



Living Lab on Media
Content and Platforms

Living Lab on Media Content and Platforms: (First) Results from an online panel of Internet users

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Challenges in Digital Research

LLMCP LisPan Final Conference

ESCS, September 13, 2019

Agenda



Living Lab on Media
Content and Platforms

- Data analysis;
- Day of the week;
- Hour of the day;
- Representations *vs* actions;
- Next steps.



Living Lab on Media
Content and Platforms

Data analysis

Data analysis

- Data treatment and analysis: MySQL, Excel and SPSS.
- Databases:
 - Main database (BDM);
 - Main database – treated (BDM-T);
 - Secondary databases.

Data analysis

02_LLMCP_BDM.xlsx

Search Sheet

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 11

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Sort & Filter Find & Select

Share Comments

J778514

	A	B	C	D	E	I	J	M	N
778474	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:05:54	09/09/2019 09:06	iPad Lettering Freebies	https://ipadlettering.com/freebies/
778475	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:06:05	09/09/2019 09:06	Freebies - Guides & Grids - iPad Lettering	https://ipadlettering.com/freebies/guides-grids/
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778478	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:06:44	N/A	Google	https://www.google.com/
778479	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:06:44	N/A	Free procreate brushes - Pesquisa Google	https://www.google.com/search?xsrf=ACYBGnQrKkpB7GpQ4F06uYc74UuSby085w%3A156801999
778480	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:06:53	N/A	Free Brushes - Free Brushes for Procreate	https://procreate.brushes.work/category/free-brushes/
778481	83	FEMALE	1985	SINGLE	STUDENT_WORKER	09/09/2019 09:06:56	N/A	(1) Facebook	https://www.facebook.com/search/top?q=rt&epa=SEARCH_BOX
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778498	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:15:30	N/A	Procreate Brush Box Vol. 01 - a Procreate Handlettering Brush for Free	https://gumroad.com/l/IPBrk
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778507	110	FEMALE	1999	SINGLE	STUDENT	09/09/2019 09:21:59	N/A	Home - Dropbox	https://www.dropbox.com/h
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778512	83	FEMALE	1985	SINGLE	STUDENT_WORKER	09/09/2019 09:27:26	09/09/2019 09:27	news agency - Pesquisa Google	https://www.google.com/search?biw=1366&bih=625&xsrf=ACYBGnQrpkA4A99gBgK209xe2DUJKqOt
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778514	83	FEMALE	1985	SINGLE	STUDENT_WORKER	09/09/2019 09:27:31	N/A	News agency - Wikipedia	https://en.wikipedia.org/wiki/News_agency
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778516	9	MAI F	1983	SINGI F	STUDJFNT WORKFR	09/09/2019 09:28:03	N/A	Webmail - Main	https://cpanel41.dnscpanel.com:2096/cpsess9023408247/webmail/paper_lantern/index.html?logi

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100%

Data analysis

20190901_CHB_Tratamento de informacao_EN_26 Semanas.xlsx

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 12

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Sort & Filter Find & Select

Share Comments

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Date	Week	Day	Daytext	NA Total	LNA	Users	WNA	AWNA	WNA PO	AWNA PO	WNA PC	AWNA PC	
2	20-Jan	1	1	Sunday	2460	6	28	2454	87,6	1705	60,9	749	26,8	
3	21-Jan	1	2	Monday	3909	12	32	3897	121,8	2911	91,0	986	30,8	
4	22-Jan	1	3	Tuesday	2882	15	29	2867	98,9	1601	55,2	1266	43,7	
5	23-Jan	1	4	Wednesday	3344	5	29	3339	115,1	1876	64,7	1463	50,4	
6	24-Jan	1	5	Thursday	3135	3	31	3132	101,0	2323	74,9	809	26,1	
7	25-Jan	1	6	Friday	3021	5	24	3016	125,7	2076	86,5	940	39,2	
8	26-Jan	1	7	Saturday	2469	7	24	2462	102,6	1839	76,6	623	26,0	
9	27-Jan	2	1	Sunday	2178	2	25	2176	87,0	1393	55,7	783	31,3	
10	28-Jan	2	2	Monday	4309	5	30	4304	143,5	2905	96,8	1399	46,6	
11	29-Jan	2	3	Tuesday	4308	2	26	4306	165,6	3219	123,8	1087	41,8	
12	30-Jan	2	4	Wednesday	3403	2	31	3401	109,7	2117	68,3	1284	41,4	
13	31-Jan	2	5	Thursday	3032	4	27	3028	112,1	1989	73,7	1039	38,5	
14	01-Feb	2	6	Friday	2323	7	25	2316	92,6	1305	52,2	1011	40,4	
15	02-Feb	2	7	Saturday	2403	14	24	2389	99,5	1322	55,1	1067	44,5	
16	03-Feb	3	1	Sunday	2622	16	24	2606	108,6	1669	69,5	937	39,0	
17	04-Feb	3	2	Monday	4695	9	25	4686	187,4	2876	115,0	1810	72,4	
18	05-Feb	3	3	Tuesday	3233	16	27	3217	119,1	1572	58,2	1645	60,9	
19	06-Feb	3	4	Wednesday	4376	9	29	4367	150,6	2945	101,6	1422	49,0	
20	07-Feb	3	5	Thursday	3397	5	25	3392	135,7	1860	74,4	1532	61,3	
21	08-Feb	3	6	Friday	2649	2	23	2647	115,1	1919	83,4	728	31,7	
22	09-Feb	3	7	Saturday	1627	3	17	1624	95,5	1103	64,9	521	30,6	
23	10-Feb	4	1	Sunday	1784	1	21	1783	84,9	1191	56,7	592	28,2	
24	11-Feb	4	2	Monday	3116	29	25	3087	123,5	1770	70,8	1317	52,7	
25	12-Feb	4	3	Tuesday	4244	46	29	4198	144,8	2702	93,2	1496	51,6	

