Abstract

Analytics is the process of looking at data and drawing conclusions from it in order to improve the user experience online. In journalism, analytics measures pageviews and time spent on a website to learn about audience consumption habits and to take this information and make the experience better for the reader. This paper is an analysis of those reader consumption habits for the Daily News, the student-run newspaper at Ball State University. It provides an analysis of web traffic trends from February 2015 to February 2016, along with recommendations and opportunities for future improvement.

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