



DEPARTMENT OF EDUCATION  
SCHOOLS DIVISION OF NEGROS ORIENTAL  
REGION VII

Kagawasan Ave., Daro, Dumaguete City, Negros Oriental



# Empowerment Technologies

## Quarter 4 - Module 4:

### ICT PROJECT PUBLICATION AND STATISTICS



**Empowerment Technologies**  
**Alternative Delivery Mode**  
**Quarter 4 – Module 4: ICT Project Publication and Statistics**  
**Second Edition, 2021**

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**Development Team of the Module**

**Writer:** Romie G. Benolaria

**Editor:** Reynald M. Manzano

**Reviewers:** Louelyn M. Lajot, Ruth Marie B. Eltanal, Jessie V. Alcala

<b>Management Team:</b> Senen Priscillo P. Paulin, CESO V	Rosela R. Abiera
Marcelo K. Palispis EdD	Maricel S. Rasid
Joelyza M. Arcilla EdD	Elmar L. Cabrera
Nilita L. Ragay, EdD	
Antonio B. Baguio Jr., EdD	

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**Department of Education –Region VII Schools Division of Negros Oriental**

Office Address: Kagawasan, Ave., Daro, Dumaguete City, Negros Oriental  
Tele #: (035) 225 2376 / 541 1117  
E-mail Address: negros.oriental@deped.gov.ph

## **Introductory Message**

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



## ***What I Need to Know***

This module was designed and written with you in mind. It is here to help you master the context of Empowerment Technologies. It contains varied activities that can help you as a Senior High School student to succeed in environments that require the use of computer and the Internet.

The module contains lesson in ICT Project Publication and Statistics.

Happy learning!

### **Content Standard:**

- The learners demonstrate an understanding of: how to manage an online ICT Project for Social Change.

### **Performance Standard:**

- The learners shall be able to: independently and collaboratively co-manage an online ICT Project for Social Change through available tools, resources, and platforms.

<b>MOST ESSENTIAL LEARNING COMPETENCIES (MELC):</b>
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- Generate a technical report interpreting data analytics, e.g Google, Facebook, or similar traffic data on the general aspects of search visibility, reach, and virality. **CS ICT11/12-ICTPT-11q-r21**

After going through this module, you are expected to:

1. Upload the necessary files for their website;
2. Understand the key factors that will make their website a success;  
and
3. Monitor the website's traffic and use it to their advantage.



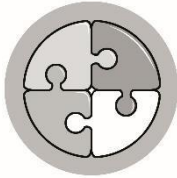
## ***What I Know***

**A. Multiple Choice:** Select the letter of the best answer from the given choices.

1. What statistics which includes your audience's age, location, gender, language and country?  
A. Insights  
B. Reach Organic  
C. Unique Pageview  
D. Demographics
2. What statistics that contain the traffic of your Facebook page?  
A. Insights  
B. Reach Organic  
C. Unique Pageview  
D. Demographics
3. What website statistics that refers to the volume of visits your website receives and serves as indicator of your website's popularity, credibility, and the attractiveness of its content?  
A. Site Statistics  
B. Page Traffic  
C. Site traffic  
D. Contact Information
4. How to check Weebly site statistics which shows numbers for Weebly Unique Visitors?  
A. Within your Weebly page navigation  
B. Within your Weebly dashboard "Stat" tab/card  
C. Within Weebly site links  
D. You can see it on Weebly Page Views.
5. What insights that contain contains the summary of statistics about facebook page?  
A. Organic      B. Overview      C. Reach      D. Likes

**II. True or False:** Write **T** if the sentence is correct; otherwise, write **F** on the space provided before each number.

- \_\_\_\_\_ 1. There are plenty of ways to check the statistics of your websites.
- \_\_\_\_\_ 2. The My Sites tab in WordPress contains statistics about your blog.
- \_\_\_\_\_ 3. Organic refers to the posts reached through paid advertisements.
- \_\_\_\_\_ 4. The Overview tab under Insights of your Facebook page contains a summary of statistics relating to it.
- \_\_\_\_\_ 5. The Likes tab under Insights to your Facebook page contains the number of visits to your timeline.
- \_\_\_\_\_ 6. Facebook insights compare paid publications with organic ones.
- \_\_\_\_\_ 7. Post contains data showing when (day and time) you site visitors visit your site.
- \_\_\_\_\_ 8. All web hosting sites offer an access to site statistics to premium users only.
- \_\_\_\_\_ 9. Using statistics, you can determine which day and time you can reach the most people.
- \_\_\_\_\_ 10. Insights provide information about your Page's performance, like demographic data about your audience and how people are responding to your posts



### ***What's In***

After your campaign from the previous lesson's Take the Challenges, gather your group and ask yourselves what campaign materials served as your best. Take a look at the other group's campaign materials and see if they are also effective. Are these campaign materials really that useful? If so, how does it affect your websites?