Dias da semana Horas do dia Freq - Tratada Frequencia bdm tratamento Tradado +

157%

Data analysis

20190901_CHB_Tratamento de informacao_EN_26 Semanas.xlsx

Home Insert Draw Page Layout Formulas Data Review View

Calibri (Body) 12

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Sort & Filter Find & Select

Share Comments

M2

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Date	Week	Day		Hour	Users	WNA	AWNA	WNA PO	AWNA PO	WNA PC	AWNA PC	
2	20-Jan	1	1		00h00m – 01h00m	7	213	30,4	157	22,4	56	8,0	
3	20-Jan	1	1		01h00m – 02h00m	11	189	17,2	127	11,5	62	5,6	
4	20-Jan	1	1		02h00m – 03h00m	6	90	15,0	72	12,0	18	3,0	
5	20-Jan	1	1		03h00m – 04h00m	2	31	15,5	9	4,5	22	11,0	
6	20-Jan	1	1		04h00m – 05h00m	1	16	16,0	8	8,0	8	8,0	
7	20-Jan	1	1		05h00m – 06h00m	2	11	5,5	9	4,5	2	1,0	
8	20-Jan	1	1		06h00m – 07h00m	0	0	0,0	0	0,0	0	0,0	
9	20-Jan	1	1		07h00m – 08h00m	1	1	1,0	1	1,0	0	0,0	
10	20-Jan	1	1		08h00m – 09h00m	0	0	0,0	0	0,0	0	0,0	
11	20-Jan	1	1		09h00m – 10h00m	0	0	0,0	0	0,0	0	0,0	
12	20-Jan	1	1		10h00m – 11h00m	1	53	53,0	34	34,0	19	19,0	
13	20-Jan	1	1		11h00m – 12h00m	5	21	4,2	9	1,8	12	2,4	
14	20-Jan	1	1		12h00m – 13h00m	5	101	20,2	91	18,2	10	2,0	
15	20-Jan	1	1		13h00m – 14h00m	7	87	12,4	60	8,6	27	3,9	
16	20-Jan	1	1		14h00m – 15h00m	5	24	4,8	13	2,6	11	2,2	
17	20-Jan	1	1		15h00m – 16h00m	4	65	16,3	60	15,0	5	1,3	
18	20-Jan	1	1		16h00m – 17h00m	8	182	22,8	131	16,4	51	6,4	
19	20-Jan	1	1		17h00m – 18h00m	12	173	14,4	109	9,1	64	5,3	
20	20-Jan	1	1		18h00m – 19h00m	12	200	16,7	126	10,5	74	6,2	
21	20-Jan	1	1		19h00m – 20h00m	13	263	20,2	184	14,2	79	6,1	
22	20-Jan	1	1		20h00m – 21h00m	13	230	17,7	145	11,2	85	6,5	
23	20-Jan	1	1		21h00m – 22h00m	9	89	9,9	71	7,9	18	2,0	

Dias da semana Horas do dia Freq - Tratada Frequencia bdm tratamento Tradado +

166%

Data analysis

- Excel Macros (Visual Basic) have been developed, for data treatment in the main database (BDM-T), allowing for instance to:
 - Clean up the database (e.g. signs like “-” or “+” in the beginning of web addresses);
 - Create extra variables (the “website”);
 - Categories (e-commerce, news, entertainment...).

