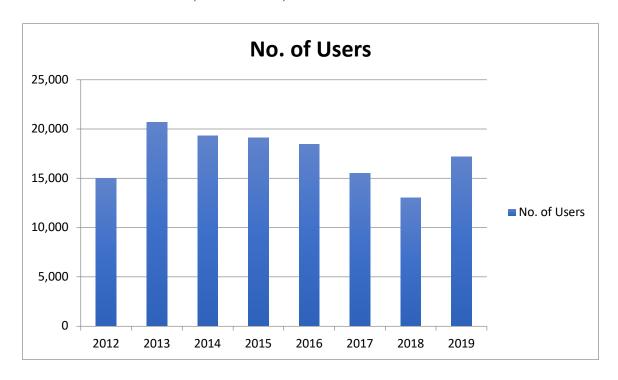
Digital Tattoo Analytics 2019

Summary

In 2018, we have 22387 visits (sessions) logged. This represents 17180 users which 87.9% are new.

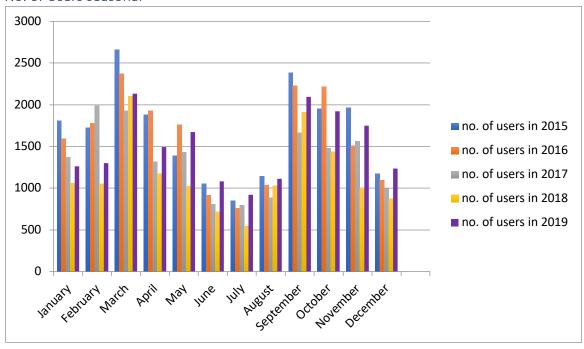
Users
Growth trend of the users (2012 to 2019)



Year	No. of Users
2012	15,012
2013	20708
2014	19322
2015	19141
2016	18479
2017	15509
2018	13054
2019	17180

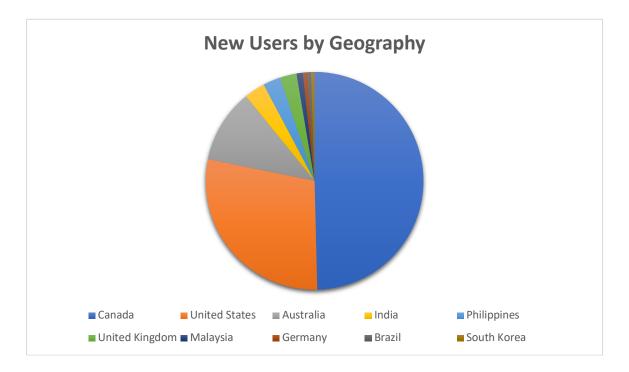
• There is huge spike in user in 2013, but started to decrease gradually from 2013-2018. In 2019, the no. of user increased 31%. In 2013, 76% of the traffic was coming from United States, and most people are visiting the sites via Google. While in 2019, 43.87% of traffics was coming from Canada, and 25.17% of traffic was coming from the United States, and most people are visiting the sites via Google.





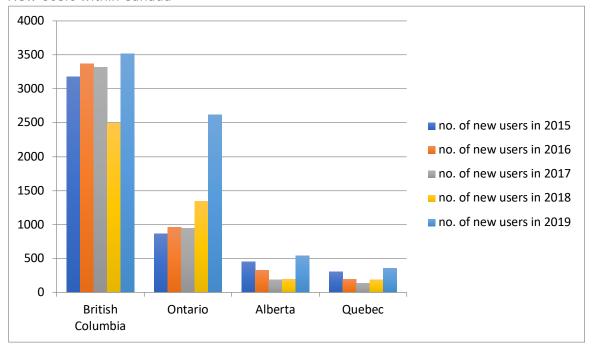
- In 2019, the no. of users are highest in March (2102 users) and September (2096 users).
 - The reason for high traffic in September may be because:
 - It is during start of the term, there were various events such as Jump Start Digital Tattoo Booth, Digital Tattoo for Faculty of Education Workshop
 - The reason for high traffic in March may be because:
 - There was high no. of access from a LMS course from Curtin University (Ims.curtin.edu.au), especially from March 3- March 7.
 - It is before the IM Conference and Learning Services & Capture Photography Festival
- Throughout 2015-2019, no. of users tends to be higher in March and December, and lower in summer (June- August) and December.
- The traffic was highest in May 31 2019, where we had 2740 pageviews. Looking at the network domain, there is high no. of access (42 users/68.85% of users) from School District 40 (New Westminster)'s network. It was assessed around 9am-10am PST. The popular pages on this day were the quizzes modules (Protect, Connect, Learn...). Aside from quizzes, users were accessing Fact Checking and Privacy in the Cloud tutorials.