Website operators use website statistics to determine their visitor's demographic and the time and day they usually log in. These statistics are used to know when a site owner should publish new content and which determine which content could affect more visitors.



### ***What's New***

Have you ever wondered why websites publish new content at a certain time or date? In the business world, companies would use site statistics to check how popular their website is and at which day and time they get the most traffic. This way their new content could reach more people.



# What is It

## Monitoring Site Statistics on Different Platforms

There are plenty of ways to check the statistics of your websites. Most of them are free for you to use; some require a premium account.

### 1. WordPress

Log in to your WordPress account, once you are in the **Reader** tab, simply click on **My Sites** and from there you will see the statistics for your blog.

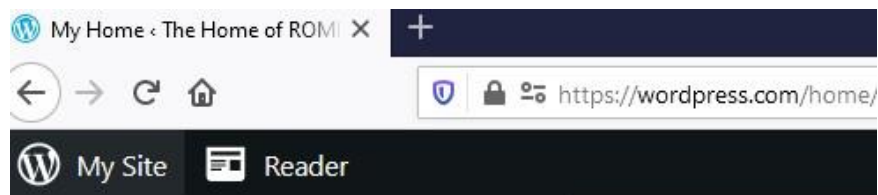


Figure 1. The My Sites tab is located at the upper left of the website

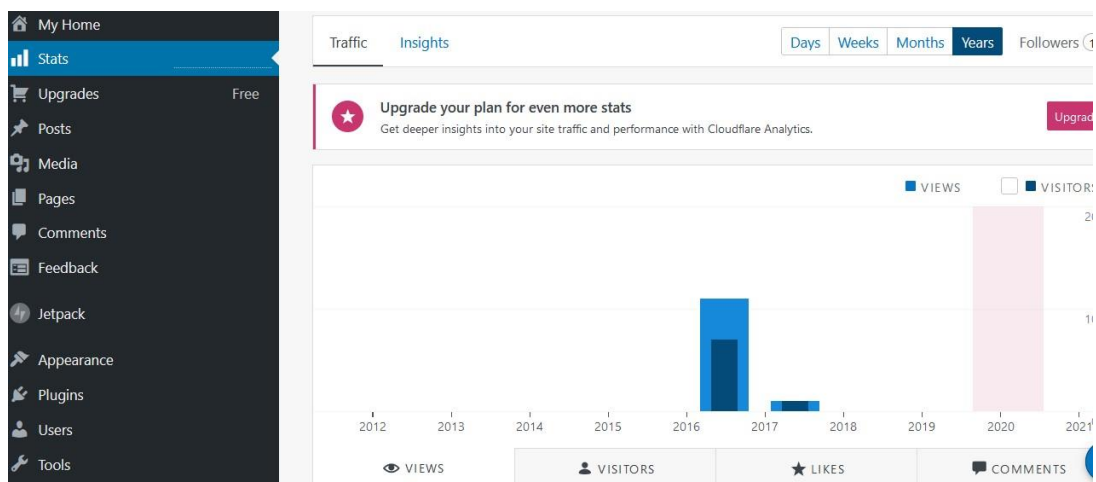


Figure 2: By Clicking “Stats” tab you can view the statistics daily, weekly, monthly, or annually.