Data analysis

- Info already being analysed:
 - Frequency (WNA – Web Navigation Actions);
 - Days of the week;
 - Hours of the day;
 - “Online” category and “Connected” category (inspired in POPC);
 - Representations vs actions;
- Info still not being analysed:
 - Time in each webpage;
 - Other categories (e-commerce, information, entertainment...);
 - Interpenetration between personal, academic, professional use;
 - ...

Data analysis

- For this specific analysis ...
- Time period:
January 20 to July 20, 2019 (26 weeks, 182 days);
- Users:
Exclusively ESCS Students;
- WNA:
A total of more than 450.000 Web Navigation Actions analysed
- And now for some results ...



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Day of the week

Day of the week

- How is Internet use distributed, through the days of the week?
- Analysed through:
 - Average number of users tracked in each day of the week, during the 26 weeks period;
 - Average number of WNA (Web Navigation Actions) performed by each user effectively tracked, in each day of the week.

Day of the week

- Hypotheses:
 - H1. The average number of tracked users is the same, for each day of the week;
 - H2. The average number of web navigation actions per user is the same, for each day of the week.

Day of the week

	Tracked users	WNA	AWNAPU
Monday	25,7	75.209	111,9
Tuesday	25,2	73.086	110,3
Wednesday	25,6	70.653	104,8
Thursday	24,6	69.527	108,6
Friday	23,3	58.865	96,2
Saturday	20,0	48.533	91,6
Sunday	23,1	57.378	95,2
Total	23,9	453.251	102,7

WNA: Web Navigation Actions

AWNAPU: Average Web Navigation Actions Per User.

Day of the week

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Monday	25,7	75.209	111,9
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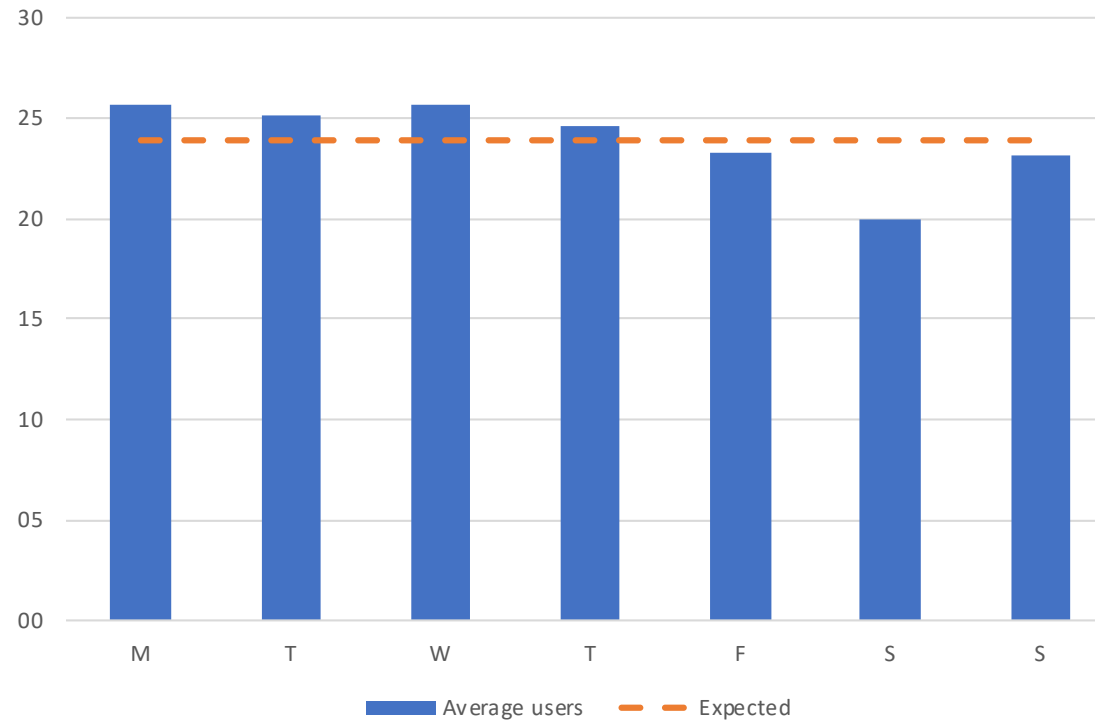
Day of the week

