

DELIVERABLE

Project Acronym: Europeana Newspapers

Grant Agreement number: 297380

Project Title: A Gateway to European Newspapers Online

D4.6 Newspaper Indexing and Interface Development D4.7 Usability Testing

Revision: 1.0

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Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

Revision	Date	Author	Organisation	Description
0.1	16-03-2015	Alastair Dunning Alena Fedesenka Anastasia Gasia Markus Muhr Joris Pekel	TEL TEL TEL TEL EF	Updated draft version
0.2	22-03-2015	Neil Fitzgerald Adam Sofronijevic	BL UB	Internal review
0.3	30-03-2015	Clemens Neudecker Hans-Jörg Lieder Sandra Kobel	SBB SBB SBB	Internal review
0.4	13-04-2015	Alastair Dunning	TEL	Following feedback from reviewers
0.5	29-04-2015	Alastair Dunning	TEL	Following request from Commission to present D4.6 and D4.7 as separate from D4.5.
1.0	30-04-2015	Clemens Neudecker Sandra Kobel	SBB SBB	Internal review and final version

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Introduction

While deliverable *D4.5 Newspapers aggregated by TEL* explained the aggregation process for Europeana Newspapers, these co-joined deliverables (D4.6 and D4.7) look at the process of creating an interface from the aggregated corpus of metadata, full text and images.

This deliverable explores the process of planning and designing the interface, taking into account the needs of users but also the needs of the libraries contributing data. It provides oversight of the results from the usability testing and how the recommendations were incorporated into The European Library. The appendix includes quantitative evidence of the usage of TEL and Europeana. For those wanting more detail on the usability testing, the report produced in 2014 will be of interest.¹

The report also shows how the newspapers were incorporated into the Europeana portal.

It concludes by looking at the future plans for the newspapers, which include plans for closer integration with Europeana. More technical details are available in a separate document.²

Creating an Interface to the Aggregated Data

At the start of the project in 2012, the plans for searching and browsing the aggregated data had still to be formulated. There was a clear mandate to share metadata with Europeana but it was unsure as to how this would incorporate the images and full text that was part of the project.

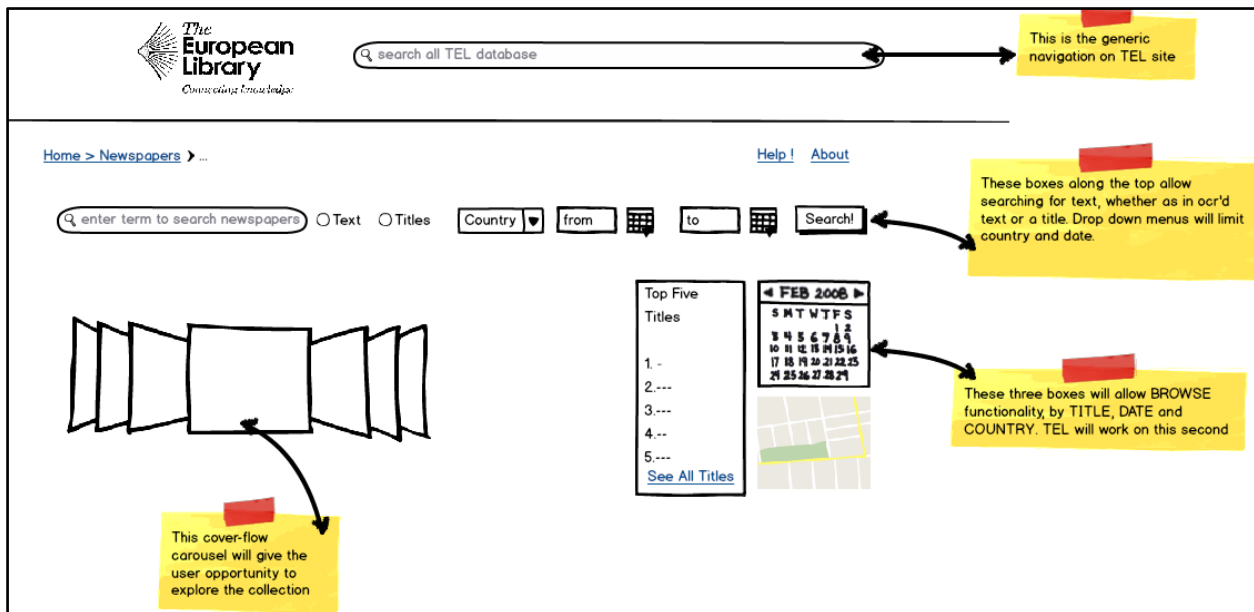
As The European Library was undertaking the aggregation and had built expertise in text aggregation from a previous project, it was decided that a dedicated newspapers interface would be built by the team at The European Library.

