

# Working with Web Tracking Data

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2026-02-17



# What is web tracking data?



- Records of individual-level browsing behavior collected via browser extensions or metering software
- Each record: **who** visited **what URL** at **what time**
- Typically linked with survey data (demographics, attitudes, etc.)

## Minimum data structure:

panelist_id	url	timestamp
P001	<a href="https://www.spiegel.de/politik/...">https://www.spiegel.de/politik/...</a>	2024-04-15 09:23:45
P001	<a href="https://www.google.com/search?q=...">https://www.google.com/search?q=...</a>	2024-04-15 09:24:12

### GESIS Panel Campusfile (ZA5670)

- ~1.15 million URL visits from ~600 panelists
- Tracking period: April–June 2024
- Enhanced with **synthetic full URLs** for teaching purposes

### Data quality heterogeneity

- **Full URLs** with paths and query parameters
- **Domain-only** entries, no path information
- **Privacy placeholders** (“blackened\_out”, “full\_deny”)

→ Handling this heterogeneity is a core preprocessing challenge.

## What about HTML content?

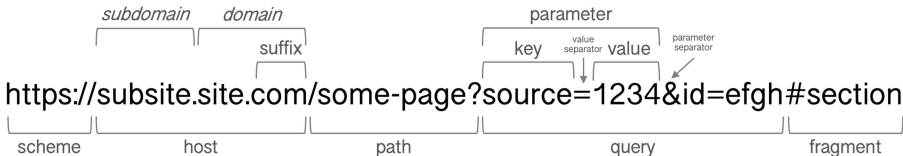


In addition to URLs, we also collect the HTML content of visited pages.

→ Working with HTMLs (parsing, text extraction, content analysis) will be covered in tomorrow's session.

Today's session focuses on **URL-level preprocessing** as the foundation.

# URL anatomy



Source: Clemm von Hohenberg et al. (2024), Fig. 2

Each component carries different information for analysis:

- **Domain/Host:** Which website (e.g., `spiegel.de`)
- **Path:** Which page or section (e.g., `/politik/article-name`)
- **Query parameters:** Search terms, filters, tracking codes



1. **Parse URLs** – Extract components (host, domain, path, query)
2. **Clean and deduplicate** – Remove tracking artifacts, consecutive duplicates
3. **Classify visits** – Assign categories (news, social, e-commerce, ...)
4. **Aggregate** – Summarize per panelist, per category, per time period

Each step involves **decisions** that affect downstream analysis.



### **R packages:**

- webtrackR – purpose-built for web tracking data preprocessing (extract, deduplicate, classify, aggregate)
- adaR – robust URL parsing (alternative to manual regex)
- dplyr – general data manipulation



**Let's begin!**