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WNA: Web Navigation Actions

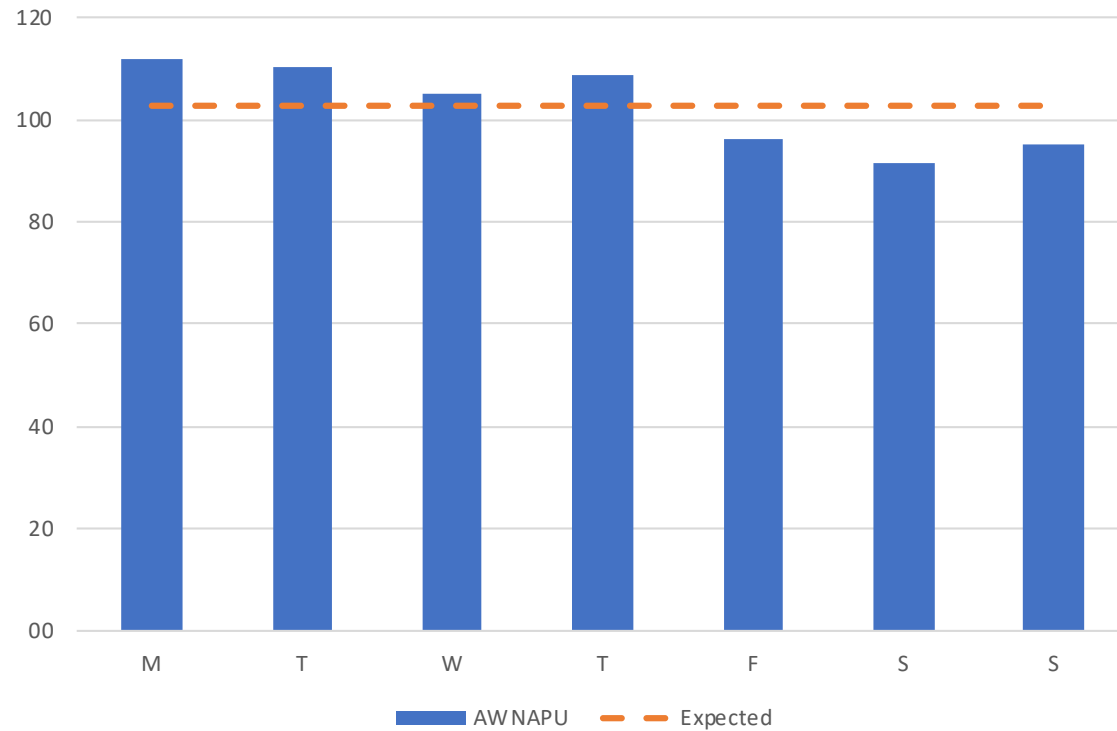
AWNAPU: Average Web Navigation Actions Per User.

Day of the week



Average number of tracked users per day of the week

Day of the week



Average web navigation actions per user, per day of the week

Day of the week

- Not possible to keep the null hypothesis (ANOVA): differences were found in the average number of tracked users, between the several days of the week ($p < ,001$).
- Tukey's post hoc tests: the average number of users tracked on Saturday is significantly lower than the average number of users on Monday, Tuesday, Wednesday and Thursday – and no significant differences were found between Saturday, Friday and Sunday.
- ANOVA did not identify a statistically significant difference in the average web navigation actions per user, between each of the seven days of the week ($p = ,052$).
- However, exploring specifically the difference between Saturday, Friday and Sunday and the rest of the week, the test confirms that the average number of web navigation actions per user is significantly lower on Saturday, Friday and Sunday compared to the rest of the week ($p < ,001$).



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Hour of the day

Hour of the day

- How is Internet use distributed, through the hours of the day?
- Analysed through:
 - Average number of users tracked in each hourly period, in the 182 days;
 - Average number of WNA (Web Navigation Actions) performed by each user effectively tracked, in each of these time periods.

Hour of the day

- Hypotheses:
 - H1. The average number of tracked users is the same, for each hourly time period of the day (with the exception of resting and sleeping periods);
 - H2. The average number of web navigation actions per user is the same, for each hourly time period of the day (with the exception of resting and sleeping periods).