New Users by Geography



• In 2019, new users from Canada have increased 69.04% compared to last year (7534 new users in 2019), which is a huge increase. While new users from United States has declined for 2.93% compared to last year(4341 new users in 2019). Users in Philippines have increased for 205.43% (394 new users in 2019) and users in India have increased for 125.84% (472 new users in 2019)

New Users within Canada



- Overall, new users within Canada has increased about 69.04% compared to last year (7534 new users in 2019)
- In British Columbia, the no. of new users has increased 41% compared to last year. (3513 new users in 2019)
- In Ontario, the no. of new users has increased 94.5% compared to last year. (2638 new users in 2019)
- New Users from Alberta have increased 167.65% (543 new users in 2019) and new users from Quebec have increased 88.48% (360 new users in 2019)

Top 10 pages in 2019 (Excluding home page and blog posts)

- 1. <u>Privacy and Surveillance</u> (Prior to 2019 Aug, it was "Protect" and "Connect")- 4151 pageviews¹
- 2. Quizzes (Prior to 2019 Aug, it was named "Assess Yourself")- 4023 pageviews²
- 3. <u>Privacy and Surveillance Quiz</u> (Prior to 2019 Aug, it was named "Protect Quiz) -3729 pageviews³
- 4. About the Project -1580 pageviews

¹ In 2019 Aug 23, the "Protect" and "Connect" pages were combined to Privacy and Surveillance. The. No of pageview represents combined pageviews of /protect/, /connect/, /tutorials/privacy-and-surveillance

² In 2019 Aug 23, the "Assess Yourself" page is renamed to "Quizzes". The no. of pageview represents combined pageviews of /assess-yourself-2/ and /quizzes/ page.

³ In 2019 Aug 23, the "Protect Quiz" and "Connect Quiz" pages were combined to "Privacy and Surveillance quiz. The no. of pageview represents combined pageviews of /protect/protect-quiz/ and /quizzes/privacy-and-surveillance/.

- 5. <u>Academic and Professional Life</u> (Prior to 2019 Aug, it was named "Learn")⁴ 1254 pageviews
- 6. <u>Academic and Professional Life</u> quiz (Prior to 2019 Aug, it was named "Learn quiz")-1191 pageviews⁵
- 7. Blog -1052 pageviews⁶
- 8. Your Digital Dossier -887 pageviews⁷
- 9. Who owns your data? 662 pageviews 8
- 10. Tutorials 617 pageviews

Top 10 blog posts in 2019

- 1. <u>Digital Piracy Canadian Copyright Law: Fair Use and Fair Dealing in Canadian Law</u> (Part 2) 3029 pageviews
- 2. Digital Piracy what is the definition of piracy 1143 pageviews
- 3. Ownership of Content in Your Digital Life Social Media (Part 1) 1088 pageviews
- 4. Intel techniques review 466 pageviews
- 5. Oh, snap! Here's six sneaky Snapchat secrets you might not have heard -428 pageviews
- 6. Digital Activism 273 pageviews
- 7. Canvas Exposed: The little problem with UBC's big, expensive new tool 234 pageviews
- 8. The illusion of Anonymity 195 pageviews
- 9. Declutter your data 192 pageviews
- 10. What does gender have to do with Digital Identity 175 pageviews
- Majority of the traffic for the Digital Piracy comes from google. When I typed "Fair use Canada" "piracy law in BC", "Canadian copyright law", the article appears in the first page of the search result.