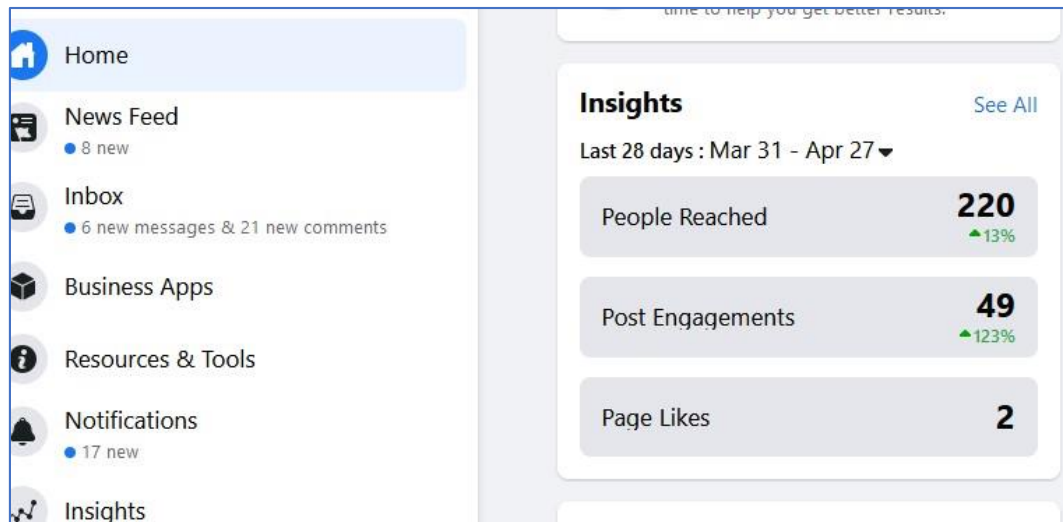
### 2. Facebook

In your Facebook page, a summary of the statistics can be viewed by tab scrolling down the tab to the Insights page summary.

## About Insights

Insights provide information about your Page's performance, like demographic data about your audience and how people are responding to your posts.

Keep in mind that you can only access data in Page Insights for the last 2 years, and demographic data, such as age, gender and location, are available in Page Insights once there is data for 100 or more people.



*Clicking on the Insights tab will give more in-depth statistics.*

### To see Page Insights:

1. From your News Feed, click  **Pages** in the left menu.
2. Go to your Page.
3. Click **Insights** in the left menu.

### Ten (10) Reasons to use Facebook Insights

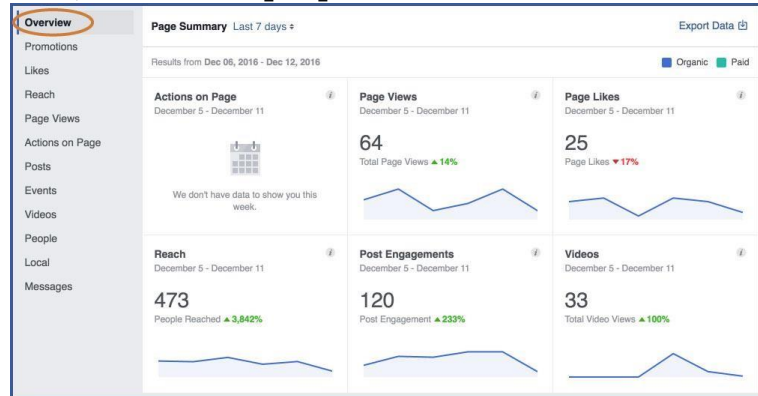
1. Know who is your target audience
2. Know in detail all your audience's demographics.
3. Have a general vision of how long your Facebook page works.
4. Analyze in detail each publications and understand how it has worked
5. Detect which type of publications your audience like best and which ones work better.
6. Know if you are reaching your objectives within your Facebook strategy.
7. Compare paid publications with organic ones.
8. Check at what time and during what days your followers are connected.
9. See what publications don't work in order to not repeat them..
10. Know if your Facebook strategy is working or not.



# Facebook Insights Statistics

## 1. Overall vision of statistics

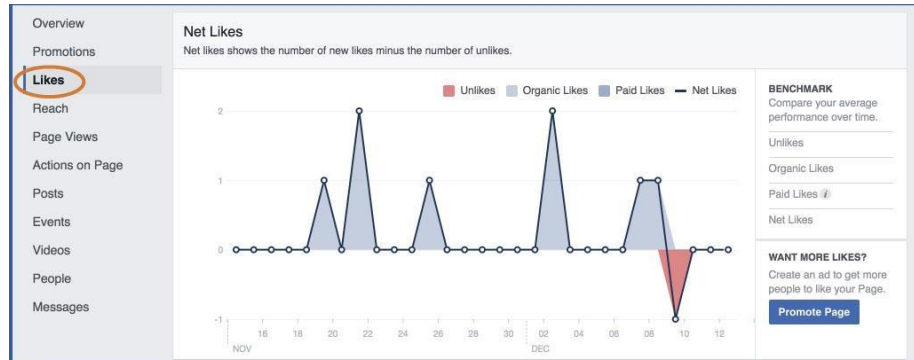
If you want to see each metric in detail, you can do this by accessing the menu on the right of Facebook Insights where you can see the **most important metrics** and analyze: **“likes”, reach, visits, actions, publications, videos** and **people**.