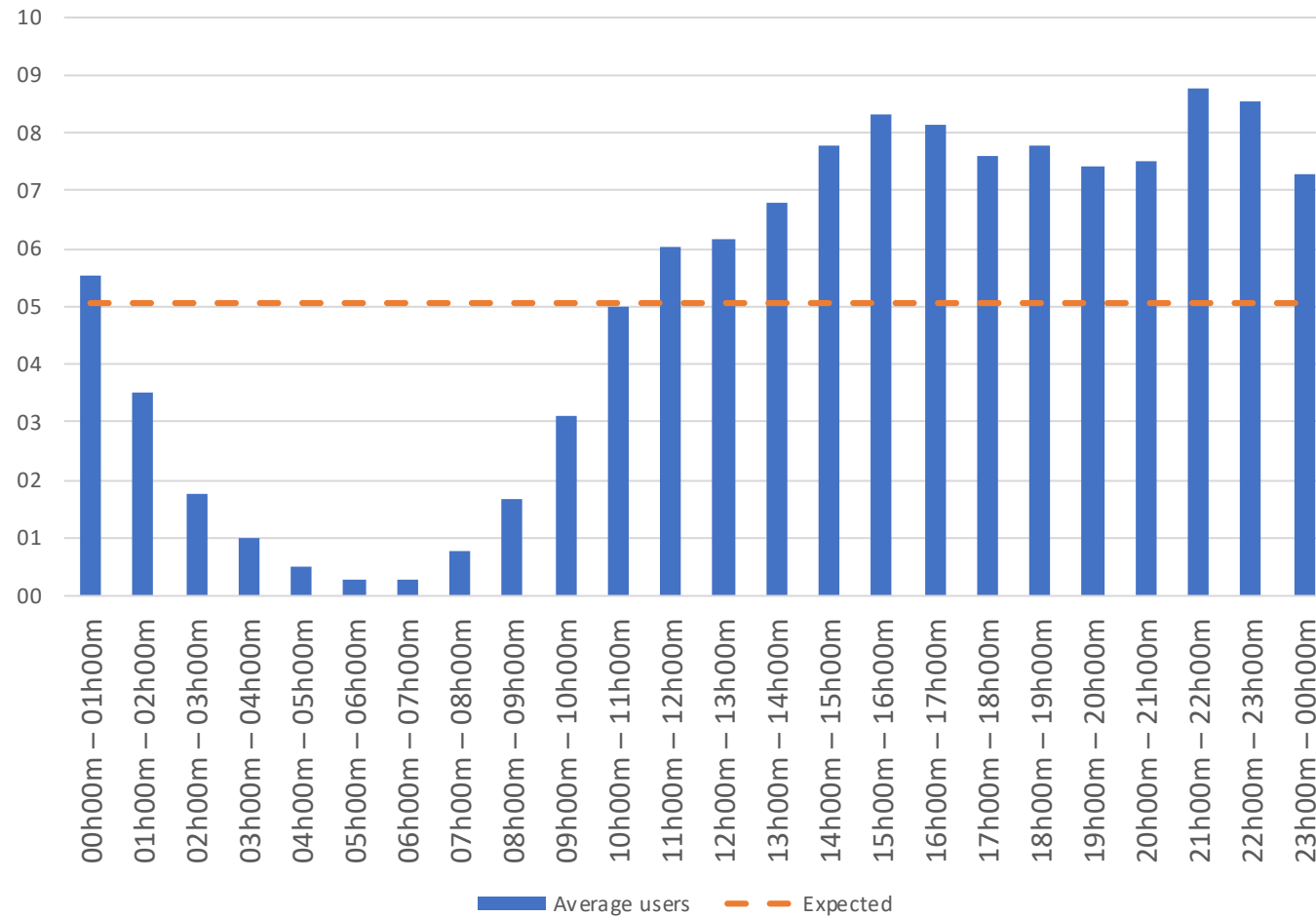
Hour of the day

	Tracked users	WNA	AWNAPU
00h00m – 01h00m	5,5	103,7	19,3
01h00m – 02h00m	3,5	61,7	18,4
02h00m – 03h00m	1,7	28,8	15,8
03h00m – 04h00m	1,0	20,8	14,9
04h00m – 05h00m	0,5	9,9	8,8
05h00m – 06h00m	0,3	7,7	7,0
06h00m – 07h00m	0,3	7,1	6,7
07h00m – 08h00m	0,8	11,6	7,8
08h00m – 09h00m	1,7	37,4	18,2
09h00m – 10h00m	3,1	70,5	18,2
10h00m – 11h00m	5,0	106,8	20,8
11h00m – 12h00m	6,0	136,0	22,1
12h00m – 13h00m	6,2	124,2	19,1
13h00m – 14h00m	6,8	138,5	20,2
14h00m – 15h00m	7,8	172,9	21,6
15h00m – 16h00m	8,3	195,9	23,1
16h00m – 17h00m	8,2	175,2	20,3
17h00m – 18h00m	7,6	153,4	19,6
18h00m – 19h00m	7,8	146,5	18,6
19h00m – 20h00m	7,4	143,6	18,8
20h00m – 21h00m	7,5	147,9	19,4
21h00m – 22h00m	8,8	182,6	20,6
22h00m – 23h00m	8,5	159,8	18,6
23h00m – 00h00m	7,3	131,7	17,8