⁴ In 2019 Aug 23, the "Learn" page was renamed to "Academic and Professional Life" . The no. of pageview represents combined pageviews of /learn/ and /tutorials/academic-and-professional-life

⁵ In 2019 Aug 23, the "Academic and Professional Life Quiz" was named "Learn quizzes". The no. of pageview represents combined pageviews of "/quizzes/academic-and-profesional-life/ and /learn/learn-quiz

⁶ The no. of pageview represents combined pageviews of /blog/ and /blog-2/

⁷ The no. of pageview represents combined pageview of /learn/digital-dossier and /tutorials/privacy-and-surveillance/online-presence/your-digital-dossier/

⁸ The data represents combined pageview of /protect/big-data/ and /tutorials/privacy-and-surveillance/data/big-data/

Traffic Source

	17,180 % of Total: 100.00% (17,180)	17,222 % of Total: 100.08% (17,209)	22,387 % of Total: 100.00% (22,387)	68.32% Avg for View: 68.32% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:02:24 Avg for View: 00:02:24 (0.00%)
1. google / organic	9,164 (51.46%)	9,073 (52.68%)	10,491 (46.86%)	78.59%	2.00	00:01:41
2. (direct) / (none)	4,792 (26.91%)	4,777 (27.74%)	5,798 (25.90%)	66.90%	2.65	00:02:28
3. lms.curtin.edu.au / referral	1,205 (6.77%)	1,200 (6.97%)	1,997 (8.92%)	42.06%	3.69	00:04:30
4. m.facebook.com / referral	254 (1.43%)	251 (1.46%)	273 (1.22%)	91.21%	1.23	00:00:25
5. classroom.google.com / referral	214 (1.20%)	206 (1.20%)	248 (1.11%)	29.03%	6.30	00:07:44
6. t.co / referral	211 (1.18%)	152 (0.88%)	327 (1.46%)	65.14%	2.31	00:02:07
7. bing / organic	208 (1.17%)	195 (1.13%)	252 (1.13%)	71.43%	2.36	00:01:39
8. ubc.ca / referral	182 (1.02%)	42 (0.24%)	327 (1.46%)	38.23%	4.30	00:04:54
9. mpsaz.org / referral	108 (0.61%)	107 (0.62%)	113 (0.50%)	62.83%	1.71	00:01:18
10. courses.kpu.ca / referral	78 (0.44%)	71 (0.41%)	143 (0.64%)	72.73%	1.52	00:02:01

- 51.46% of traffic comes from Google.
- 26.91% of the traffic source is direct. This can mean it is accessed through bookmarks, emails, type the URL on the search bar, word of mouth, posters..
- The site is linked by various educational websites/institutions such as: courses from
 <u>Curtin University</u>, Google Classroom, <u>Mesa public school</u>, <u>Kwantlen Polytech University</u>
 Courses, <u>cooltoolsforschool.net</u>, UBC Canvas Courses, courses from <u>University of the</u>
 <u>Fraser Valley</u>, etc.

Engagement

Comments



0	Keleiviu pervezimas 1 approved nuoma911.lt/keleiviu- pervezimas x inf0@nuoma911.lt 10.19.170.30	This is a really helpful post and very informative there is no doubt about it. I found this one pretty fascinating and it should go into my collection. Very good work!	Freedom of Information as Activism View Post	2019/11/01 at 11:21 am
0	Anonymous 0 approved 10.19.170.30	Facebook gets a lot of money from our data like photos comments and posts . Pretty much anything you do online is sold for money. This is how google and other browsers get money.	Who Owns Your Data? View Page	2019/10/08 at 10:41 am
0	Anonymous 0 approved 10.19.170.30	Yes, I believe online harassment is a huge problem. Even though I have never been a victim or a cyberbully, I would always try to be an upstander in a situation like this.	Online Harassment View Page	2019/10/08 at 10:30 am
0	Mahdi Aminie 1 approved Fatalnubnub@gmail.com 10.19.170.31	Not at all, if it is fake news what is the point of sharing it if its just going to spread. It might make people scared or happy but however they feel it doesn't matter because this news is absolutely fake.	Fact Checking View Page	2019/05/31 at 9:13 am
		Unapprove Reply Quick Edit Edit History Spam Trash		

Was this helpful?

