

CUNY Academic Commons - Feature #8898

Usage data on docs and social paper

2017-11-10 12:01 PM - Matt Gold

Status:	Assigned	Start date:	2017-11-10
Priority name:	Normal	Due date:	
Assignee:	Matt Gold	% Done:	0%
Category name:	Social Paper	Estimated time:	0.00 hour
Target version:	Not tracked		
Description			
discussion during CAC meeting -- November			
to aid our discussion about group libraries			
Usage data on docs vs. social paper -- views, edits -- last 12 months -- avg number created by user			

History

#1 - 2017-11-14 10:35 PM - Boone Gorges

- File Screenshot_2017-11-14_21-04-23.png added
- File Screenshot_2017-11-14_21-04-13.png added
- File Screenshot_2017-11-14_21-02-48.png added
- File Screenshot_2017-11-14_21-02-29.png added

I've collected some data for comparison. First, some raw numbers from the database.

	Social Paper	Docs
1. Items created in last 12 months	207	246
2. Edits in last 12 months	417	1133
3. Distinct items edited (12 mo)	181	254
4. Total items (all time)	381	1820
5. Users who have created items in the last 12 months	69	86
6. Groups where items have been created/linked in last 12 months	8	30
7. Public/private counts of items created within 12 mo	88 public 119 private	5 public 204 private/hidden
8. Comments in last 12 months	470	203

A few takeaways from this:

- SPs appear to be created but not edited much; Docs get almost 3x more edits each.
- There are far more overall Docs, but it's a much older feature.
- A far larger number of groups is using Docs, but it's worth noting that Docs **must** be used in groups, while for SPs it's optional.
- SPs get more than 2x the comments, but comments are also a more critical part of the SP experience than in the case of Docs

I've also attached some screenshots of analytics from the last 12 months:

- traffic to URLs like /groups/*/docs*
- traffic to URLs like /groups/docs/* (roughly, the same as above but without directory views)
- traffic to URLs like /papers*
- traffic to URLs like /papers/* (roughly, the same as above but without directory views)

Briefly, the numbers are fairly similar between SP and Docs. The only obvious differences I see are that pageviews for Doc directories are notably higher than for SP directories (while single Doc vs single SP are pretty close), and that the bounce rate is much higher for SPs (though I'm unsure whether that's relevant for these content types).

In all of the above, but perhaps especially in the context of pageviews, note that nearly half of SPs are public, while almost all Docs are non-public. Presumably, this means that SPs get much more organic traffic, while nearly 100% of Docs traffic is from people who are intentionally looking for those items.

#2 - 2017-11-15 10:52 AM - Boone Gorges

- Category name changed from Analytics to Social Paper
- Assignee changed from Boone Gorges to Matt Gold
- Target version set to Not tracked

Switching this ticket to Matt, as I think I've already collected the necessary information from Analytics that I was going to ask Scott for. I've also added a number of watchers, so they can start to digest the stats that I posted above.

#3 - 2017-11-16 11:31 AM - Matt Gold

Thanks so much for pulling this together, Boone. My takeaway here is that both features are actively being used. That doesn't mean that we shouldn't consider replacing them, but it does mean that we strongly need to consider how and why people are using them and to take care in thinking through next steps for these tools.

Paige, maybe a survey of some sort would be a good thing.

Boone, theoretically, if we wanted to send a survey to only those members who had created docs and SPs, would we be able to pull email addresses for the mailing?

#4 - 2017-11-16 11:32 AM - Boone Gorges

Boone, theoretically, if we wanted to send a survey to only those members who had created docs and SPs, would we be able to pull email addresses for the mailing?

Yes. Just let me know what's needed.

Files

Screenshot_2017-11-14_21-04-23.png	44.8 KB	2017-11-15	Boone Gorges
Screenshot_2017-11-14_21-04-13.png	61.4 KB	2017-11-15	Boone Gorges
Screenshot_2017-11-14_21-02-29.png	53.1 KB	2017-11-15	Boone Gorges
Screenshot_2017-11-14_21-02-48.png	48.4 KB	2017-11-15	Boone Gorges