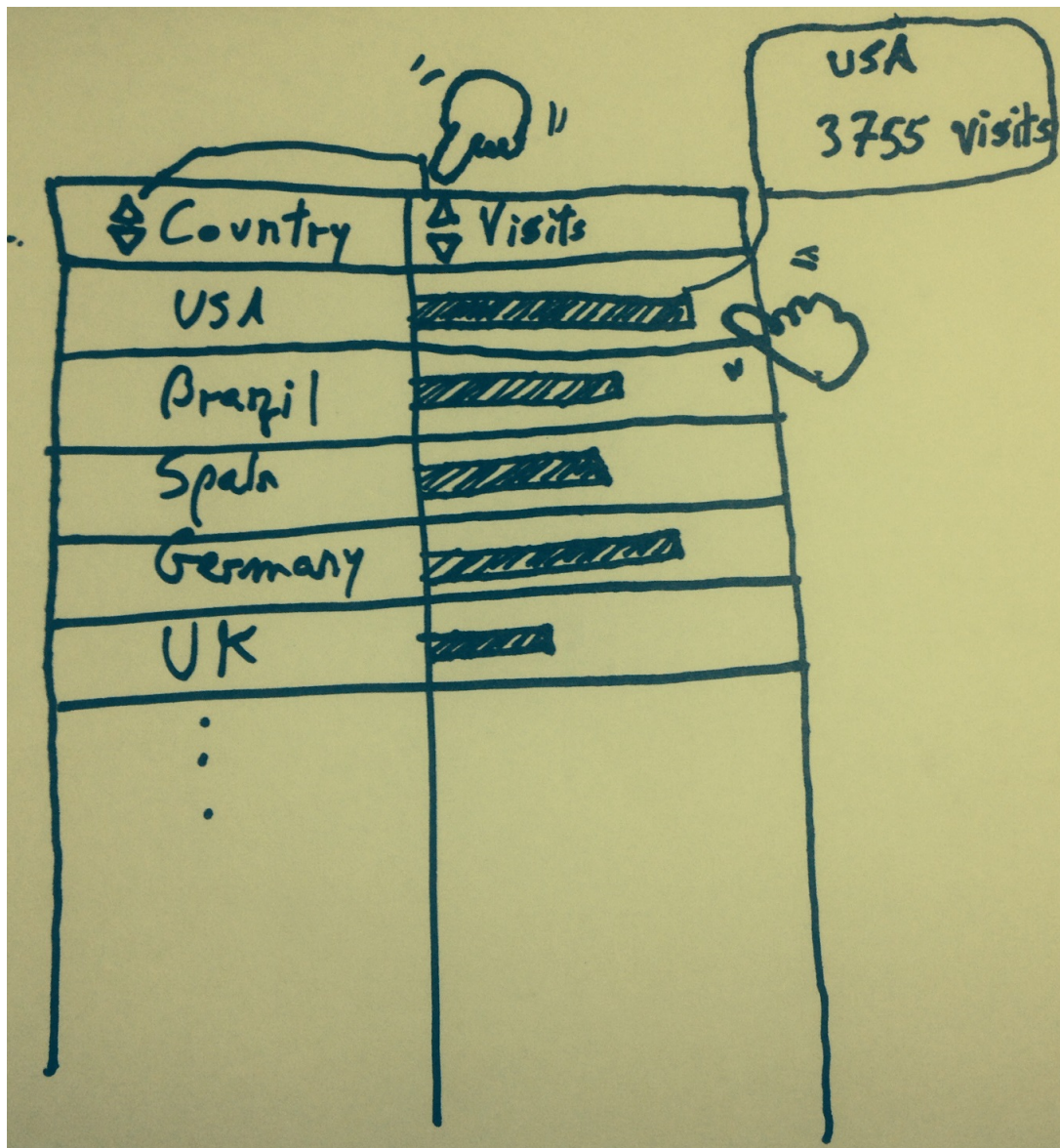


Diagram 5 - An alternative to the choropleth map in Diagram 4.