WNA: Web Navigation Actions

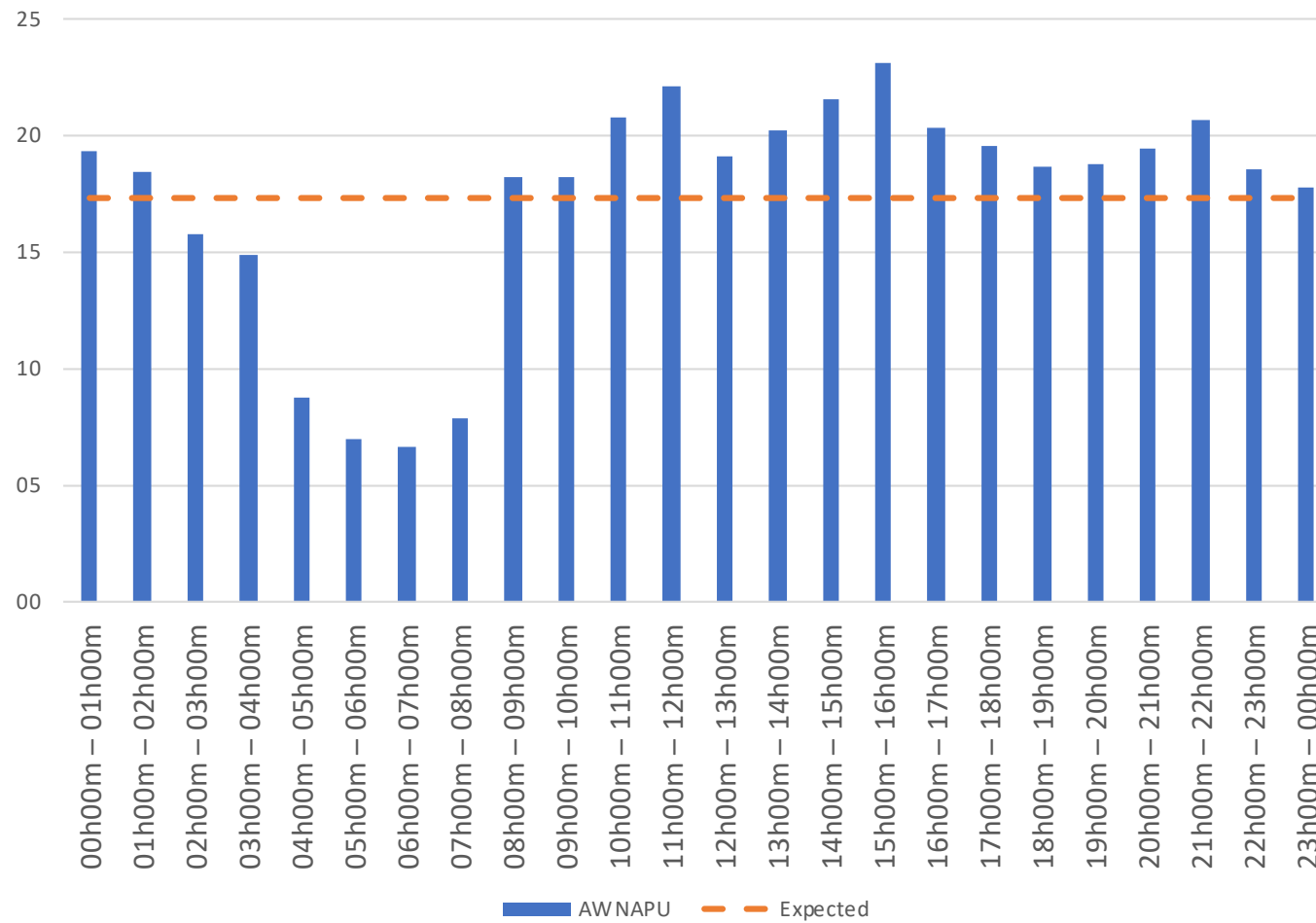
AWNAPU: Average Web Navigation Actions Per User.