## 2. 'Likes'

The **“likes”** is a statistic to analyze no matter what in order to **know how your social media strategy is doing**.

In Facebook Insights you can see all the **“likes”** for the period you choose.



## 3. Reach

The **reach** is **the number of people you have shown each publication to**. This also includes the **“likes”** of each publication and its derivatives (“love”, “sad”, etc.), the **comments** and **the number of times these were shared**.

You also have statistics about **how many users clicked on “hide”, “report as spam” or “dislikes”** in each publication or which **can give you an idea of the type of content your followers like and dislike**.



#### 4. Visits to the page

In this section, you can see **how many total visits each section of your page received**: the **start** of each **publication**, the section of **information**, the **images... EVERYTHING**. And not just this but you can also see the data for **sex, country, city and device**. You can also see the **visits to the timeline** and the **tabs**, the **mentions** and **publications of other users on your page** and the **external** sources, for example, websites, search engines and other media such as **YouTube** or **Google+**.



#### 5. Actions for the page

This statistic is crucial because thanks to it you can **obtain concrete and interesting information about the behavior of your followers**. On the one hand, you can obtain a list of the number of clicks and aspects such as your **website** , **phone number** or the **call to action** you can insert on the cover.



## 6. Publications

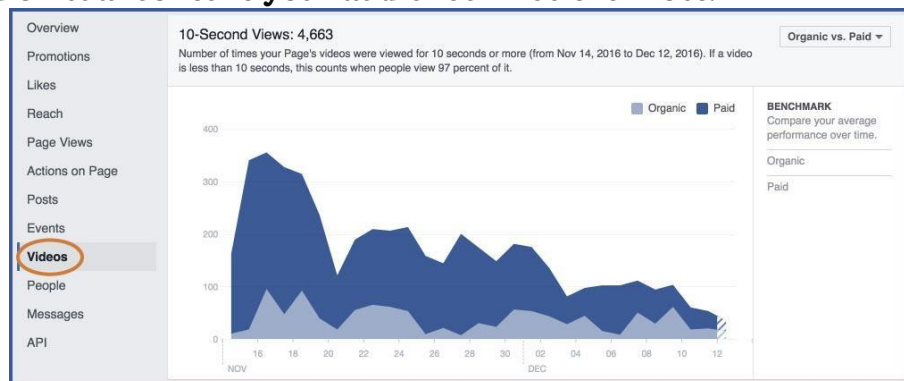
In this section, you can take a look at **which publications worked better and which did not and what days and times your followers were online**. This option also allows you to see in detail **all your publications during a certain period of time**.



## 7. Videos

If you also publish **videos on your Facebook page**—and believe us, you should and in this article we explain why— then this section shows you an ample analysis in detail of the videos you upload on the platform as well as the links you share in another network and the **native videos on Facebook**.

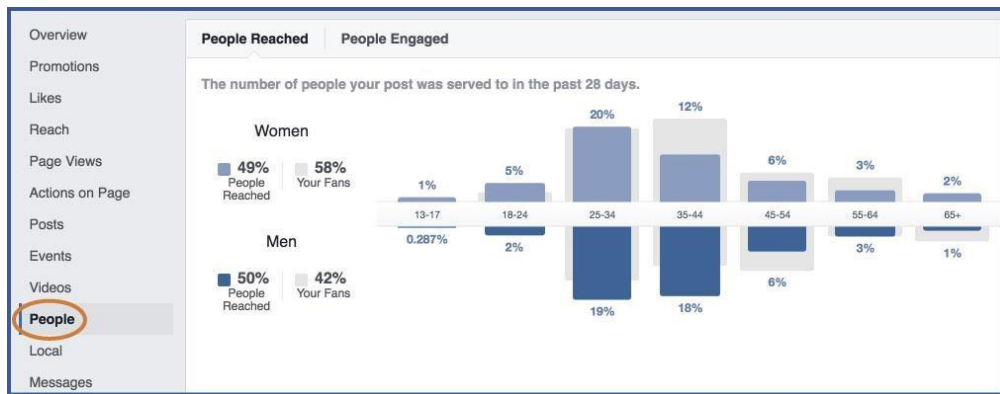
With this data, you can analyze the *engagement* of your video publications and know **which audiovisual content your audience likes the most**.



