

# Internet Audience Measurements

## **A Cultural View on Targeting, Algorithms & Responsibilities**

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# A Cultural View I

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- ❖ Who am I?
  - ❖ A trained technician (Technischer Informatiker HTL)
  - ❖ Worked in a Web Agency for about 5 years
  - ❖ Now I'm in Media Literacy (Normative Position)
  
- ❖ What is culture?
  - ❖ A set of rules that members of that culture often define as natural, as something that always was like that or has to be like that.

# Exploring Österreichische Webanalyse

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ÖWA

<http://www.oewa.at/>

❖ Please check this webpage

# Basic Internet Audience Measurements

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- ❖ Page Impressions (PI)
- ❖ Visits (VI)
- ❖ Unique Clients (UC)
- ❖ Usetime
- ❖ See definitions: <http://www.oewa.at/service/glossar>
- ❖ **What effects occur because *Unique Clients* are an IP-Address based measurement?**



# Relational Internet Audience Measurements

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- ❖ Page Impressions / Visit
- ❖ Page Impressions / Unique Client
- ❖ Visits / Unique Client
  
- ❖ Page Impressions from Austria (IP-Addresses are geo-coded)
  
- ❖ **Compare Data for different “websites”**

# Why measure Internet Audience?

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- ❖ Information for journalists & media industry
- ❖ Information for advertisers & advertising industry
- ❖ **Where would you advertise?**
  - ❖ **Based on which data would you decide?**
- ❖ **ÖWA Plus**
  - ❖ Additional studies about Internet Users & Usage

# Being found...

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❖ Local Internet Audience Measurements aren't enough

❖ Why?

- Competition with other websites
- Search Engines
- Advertisers

# The big picture - Comparing Websites I

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- ❖ Alexa – an amazon.com company
  - ❖ Analytical tool for website owners
  - ❖ [www.alexa.com](http://www.alexa.com) & <http://www.alexa.com/about>
  - ❖ Top 500 sites on the web
    - ❖ <http://www.alexa.com/topsites>
- ❖ Data is based on
  - ❖ Customers
  - ❖ Internet Users, using one of over 25.000 different browser extensions



# The big picture - Comparing Websites II



## ❖ The Internet map

❖ <http://internet-map.net/>

❖ Basic data from 2011

❖ Website Information = actual Alexa data

❖ Showing Relations between Websites (Connecting Links)

❖ closer means more connecting links

❖ visualizes the still existing geographical aspect of the web

# Google as example for search engines I

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- ❖ How search engines rank websites is a secret and their secret of success!
- ❖ Google use a combination of multiple algorithms, this can change from country to country (alternative google domains, for example: [www.google.com](http://www.google.com) , [www.google.at](http://www.google.at) , [www.google.es](http://www.google.es))
- ❖ Google's first and best known algorithm is PageRank
  - ❖ <http://en.wikipedia.org/wiki/PageRank>
  - ❖ It ranks based on the number and quality of links to a website, trying to estimate the importance of the website