Page that was given feedback	Comment
Online harassment	 Did not have alot of information regarding the topic it was just a creative way of telling the effects of harassment
Academic Honesty	 People know cheating is not acceptable and any offense is taken very seriously.
Online dating	Why not?
Assess: What do you think? (After 2019 Aug, the page is redirected to Quizzes)	 I already knew everything i just did it because i have to and didnt answer it properly. it offers no useful information I knew most of it already. I already learned about most of the stuff from a previous presentation. again ive been online my entire life and i dont need to be piggybacked by quiz's and lectures from old people Because most of people our age have grown up on the internet and lived on here, with that we have developed the mindset and skills to protect ourselves

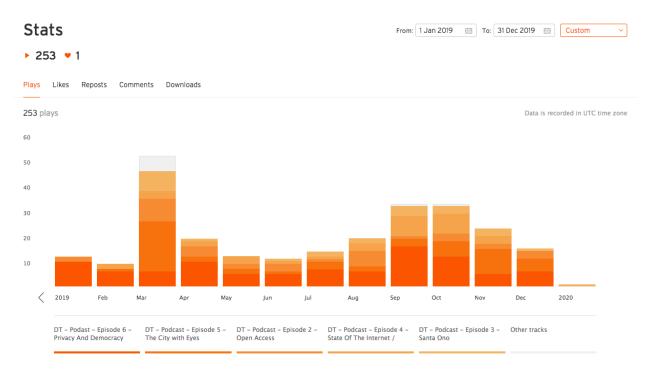
	 If you go to university you should know by now how to protect your internet safety The test didn't really have any answers that I agreed with. I think that if you took some time to assess and re-evaluate the answers you would receive more accurate data. I really don't participate in these on line things, I have a flip phone so I don't even text. There were few answers that applied to me
Preventing Screen Addiction	 Because the questions expect you to be already suffering from screen addiction without thinking about the fact that someone can be using digital media very heavily but not be Addicted to it. All this did was tell me about the symptoms of screen addiction, and didn't focus enough on actually helping me get out of such an addiction
Protect your mobile	 Because the questions expect you to be already suffering from screen addiction without thinking about the fact that someone can be using digital media very heavily but not be Addicted to it. Because It doesn't include any useful or unbiased questions that don't bank on us being ignorant Why is there no middle ground?

Quiz

	Pagovious	
Quiz	Pageviews	

Privacy and Surveillance Quiz (Prior to 2019 Aug, it was named "Protect Quiz) -3729 pageviews ⁹	4151
Academic and Professional Life quiz (Prior to 2019 Aug, it was named "Learn quiz")- 1191 pageviews ¹⁰	1191
Copyright and Open Access Quiz (Prior to 2019 Aug, it was named "Publish" Quiz) -	524 ¹¹

Podcast in 2019



• In 2018, there was 491 plays. So the podcast play is not a high compared to last year but there are some people accessing to the podcast.

⁹ In 2019 Aug 23, the "Protect Quiz" and "Connect Quiz" pages were combined to "Privacy and Surveillance quiz. The no. of pageview represents combined pageviews of /protect/protect-quiz/ and /quizzes/privacy-and-surveillance/.

 ¹⁰ In 2019 Aug 23, the "Academic and Professional Life Quiz" was named "Learn quizzes". The no. of pageview represents combined pageviews of "/quizzes/academic-and-profesional-life/ and /learn/learn-quiz
 ¹¹ In 2019 Aug 23, the "Copyright and Open Access Quiz was named "Publish quiz" The no. of pageview represents combined pageviews of /quizzes/copyright-and-open-access/ and /publish/publish-quiz

Top 5 played track in 2019

		d tracks -02 to 2020-01-01	•
1	2	DT - Podast - Episode 6 - Privacy And Democracy	94
2		DT - Podcast - Episode 5 - The City with Eyes	55
3	ST.	DT - Podcast - Episode 2 - Open Access	36
4	2	DT - Podcast - Episode 4 - State Of The Internet / Internet of the State	34
5	St.	DT - Podcast - Episode 3 - Santa Ono	26

The top podcast in 2020 is privacy and democracy.

Youtube

Your top videos in this period

Video		Average view duration	Views
1	UBC Digital Tattoo: If we looked you up online, what wo Nov 6, 2012	1:37 (64.7%)	1,566
2	Cookies: How to Change Them Jun 3, 2009	0:35 (33.2%)	377
3	TBYI: Data Mining Apr 10, 2014	2:09 (51.8%)	266
4	Digital Tattoo STREETERS.mov Dec 20, 2010	1:45 (79.0%)	107
5	TBYI: Webtrackers May 1, 2013	2:27 (62.6%)	98