## 8. People

**How can you get more clients if you don't know your target audience?** That is why this section is so important, because you can know **absolutely everything about your followers**: you know the percentage of men and women, their age, the country and the language of each one.

And it also shows the percentage of users who have interacted with your publications compared to your fans. The same thing happens with the reached predominant country, city, and language.



The idea is that you check these statistics periodically and afterwards **export your** statistics to have a record of everything that happens on your web page. To do this all you have to do is click on the button “**export statistics**” found when you check your Facebook Insights data and save this on a file in your computer.

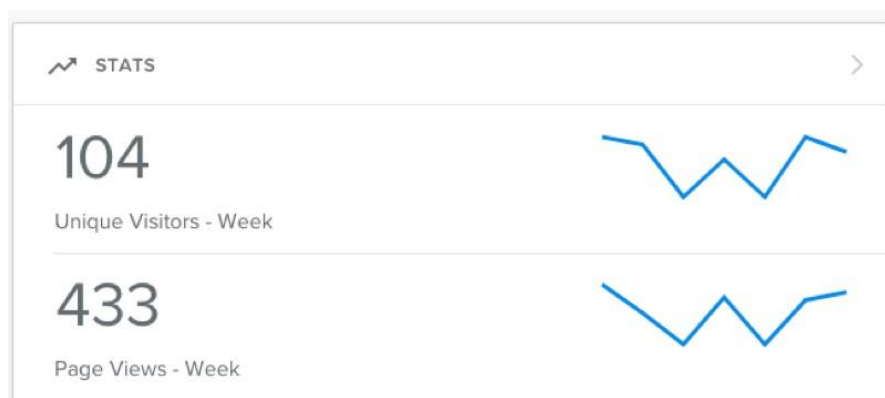
### **3. Weebly Website Statistics**

#### **What is Site Traffic?**

**Site traffic** refers to the volume of visits your website receives. It is usually measured in ‘visits’ or ‘sessions’, and is a good indicator of your website’s popularity, credibility, and the attractiveness of its content.

#### **What traffic stats can I see for my Weebly site?**

Within your Weebly dashboard, you can see a card that says “Stats”, which shows you numbers for Weekly Unique Visitors (How many different people visited your site) and Weekly Page Views of your site (How many times the pages on your site were viewed in total).



### ***The Stats card within your Weebly Dashboard***

While those numbers seem pretty straightforward, you may have noticed that when you check your Google Analytics account, you get different numbers that say sessions, users, pageviews and can't really tell the difference.

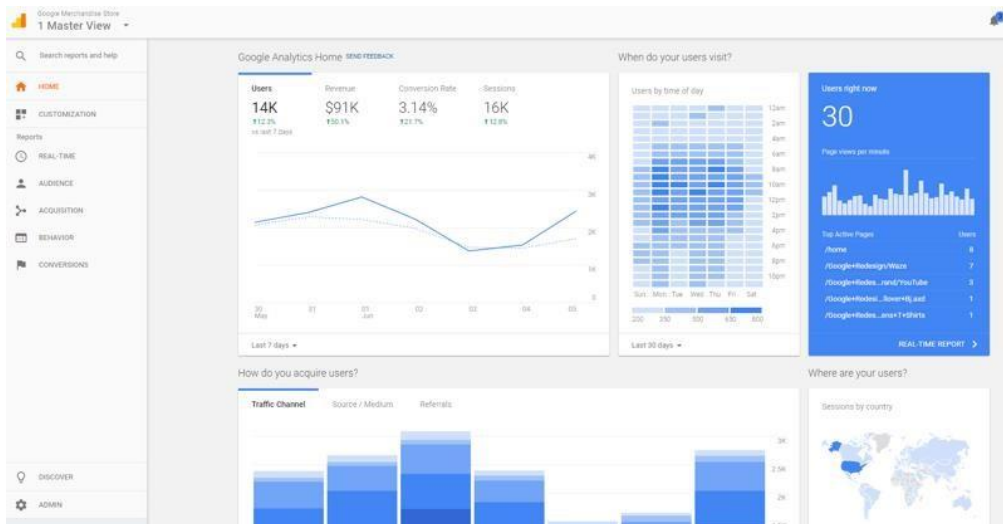


Image: Renee Shupe

In Google Analytics, **Users = “Unique visitors”**, or a person who has come to your website and **Sessions = “Visits”**, or the count of different times that person came to your site.