Hour of the day



Average number of tracked users per hour of the day

Hour of the day



Average web navigation actions per hour of the day

Hour of the day

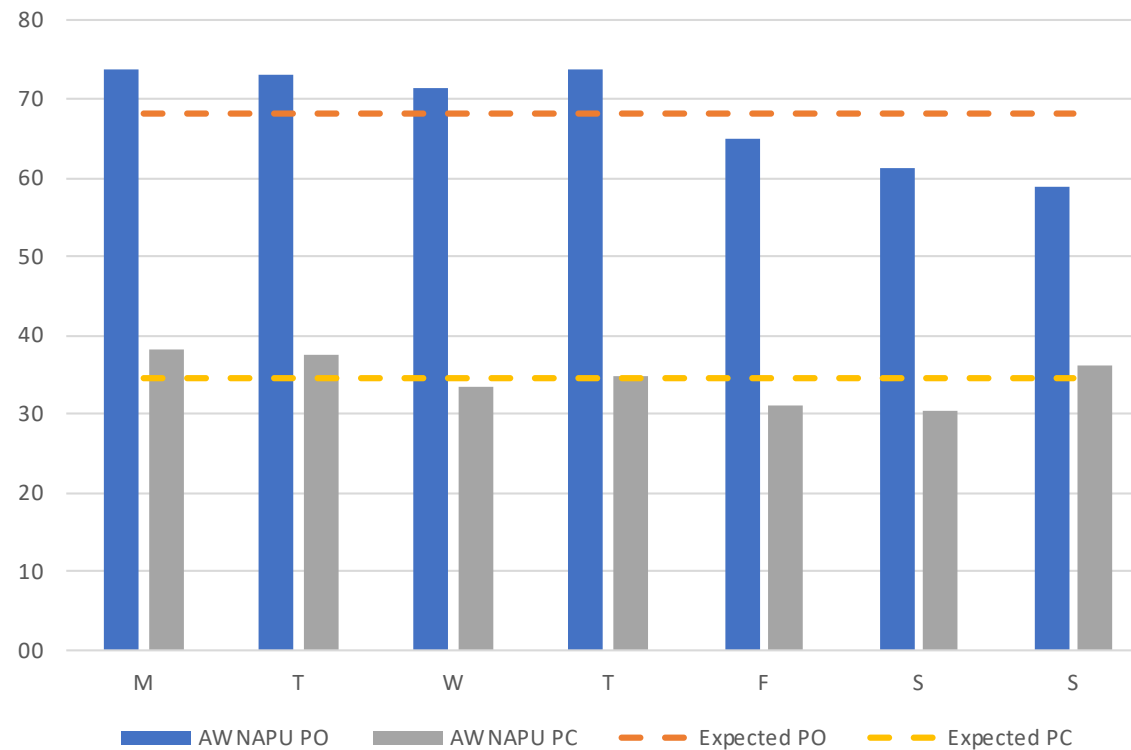
- Hypotheses: under testing ...



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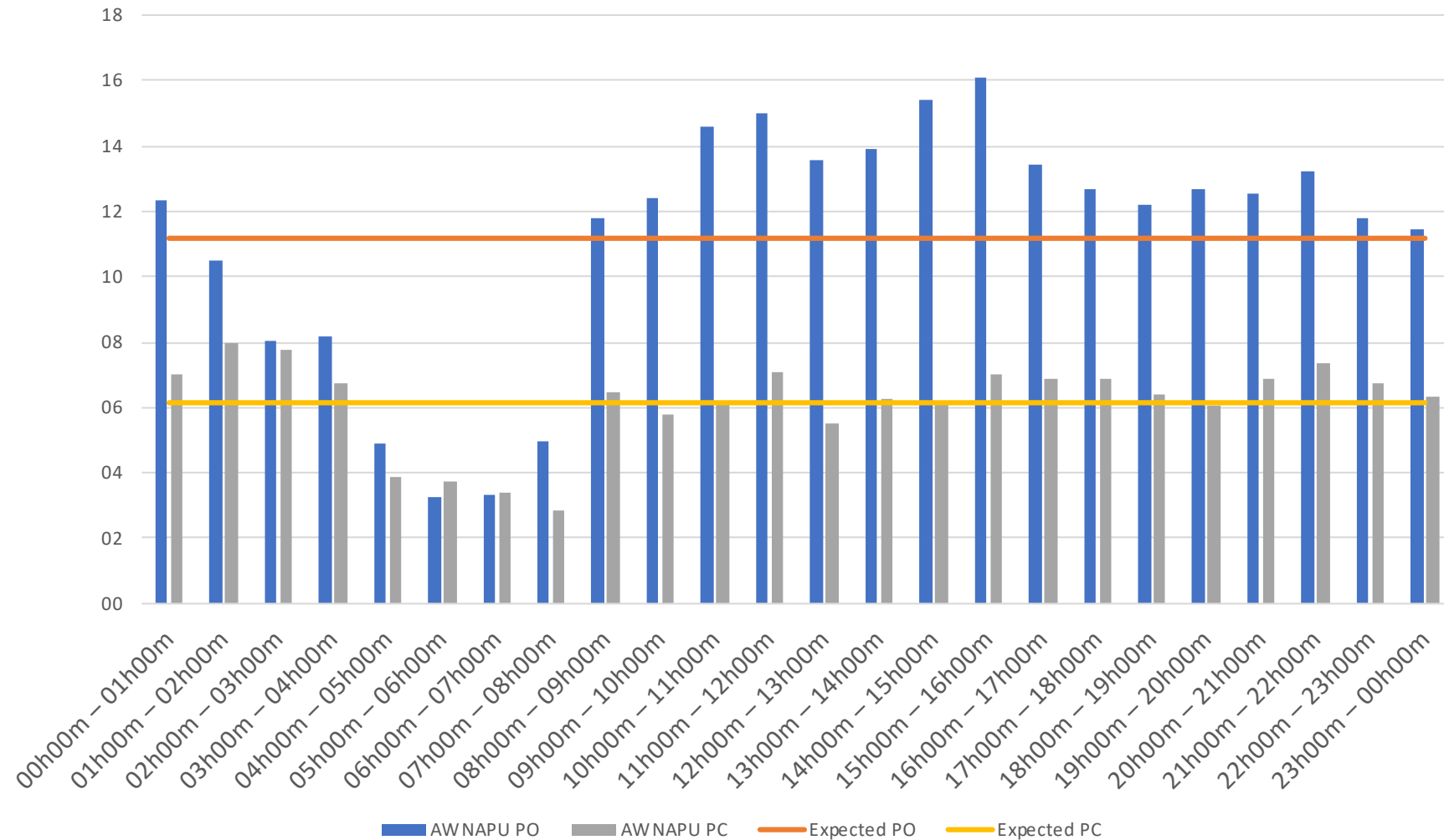
Online vs Connected