Your videos got 3,048 views in 2019



Traffic source > External	Views ↓	duration	viewed	Watch time (hours)
educatorstechnology.com	523 24.5%	1:31	60.8%	13.3 22.4%
ubc.ca	386 18.1%	2:34	62.4%	16.6 27.9%
Google Search	373 17.5%	0:46	30.8%	4.8 8.1%
lafilm.edu	272 12.7%	2:10	86.6%	9.9 16.6%
instructure.com	114 5.3%	2:01	80.7%	3.9 6.5%
Google Docs	54 2.5%	2:01	80.4%	1.8 3.1%
elearningontario.ca	52 2.4%	2:02	86.6%	1.8 3.0%
YouTube	46 2.2%	1:24	43.7%	1.1 1.8%
schoology.com	32 1.5%	1:33	69.5%	0.8 1.4%
☐ vpl.ca	22 1.0%	1:13	48.6%	0.4 0.8%

Social Media

Followers in 2019

We have 460 followers¹², more than 102 new followers compared to the last year

Twitter

Top 5 tweets with highest no. of impressions (pageview) in 2018

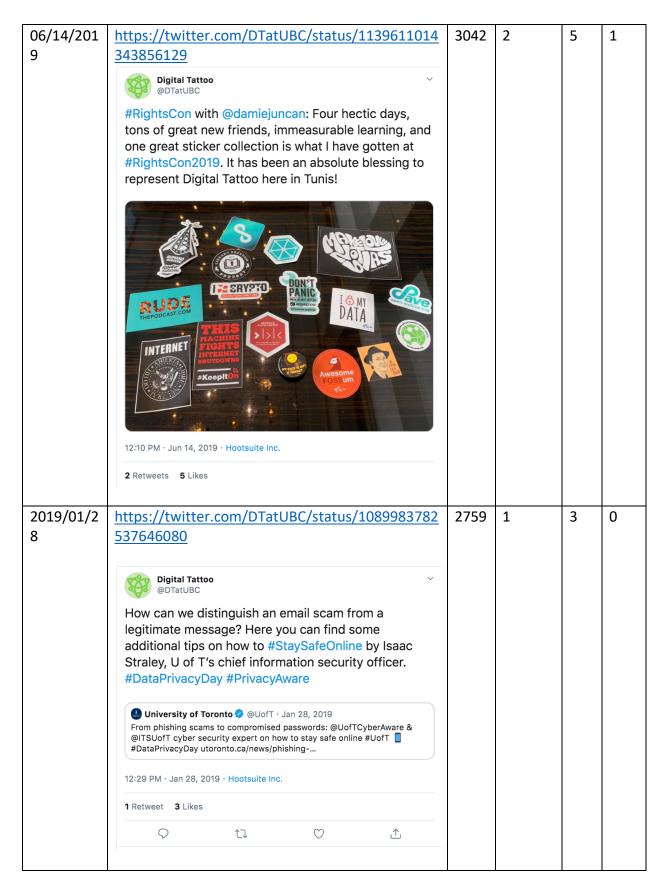
Note: Impression is similar to pageview. It measures the total number of views of a conversation.

Date	Tweet	No. of impr essi ons	Retwee ts	like s	url click s
04/15/19	https://twitter.com/DTatUBC/status/1117782171 425443842 Digital Tattoo @DTatUBC We're kicking off day one of the @iStudentConfTO! We can't wait for our session tomorrow featuring @ryanmerkley of @creativecommons and more, but until then watch this space for updates and insights from the rest of the conference! #community #information #museums #data 6:30 AM · Apr 15, 2019 · Twitter for iPhone 1 Retweet 4 Likes	5210 9	1	4	N/A
06/15/19	https://twitter.com/DTatUBC/status/1139595880 896585728	4461	7	10	6

