

## daten.berlin.de Searchterms



Figure 1: logo for “daten.berlin.de searchterms” dataset

This dataset contains the searchterms that users looked for on the Berlin Open Data Portal (<https://daten.berlin.de>). Terms are collected per month (starting in February 2019, when we started using our new analytics software), and ranked by how often they were searched (i.e., the number of page impressions).

### Requirements

The code to extract the searchterm statistics is written in Ruby. It has been tested with Ruby 2.7.1.

The required gems are defined in the Gemfile. In particular, these are:

- webtrekk\_connector
- ruby-keychain

If you have bundler, you can install the required gems as follows:

```
bundle install
```

### daten\_\_berlin\_\_de.searchterms.json

For each searchterm that was entered in a given month, the page impressions, visits, average page duration (in seconds) and exit rate (%) are listed.

The following example illustrates the structure of the data file:

```
{
  "timestamp": "2020-05-27T15:03:30+02:00",
  "source": "Webtrekk",
  "stats": {
    "site_uri": "daten.berlin.de",
    "earliest": "2019-02",
    "latest": "2020-04",
    "months": {
      "2020-04": {
        "terms": {
          "corona": {
            "impressions": 20,
            "visits": 27,
```

```

        "page_duration_avg": 36.81,
        "exit_rate": 20.0
    },
    "verkehr": {
        "impressions": 8,
        "visits": 24,
        "page_duration_avg": 38.08,
        "exit_rate": 0.0
    },
    ...
},
"removed_items": {
    "comment": "Removed 1 searchterms as potentially personal information.",
    "count": 1
}
},
"2020-03": {
    ...
},
...
}
}
}

```

## Filtering Personal Information

All searchterms that potentially contain personal information are removed from the data before publishing it here.

In particular, the following categories of searchterms are removed:

- personal names
- (postal) Addresses
- geographic coordinates
- e-mail addresses
- phonenumber
- land lots (German „Flurstück“)

## Blacklist

Instances of these categories are currently not detected automatically, but rather manually via the use of a blacklist (naturally not included in this repository), which is being extended each time the dataset is updated (i.e., every month).

## Whitelist

There are exceptions where searchterms are included in the data, even though they belong to one of the exclusion categories. In particular, we allow the following kinds of searchterms:

- **Personal names of public figures.**

The criterion for being a public figure is: there is a (stable) Wikipedia page for that person.

## License

All software in this repository is published under the MIT License. All data in this repository (in particular the `.json` files) is published under CC BY 3.0 DE.

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Dataset URL: <https://daten.berlin.de/datensaetze/suchbegriffe-datenberlinde>

This page was generated from the github repository at [https://github.com/berlinonline/berlin\\_dataportal\\_searchterms](https://github.com/berlinonline/berlin_dataportal_searchterms).

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