

Web Routineness and Limits of Predictability

Investigating Demographic and Behavioral Differences Using Web Tracking Data

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- Information-theoretic framework for estimating theoretical limits of predictability of people's mobility on the Web
 - Practical guidelines for applying to users' web tracking data
 - Construction of trajectories from raw tracking data
- Investigated users' routineness and predictability on the Web
 - Routines make individuals' browsing behavior predictable to 85% on average
 - Considerable variation across individuals, partly explained by demographic and behavioral differences
- Code and anonymized web tracking and demographics data of 2148 German users available for research purposes