12

¹² No. of followers on Dec 31, 2019

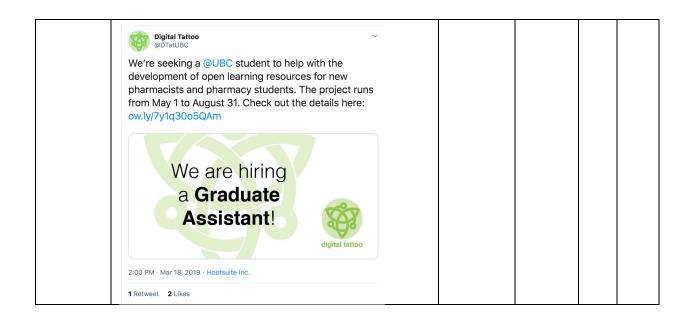




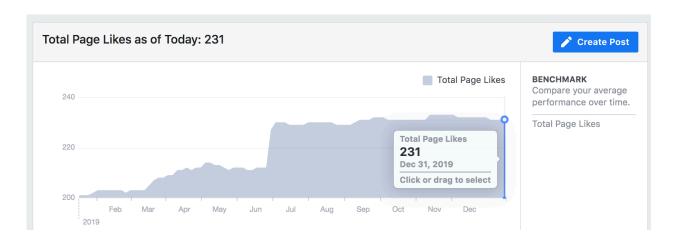
Top 5 tweets with tweets with the most URL clicks.

Date	Tweet	No. of impressi ons	Retwe ets	like s	url clic ks
2019/03 /01	https://twitter.com/DTatUBC/status/11015955 12497676288 Digital Tattoo	1971	1	3	14
2019/03 /12	https://twitter.com/DTatUBC/status/11054999 77156050945 Digital Tattoo @DTatUBC Digital Tattoo is hiring! Are you a current @UBC student interested in the issues of online privacy, safety and digital reputation? Do you have a gift with written communication and a desire to educate? Check out the details for our summer position: ow.ly/3b9030o0ldZ WE ARE HIRING! 9:05 AM · Mar 12, 2019 · Hootsuite Inc. 2 Retweets 2 Likes	733	1	2	13
2019/10 /25	https://twitter.com/DTatUBC/status/11878488 38821961728	345	0	1	10

	Digital Tattoo @DTaTUBC BUTTON GIVE AWAY AND ANNOUNCEMENT Digital Tattoo Project recently launched a new version of our website: digitaltattoo.ubc.ca and we want your feedback! All comments and suggestions can be sent to digital.tattoo@gmail. Home Page The goal of this site and the Digital Tattoo project is to raise questions, provide examples and links to resources t ### digitaltattoo.ubc.ca 2:50 PM · Oct 25, 2019 · Twitter for iPhone 1 Like				
2019/04 /08	Mttps://sutter.com/commons.in/linear/sutter/	270	0	3	8
2019/03 /18	https://twitter.com/DTatUBC/status/11077486 77060317189	456	1	2	7



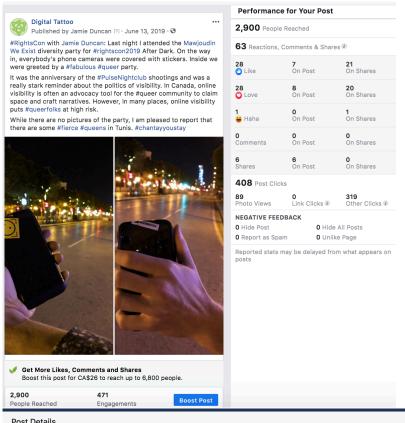
Facebook



• Around Jun 10, the likes of the page has spiked from 212 to 230.

Top 5 post with highest no. of click (clicks anywhere on the post)

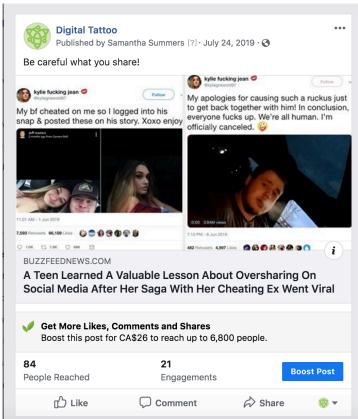
Note: other clicks include things like title clicks, or clicks to see "see more"