Before beginning any design work each of the library partners was contacted to discuss how they would like their data represented in The European Library. This was necessary to build trust with the library partners and to ensure that the newspapers were represented in a way that did not conflict with the strategic priorities and business models. Libraries could choose from various options - these are outlined in Appendix 1

The following part of this process was to develop wireframes that offered various functions to the user - not just full text search but the option to browse through various highlighted newspapers and limit searches according to date.

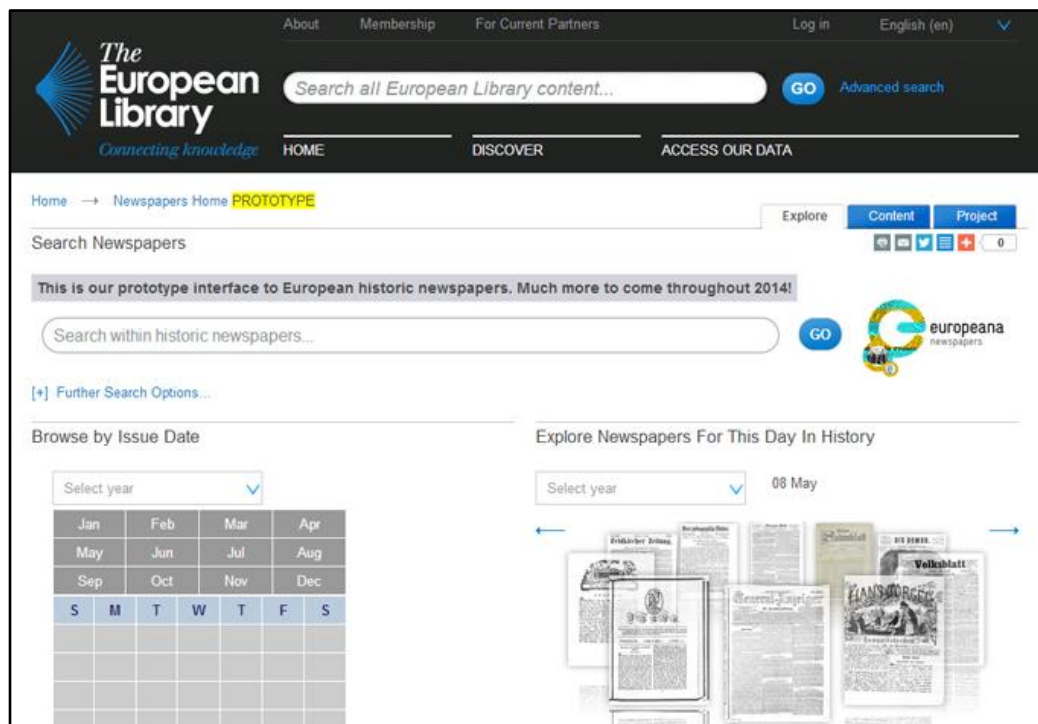
¹ Alan Blackwood, The European Library: Newspaper Archive – Usability Testing <http://www.europeana-newspapers.eu/wp-content/uploads/2014/05/The-European-Library-Newspaper-Archive-Usability-testing-Report-April-2014.pdf>

² Markus Muhr, Europeana Newspapers: Integration into the Europeana Infrastructure, <https://docs.google.com/document/d/1VLULSdSMP4Dg2MWMtBbB5cRcuErVFawX8y-06FuINs/pub>



Early wireframe for Newspapers interface

Once an initial prototype was created and some of the first aggregated content added, it was tested informally by project members. Further adjustments were made as more content was added. Once the back end of the interface was also stable, the project could proceed with the first round of usability testing.



Landing Page for Prototype of Europeana Newspapers (Spring 2014)

Usability Testing

An Edinburgh-based firm UserVision was appointed to undertake user testing, working with researchers that were patrons of four of the participating libraries. Working remotely, each of the volunteers was given a set of tasks by UserVision who then recorded their behaviour and interaction with the site.

The key findings of the usability testing were

1. A positive impression on the breadth and depth of content
2. Good understanding of the basic layout and functionality of the site
3. Appreciation of the different functionality - although in many cases this functionality was difficult to find

The full report is available from the project website.³

Following this report, the interface was further developed. Notable changes included.

1. Allowing the basic search box to stand out more
2. Allowing a greater range of functionality via a drop down box (i.e. filtering by date, language and library)
3. Making a clear visual distinction between searching browsing functionality (e.g. including icons for exploring by country, date and title or showing all titles or issues)
4. Making it easier to navigate between individual issues and search results
5. Adding in a full screen functionality


Other functionality was included as more content arrived from the partners in the project.


Where article level issues had been provided to The European Library, this could be reflected in the search results. Also, where a single search term appeared multiple times in the same issue that could also be shown in the newspapers, as seen in the screenshot below.