# Google as example for search engines II

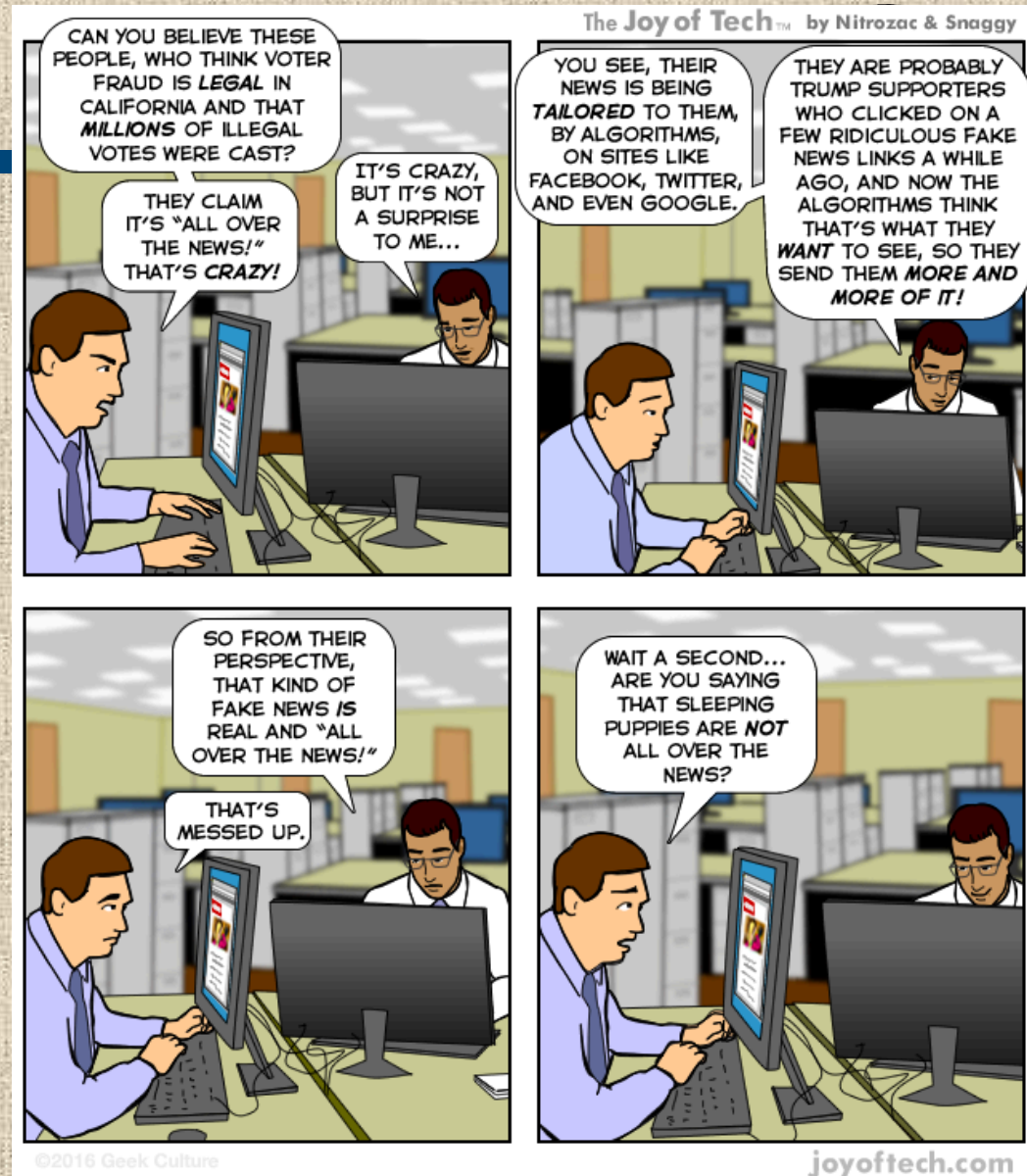


- ❖ Search Engine Optimization (SEO)
  - ❖ aims at the manipulation of search engines
  - ❖ researching effects of optimization (content, design, meta-data, incoming links, outgoing links and inner website links, even the form of the links)
  - ❖ **a secret war** – successful optimization will make the search engine company change their algorithms and/or punish for some forms of optimizations/manipulations
- ❖ Example PageRank
  - ❖ Link Exchange
  - ❖ Server Farms



# Effects of Algorithms

- ❖ The Digital World as we see it
- ❖ Non-Scientific Description
  - ❖ Concept based
  - ❖ Not Data based
- ❖ Effect of an ad-based (capitalistic) Web