My approach towards building the final product will entail the following, in chronological order:

1. Abstract the web traffic data that needs to be captured and develop the business model. In other words, I will have to define what data will be useful and how to algorithmically capture it

2. Build a relational database in MySQL around the results from 1)
3. Develop a server-side framework with PHP that would capture and retrieve the collected data
4. Research and experiment with different potential visualizations that could best fit 2)
5. Develop and implement the client-side visualization using D3. I anticipate capturing the data from the server side in JSON format

3 Prior Work

3.1 Visualization

Prominent researchers in the field of visualization have concocted logical constructs and approaches to designing and implementing visualizations. From a presentation standpoint, there is much emphasis on presenting the end user just enough visual data for the user to achieve the intended task of the visualization. Notions such as expressiveness [1], and increasing the data-to-ink ratio [2] allude to the goal of building visualizations that can be efficiently processed by the human brain. Another criterion that is opted for is effectiveness. Enter the concepts of a domain and task [3]. In the design phase, the builder needs to identify the domain that he/she is working with. A domain is a world of ideas and concepts that are abstracted under one umbrella. For example, human anatomy, software engineering, car racing, and pretty much any category one can think of is a domain. A domain gives rise to concepts, definitions, and a prebuilt library of shapes and colors by the convention of collective knowledge. For example, red in biology will signify blood whereas in the world of novels it may allude to romance. Knowing the domain aids the designer in introducing artifacts effectively and efficiently. On the other hand, the task refers to the what of the visualization. What is/are the goal(s) of the visualization? Is it to explore, analyze, extrapolate, etc.? Clearly identifying the task(s) of the visualization at hand solidifies the direction in which the designer encodes the visual variables (Bertin). Encoding refers to the idea of representing a quantitative or qualitative concept visually. The visual variables include position, size, shape, value, color, orientation, grain, and texture. At this point of the design process, most of the roadmap has been laid out for one to develop design sketches. Perhaps in the pre-Internet days, the implementation would have started here. Though, with the advent of mass computerization and global connectivity, a new ability has been introduced that of interactivity. Interactivity has been broken down into the following [4]: Overview+Detail, Zooming, Focus+Context, details-on-demand, and cue-based systems.

Time is an essential component to web analytics, as it gives context to what is being measured. Although graphing change over time was attempted in the early A.D.s, the first known contemporary time series graph was published by William Playfair [5]. Playfair was the father of the line graph and bar graph; it is important to note that these visual constructs were introduced

in a time when they were not commonplace. Given this, a likely inclination towards visualizing temporal data would be to plot time against a Cartesian coordinates system. However, there is not a single model that accommodates all domains and tasks [6]. Thus, for the proposed visualization, time must be dealt with in the context of information systems in the news domain. As an employee of a news organization, I would like to take this opportunity to highlight the significant time units pertinent to news. Based on my observations of our news website and other similar entities websites, news refers to a recent occurrence, notably something that happened today. Breaking News typically refers to an event that happened within the current day and whose story under development. Recent News pertains to stories created within the last 1-3 days. As time approaches the coming year, decade, century, and millennium, news are then compiled and shown in representations such as year/decade/century/millennium in review. However, in order to achieve a meaningful representation in our visualization I must turn attention to the average lifetime of an article on a news website. Surely, a news article is only news when it is recent. Later references could be made to the said article when it is its archives period, but this would be only a temporal slice that would not be sufficient or useful when the task at hand is to have the user navigate based on 9 article popularity. Thus, the time units (aka time granularities) that will support the task of the proposed visualization should be minutes and hours (for breaking news), and hours and days (for recent news) [8]. Since I have interest in the general range of these units (e.g. 20 users looked at our article in the last minute/hour/etc.), I will need to use a discrete time scale [7]. The output variables connected to time will mainly be number of hits, and may include figures such as the number of Facebook likes, number of Twitter tweets, and the average read time of an article.

3.2 Existing web metrics systems

What I plan to build is novel in that there is no current navigable tool that visualizes near real-time traffic on news sites. It should not only convey near real-time web traffic, but should also allow one to view metadata upon hovering over the selected article's representation, and should allow the user to directly navigate to it by clicking.