Online vs Connected



Average web navigation actions per user, per day of the week
(Online vs Connected)

Online vs Connected



Average web navigation actions per user, per day of the week
(Online vs Connected)



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Representations *vs* actions

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Two information sources:

- 1) Online panel of Internet users (web tracking);
- 2) Online survey.

Representations vs actions

- Online panel:
We already know about...

Representations *vs* actions

- Online survey:
 - Directed to all Internet users registered in the panel;
 - Between July 7 and July 15, 2019;
 - A total of 40 respondents (not all being regularly monitored).

Representations *vs* actions

Users who...

- Participate in the panel...
- With high intensity (Web Navigation Actions in a minimum of 24 weeks, in a total of 26)...

And...

- Participate in the survey...

And...

- Are students in the same institution....

And...

- Use exclusively, or almost exclusively, Google Chrome as their web browser.

n=12

Representations *vs* actions

- All these 12 users report to use the Internet on a daily basis, including the weekend, in their laptop or desktop computer (covered by the panel methodology):
- Question: How often do you usually access the Internet?
(Section on Internet use through laptop or desktop computers, not including tablets or smartphones).

	Cases	%
Daily (includes weekend)	12	100%
5 or 6 days a week	0	0%
3 or 4 days a week	0	0%
Less than 3 or 4 days a week	0	0%

Representations vs actions

- How frequently do these users effectively access the Internet?

5,7 times a week

Representations vs actions

	Survey	Weeks	Days per week
User 1	Daily (includes weekend)	26	4,9
User 2	Daily (includes weekend)	24	5,1
User 3	Daily (includes weekend)	26	5,8
User 4	Daily (includes weekend)	26	5,3
User 5	Daily (includes weekend)	26	6,5
User 6	Daily (includes weekend)	26	5,7
User 7	Daily (includes weekend)	26	6,5
User 8	Daily (includes weekend)	26	6,9
User 9	Daily (includes weekend)	26	6,2
User 10	Daily (includes weekend)	25	4,8
User 11	Daily (includes weekend)	26	6,1
User 12	Daily (includes weekend)	25	5,1
Total			5,7

Representations vs actions

	Survey	Weeks	Days per week
User 1	Daily (includes weekend)	26	4,9
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Total			5,7

Representations vs actions

- Three-quarters of the participants (9 in 12) over-report the frequency of Internet access;
- Although all the participants report that they access the Internet every day, including the weekend, only 25% effectively accesses the Internet every day, on average;
- This sample seems to consider that their Internet access is more frequent than it effectively is;
- In reality, 75% of the participants access the Internet 5 or 6 days a week, on average;
- One hypothesis can be related to representations on Internet access and use, by this generation (PO/PC);
- These are preliminary results, and further research will be developed.



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Next steps

Next steps

- Continue data analysis and exploration (categories, metrics, testing theories...);
- Extend existing panel (Lisbon/Portugal);
- Improve app, usability, add features;
- Extend panel and enable comparative analysis (international partners).



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Thank you!

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