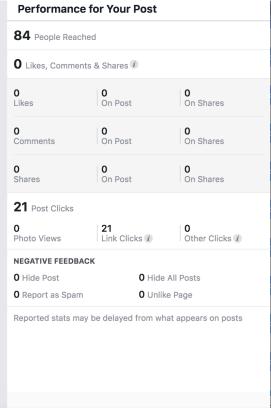


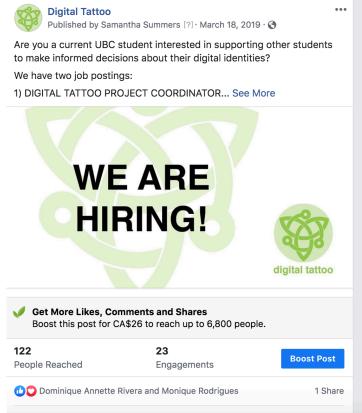
Post Details Performance for Your Post **Digital Tattoo** 243 People Reached Published by Samantha Summers [?] \cdot April 1, 2019 \cdot § What will happen to your Facebook page when you aren't here to update it anymore? Dominique explores the world of social media after death in 13 Likes, Comments & Shares (i) her latest article, Digital Grievance. Read it here: 3 On Post 8 On Shares DIGITALTATTOO.UBC.CA Digital Grievance | Digital Tattoo On Post 1 On Shares Digital Grievance By Dominique Rivera For anyone born in or after 2004, Facebook has been active for their entire lives. For some, 1 On Post 0 On Shares there has never been an option not to have a 28 Post Clicks O Photo Views **Get More Likes, Comments and Shares**Boost this post for CA\$26 to reach up to 6,800 people. 12 Link Clicks (i) 16 Other Clicks (i) NEGATIVE FEEDBACK 0 Hide Post 0 Hide All Posts People Reached Engagements 0 Unlike Page 0 Report as Spam 🖒 Jodi Harvey, Monique Rodrigues and Dominique Annette Rivera Reported stats may be delayed from what appears on posts Like Comment Comment Share

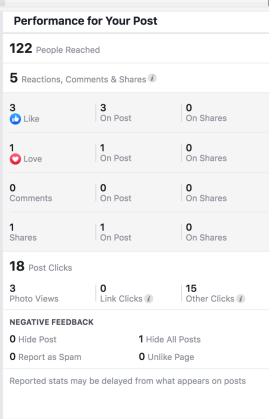
2.

1.



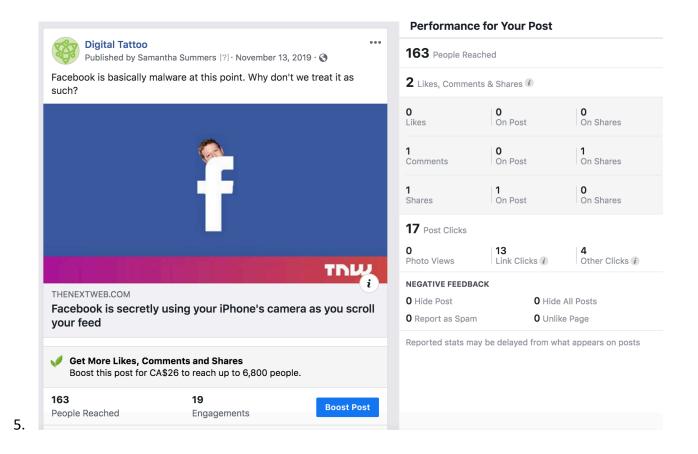






4.

3.



List of Events

Workshops

Title: Digital Tattoo:Think Before You Ink (For Faculty of Education; presented every year)

Date: 9/18/2019 and 9/20/2019

Location: UBC

No. of attendees: 600 (4 sessions; two 75 minute sessions --9:30-10:45 and 11:00-12:15) **Other info**: Two sessions Education course 315 Course sections include: 101, 102, 104, 105,

106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 117, 118, 120, 301

Title: Digital Rights Workshop, Learning Services & Capture Photography Festival

Date: April 7th 2019; 11:00-1:00

Location: Brix Studio, Downtown Vancouver

No. of attendees: 30

Other info: For members of the public

Title: Digital Tattoo Talks - Building Online Communities part of Information & Museum

studies Conference at University of Toronto

Date: Tuesday, April 16th 2019; 3:30 PM - 5:30 PM - EST

Location: 140 St George St, Inforum Library (4th floor), Faculty of Information, University of

Toronto

No. of attendees: 40

Other info: Folks who attended – please feel free to add here.

Events

Title: Booth at Campus Resources and Student Activity Fair

Date: August 29, 2019, 11:30AM – 1:30PM

Location: UBC

No. of attendees: N/A — students stopped by (For Graduate Student Orientation Welcome)

Title: Booth at Imagine Day **Date**: September 3rd, 2019

Location: UBC

No. of attendees: N/A — outside and students stopped(undergraduates)