Here are a few systems that I found which deal with visualizing web metrics:

Flow (<http://www.webresourcesdepot.com/beautiful-free-website->

traffic-visualization-application-flow/)

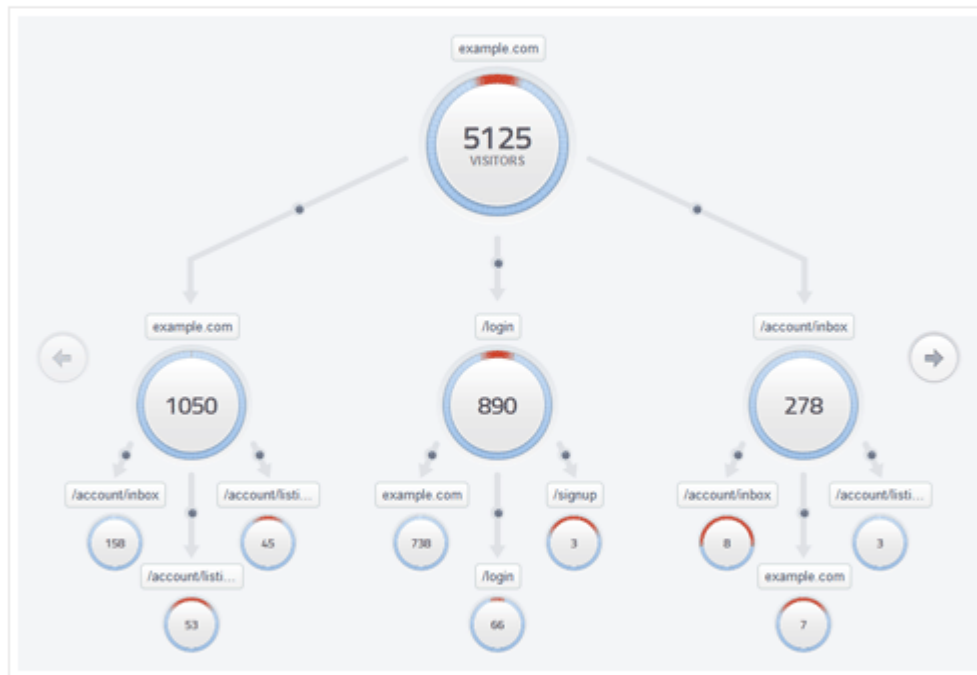


Diagram 6 - Shows a line graph that measures the number of hits on the y axis, and date on the x axis for select categories on a given website.

While this can be useful in providing some feedback to the news sites administrators, it does not provide detailed insight to the articles in a given news site. The below screenshot demonstrates another visualization part of Flow.

In order to understand how your website is being consumed and to improve it, **analyzing how users browse the website and which paths they follow is so important.**

Although popular analytics apps like Google Analytics provide this information, **Flow** differentiates itself by focusing only to the visualization of paths, displaying **real-time data** and offering all of this with a slick, **impressive and intuitive interface.**



Rather than a chart, it **displays a diagram of the actual paths** people take when they browse your site and you can easily drill-down by clicking each item.

Also, it **presents the number of people leaving from each page** which is a great feedback to find out if those pages require improvements or not.

Diagram 7 - A visualization showing near real-time hits in sections of a given website.