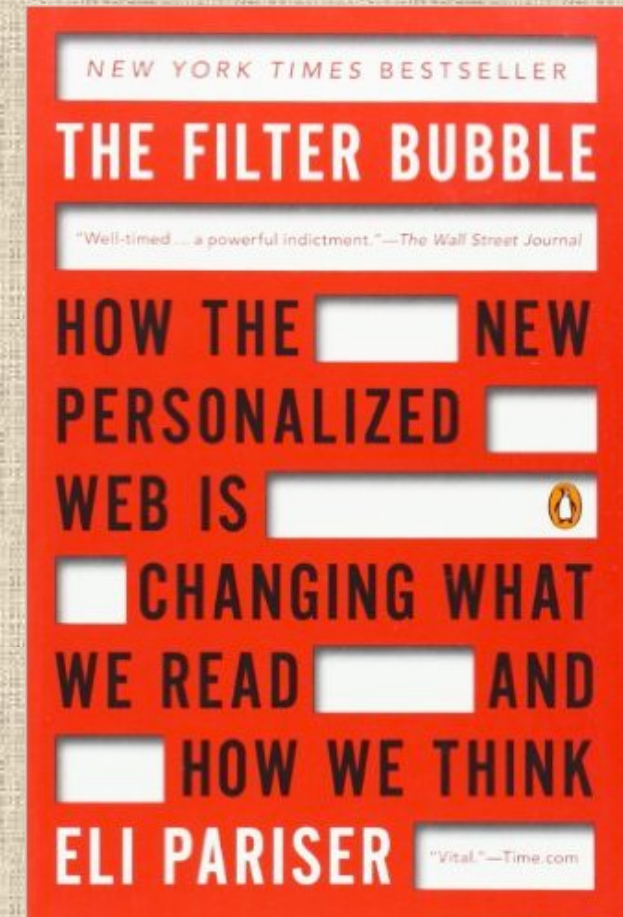
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# Filter Bubbles I



❖ Book: **“The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think”**  
by Eli Pariser



# Filter Bubbles II

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❖ Active Filtering of Media Content is nothing new

- ❖ People choose their newspaper, their friends...
- ❖ They focus on a certain perspective
- ❖ New is the algorithm- & technology driven filtering

# Filter Bubbles III

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- ❖ Experiment: Search for “Pizza in Wien”
  - ❖ What are the first 10 results?
  - ❖ Compare it with a friend



# Filter Bubbles IV

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Search Results are based on

- ❖ Location & Language
  - ❖ previous Searches and visited Pages
  - ❖ other collected Usage-Data (Importance of “Android Phones” for Google)
  - ❖ and more and more important: the power of social data...
- Why is Social Media so important...?!



# Echo Chambers I

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- ❖ Definition

- ❖ [https://en.wikipedia.org/wiki/Echo\\_chamber\\_\(media\)](https://en.wikipedia.org/wiki/Echo_chamber_(media))

- ❖ Thought experiment

- ❖ Global Village

- ❖ + Algorithm View of the World

- ❖ = -> Polarization

- ❖ What to do against it?

# Facebook I

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## The Facebook Filter Bubble:

❖ <https://www.youtube.com/watch?v=RCyW9aanXMk>

## Facebook is a business:

❖ <http://www.geekculture.com/joyoftech/joyarchives/2351.html>

# Facebook II

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- ❖ Did Trump win because of Facebook?
- ❖ Assumption: Fake News helped Trump to win
- ❖ <http://www.niemanlab.org/2016/11/the-forces-that-drove-this-elections-media-failure-are-likely-to-get-worse/>
- ❖ <https://www.wired.de/collection/tech/ist-facebook-fuer-den-wahlsieg-von-donald-trump-verantwortlich>

# Facebook III

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- ❖ What is Facebook?
  - ❖ A privatized public sphere
- ❖ How responsible is Facebook?
- ❖ How responsible are all the content providers on Facebook?
- ❖ How responsible are all of us?



# A Cultural View II

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- ❖ What is culture?
  - ❖ A set of rules that members of that culture often define as natural, as something that always was like that or has to be like that.
  - ❖ Other possibilities / options can often only be seen from the outside = different, abstract perspective
  - ❖ Technology mimics these structures
  - ❖ Different levels are epistemological linked

# A Cultural View III

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- ❖ A way out = Understanding how and why things are like they are
- ❖ Consequences?