**Page Views** is the number of times someone visits any page on your site. Your total pageview count goes up when a user:

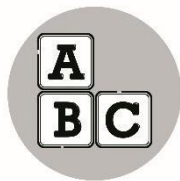
- Lands on a page on your website
- Clicks “reload” after reaching the page
- Returns to a page on your website they’ve already viewed

**Unique pageviews** combines the pageviews that are from the same person (a "user" in Google Analytics), on the same page, in the same session, and just counts them as one. Unique pageviews are tracked for each page URL and page title combination.

### **ETech Terms**

- Demographics- the statistics which includes (but not limits to) your audience's age, location, gender, language and country.
- Insights- contains the statistics of the traffic of your Facebook page.
- Likes- contains the statistics about the trend of page likes.
- Organic- reach obtained through sharing without paying for advertisement.
- Overview- contains the summary of statistics about your page.
- Paid- reach obtained through advertisements.

- People– contains statistics about your audience’s demographics (age, location, gender, language, and country). It is also includes demographics about the people you have reached and engaged with.
- Post– contains data showing when (day and time) you site visitors visit your site.
- Reach- the overall people or demographic that saw a certain post.
- Visits– contains data of the number of times your page tabs (like the Timeline) are visited.



## ***What's More***

### **Activity 1: Analyzing your Statistics**

After a week of operating, updating, and managing your site and Facebook page, it is now time to analyze the effectiveness of the things you have done to them. Answer the following questions as a group:

1. Which day and time is your page most popular?
2. What makes it popular at that given day and time?
3. What kind of posts was the most popular? Was it your videos, photographs, or your infographic?
4. Who are your audience composed of? What are their age range, location, gender, and language?
5. How many likes has your page got so far? How could you boost this even further?



## ***What I Can Do***

### **Activity 2: Moving Forward**

1. Continue operating your website by considering the answers you made in Activity 1. Use these statistics so you can focus on what kind of information your audience wants more. Focus on the content that can entice people who visit your site.
2. For your campaign, try to focus on people who have yet to see your website through the use of the demographics.



## Assessment

**A. Multiple Choice:** Select the letter of the best answer from the given choices.

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C. Within Weebly site links  
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C. Reach  
D. Likes

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## ***Additional Activity***

### **Activity 3: Answer the following questions briefly.**

1. What are other ways of getting site statistics? Give at least one and explain.

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2. What do you think are the disadvantages of having no site statistics?

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### **Activity 4: (Optional)**

With your group, take photographs and videos for your campaign. Avoid using portrait videos, use landscape ones instead. Prepare the videos for upload on YouTube. On the other hand, upload your pictures to a Photobucket account or any image hosting site.

Using your prior knowledge and skills, your group will have to create, design, and upload content for your website. All content should be original. It is advisable not to post all the contents at once; plan the time between each host.

Your group should also prepare campaign materials to post around your school. You may also start promoting via page shares and word of mouth.





## ***Answer Key***

<b>What I know</b>		<b>Assessment</b>
<b>I. Multiple Choice</b>	<b>I. Multiple Choice</b>	<b>I. Multiple Choice</b>
1. D	1. D	1. D
2. A	2. A	2. A
3. C	3. C	3. C
4. B	4. B	4. B
5. B	5. B	5. B
<b>II. True or False:</b>	<b>II. True or False:</b>	<b>II. True or False:</b>
1. T	1. T	1. T
2. T	2. T	2. T
3. F	3. F	3. F
4. T	4. T	4. T
5. F	5. F	5. F
6. F	6. F	6. F
7. T	7. T	7. T
8. F	8. F	8. F
9. T	9. T	9. T
10. T	10. T	10. T

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**For inquiries or feedback, please write or call:**

Department of Education – Schools Division of Negros Oriental  
Kagawasan, Avenue, Daro, Dumaguete City, Negros Oriental

Tel #: (035) 225 2376 / 541 1117

Email Address: [negros.oriental@deped.gov.ph](mailto:negros.oriental@deped.gov.ph)

Website: [lrmds.depednodis.net](http://lrmds.depednodis.net)