Google Analytics

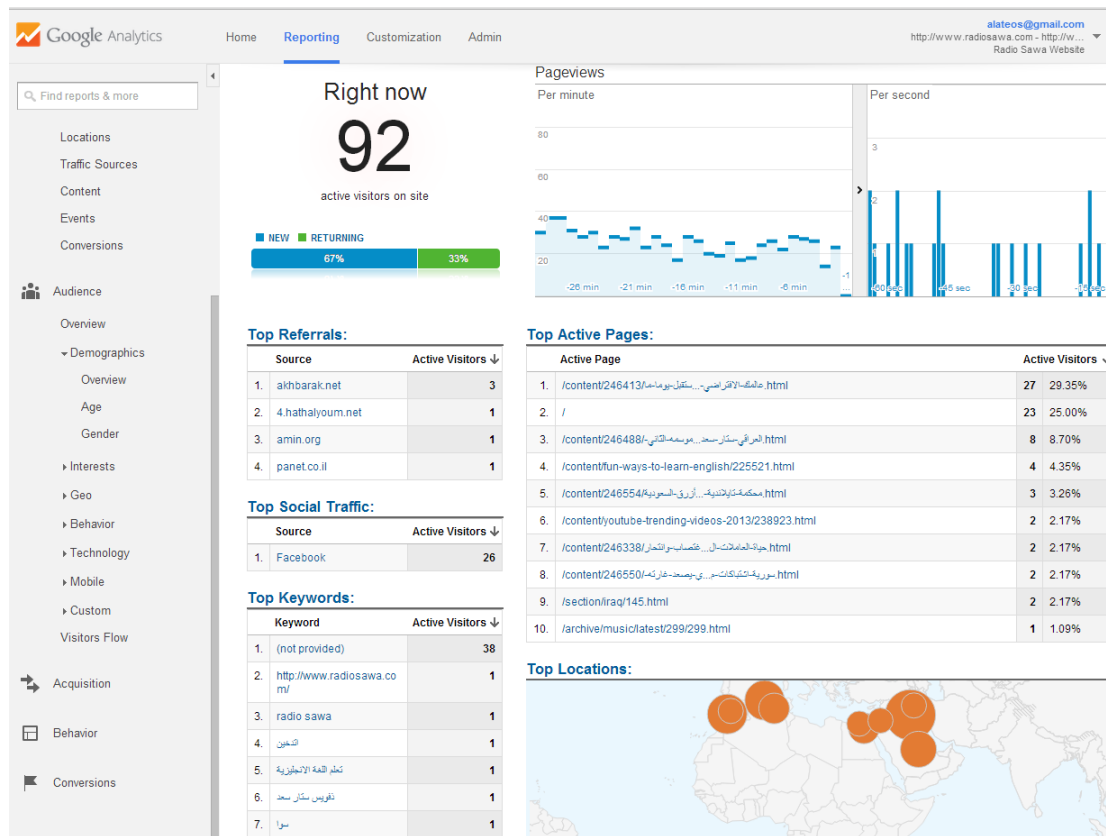


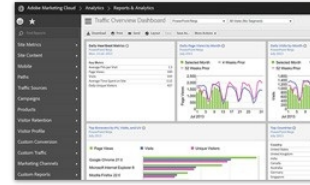
Diagram 8 - shows the Real-Time metrics pane in Google Analytics.

As one can see, Google Analytics comes in handy in aggregating data and conveying statistical data to the end user. The end user here would navigate here with the intention of running an analysis, like: From what parts of the world is most of this websites traffic coming from? What links are being most visited? While this would be a great tool for management, it is unlikely that the end users will wake up to their coffee looking at this, and then navigating to the actual news website.

Adobe Analytics

What is Adobe Analytics?

Adobe Analytics helps you create a holistic view of your business by turning customer interactions into actionable insights. With intuitive and interactive dashboards and reports, you can sift, sort, and share real-time information to provide insights you can use to identify problems and opportunities.



[Download the solution overview >](#)

Adobe Analytics capabilities.



Marketing reports and analytics

Make use of advanced analytics with real-time reporting, powerful visualizations, and dashboards that arm you with the insights you need to guide your business.



Ad hoc analysis

Discover a comprehensive, multidimensional view of customer segments that you can use to make accurate, timely, and insightful decisions and improve performance.



Data workbench

Measure, analyze, and optimize integrated data from online and offline marketing channels, from high-level trends down to individual customer behavior — all in one place.



Predictive analytics

Easily analyze customer data and segment audiences to predict the success of your campaigns and maximize the impact of your ad spend.



Real-time web analytics

Access second-to-second analytics reports and real-time tools that allow you to react instantly to visitor trends.



Mobile analytics

Dive deep into the performance of your mobile campaigns. Understand how your mobile customers uniquely engage your brand.

Diagram 9 - Snapshot of the Adobe Analytics landing page, which enumerates the services that Adobe Analytics encompasses.

Adobe Analytics covers a slew of reporting capabilities:

- **Marketing reports and analytics.** Includes dashboards and reports, conveying key performance indicators, showing marketing strategies performance in real-time, and displaying the results of ad campaigns
- **Ad hoc analysis.** Includes multidimensional site analysis and advanced reporting
- **Data workbench.** Involves collecting, processing, analyzing, and visualizing Big Data from online and offline customer interactions

- **Predictive analysis.** Pertains to discovering hidden customer behavior
- **Real-time web analytics.** Shows what is happening on the digital properties in real-time so that managers can take action where needed

Once again, the intended audience is that of management and decision makers. The current prominent web analytics systems revolve around reporting data to the decision makers. What I plan to create is for the end users.

4 Work Plan

4.1 Assumptions, Risks and Alternatives

I will require a web host where I can test the web technologies as well as store my database. I currently am subscribed to a web host that provides me with a LAMP (Linux, Apache, MySQL, PHP) environment. This is where I plan to execute all my development and testing. The scripts technologies to be used are HTML 5, CSS3, PHP, MySQL, and JavaScript. The libraries I anticipate to use are D3 and possibly JQuery. I can foresee the following risks:

- The web traffic captured will not be 100% accurate. Then again, no web analytics system out there is perfect as of this writing, given the stateless nature of http and how http traffic is passed and downloaded over the net. My goal here is to maximize accuracy, given my research and best judgment
- The visualization turns out to be slow due to the web browser rendering too much data at once. In this event, I will scale down the complexity of the visualization to match the current average machine's CPU power and web browser engine capabilities. Alternatively, I can utilize AJAX (where applicable) to render the required data on demand

Basically, my strategy for mitigating any further risks will be to narrow the scope of the end product. In the lack thereof, I plan to fully capitalize on enhancing functionality.

4.2 Preliminary Schedule

Weeks 1-3 (Research what data needs to be captured):

Research the metrics that need to be captured. What defines a website visit? What data will need to be collected?

Weeks 4-6 (Design a relational database to house desired data):

Here, I will define the relational schemas and will accordingly build a MySQL database that will contain all of my desired data.

Deliverable — Relational database to house all data pertinent to website traffic hits.

Weeks 7-10 (Code and implement a PHP implementation for data storing/retrieval):

Here, I plan to build PHP classes and functions that will connect to the database to store the web traffic data. In addition, I will write the code that will query the database in order to extract and convey meaningful data.

Deliverable — Full server-side code base that collects and retrieves web traffic data.

Weeks 10-13 (Research and experiment with different visualizations):

Before I commit to a visualization, I would like to make sure that it is the most fit for my domain at hand. Thus I will test my data inside a few viable options, before fully scoping my visualization.

Deliverable — An existing or custom designed visualization template to convey near real-time web traffic data.

Weeks 14-16 (Implement final visualization):

Once I have selected my visualization of choice, I will code and implement it.

Deliverable — A fully implemented web visualization which interacts with the server-side database.

Weeks 16-19 (Test with users and apply final touches):

I will attempt to reach a wide and diverse audience for feedback. I will incorporate the meaningful feedback into my refinement iteration. meaningful here represents anything significant enough to affect the usability of the visualization.

5 Glossary

Apache HTTP Server (aka Apache): A web server software program

Choropleth map: A thematic map in which areas are shaded or patterned in proportion to the measurement of the statistical variable being displayed on the map (source: Wikipedia).

Class: In object oriented programming parlance, it refers to the abstraction and representation of a real life object or concept in code.

CSS: A styling language used to define the aesthetics of elements in a web deliverable. This is implemented in all major web browsers. CSS3 is the most recent version of this language.

D3.js: A JavaScript library for manipulating documents based on data using HTML, SVG and CSS (source: d3js.org).

Google Analytics: A service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales (source: Wikipedia).

HTML 5: The most recent specification for the markup language that constitutes the visual elements of any web deliverable. It also normally includes some JavaScript and CSS 3 code as part of its implementation.

JavaScript: A client-side scripting language that is used by all prominent web browsers.

JSON (JavaScript Object Notation): A lightweight data-interchange format (source: json.org).

LAMP: A web development environment comprised of a Linux server, Apache HTTP Server, MySQL, and PHP.

MySQL: An open source relational database management system.

Object oriented programming: A programming paradigm that represents real-life elements and concepts as "objects". The implementation involves mimicking only the needed real-life characteristics of the

object in code, and calling a working copy of these objects an "instance".

PHP: An open source server-side scripting language.

Relational database: A database built on principles of the relational model. Such a database is comprised of tables and fields.

SVG: An XML-based vector image format for two-dimensional graphics that has support for interactivity and animation (source: Wikipedia).

Web visualization: A visual deliverable created using web technologies. More than often, it is dynamic in that it visually changes based on the data being fed to it.

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