³ Alan Blackwood, The European Library: Newspaper Archive – Usability Testing <http://www.europeana-newspapers.eu/wp-content/uploads/2014/05/The-European-Library-Newspaper-Archive-Usability-testing-Report-April-2014.pdf>.

You are looking at **10** items out of **432,309** for **dollar**

Items per page: Sort by:





Deutsches Nachrichtenbüro / 02 Sep 1936/ Page 1
 (Article Title: amerikanische Staatshaushalt für 1936/37.)

Der amerikanische Staatshaushalt für 1936/37. Washington, 2. September. In der vom Schatzamt am Dienstag ausgegebenen überprüften Haushaltsübersicht schätzt Präsident Roosevelt die Gesamteinnahmen des am 30. Juni 1937 endenden Haushaltsjahres auf 5 665 839 000 **Dollar**, einbegriffen 410 000 000

Deutsches Nachrichtenbüro / 03 Jun 1939/ Page 1
 (Article Title: Amerika hat imperiale Pläne am Südpol.)

Anfang Herbst vorgeschlagen und die Bewilligung der veranschlagten 340 000 **Dollar** befürwortet habe. Der amerikanische Admiral erklärte, daß die Expedition zur „Sicherung der Rechte der Vereinigten Staaten“ not wendig sei: Die USA. sollten rasch handeln, um sich das an Erdschätzen reiche Gebiet zu sichern

[...] More occurrences in the same newspaper issue...

Deutsches Nachrichtenbüro / 03 Jun 1939/ Page 1
 (Article Title: USA-Ministerium hat es eilig.)

USA-Ministerium hat es eilig. Washington, 3. Juni. Das amerikanische Marineministerium vergab am Freitag an Privat- und Regierungswerften die Bauaufträge für 24 Kriegsschiffe im Gesamtwert' von 359 Mill. **Dollar**, darunter Zwei 45 000 Tonnen- Schlachtschiffe, die von den Regierungswerften in New

Deutsches Nachrichtenbüro / 03 Jun 1939/ Page 1
 (Article Title: „Darlehen“ des jüdischen „Rechts“-Anwalis.)

Co. „Dar lehen“ im Gesamtbetrage Von etwa 300 000 **Dollar** erhalten habe, als ein Prozeß dieser beiden Konzeme vor seinem Ge richt verhandelt wurde. Der Staatsanwalt stellte fest, daß Manton damals den die Tobacco vertretenden jüdischen Rechtsanwalt Louis Levy fragte, wer einer von Manton

Search Results - Article titles included and multiple occurrence of same search page in same issue. Try <http://www.theuropeanlibrary.org/tel4/newspapers/search?query=dollar>.

Home → Newspapers Home → Newspapers Gallery → Newspaper "Het nieuws van den dag : kle..." → 07 June 1898

THIS ISSUE PROVIDED BY: KB Koninklijke Bibliotheek

NEWSPAPER SOURCE: Het nieuws van den dag : kleine courant

← 07 June 1898 →

1 of 4 pages → →

See Original at Library...

CONTENT

ZOLA'S ROME

Welk een boek! Zevenhonderd-een-en-vijfblad zijden, alle in één deel! l'Assommoir bood indertijd vijfhonderd-negen-en-zestig, Germinal vijf honderd-een-en-negentig, La Débâcle meer dan zeshonderd, en Lourdes vijf honderd-acht-en-negentig. Rome is dus het uitvoerigste van alle de werken, door Emile Zola voltooid. Is Rome ook het voortreffelijkste? Het antwoord op deze vraag is zeer moe te geven. Het nieuwe kunstwerk heeft ze verschillende eigenschappen. De auteur: meer dan één doel te beoogen. Het was voornemen een vervolg op Lourdes te schrijven. In dit opzicht is hij alleen dan geslaagd, wanneer de in beide boeken optredende hoofdpersoon, de abbé Pierre Froment, het verband tusschen het eerste en tweede kunstwerk voldoende aanwijst. A het slot van Lourdes denkt de abbé Froment aan "une nouvelle religion" en dit thema wordt in Rome vervolgd. V worden "les pères de la grotte" een paar maal te Rome genoemd. Aan het slot van Rome is de hoop van den abbé Froment op "une nouvelle religion" geheel vervlogen. Hij schijnt daarom zijn hart te willen wijden aan de wetenschap, die de macht der duisternis verzwakt — hij schijnt alleen te vertrouwen op "la raison." Aan dit aanknopingspunt zal waarschijnlijk het derde kunstwerk: Paris worden verbonden. Het komt mij voor, dat de eenheid tusschen Lourdes en Rome beter zal kunnen worden uitgesproken door er op te wijzen beide boeken eene studie bevatten over l'enseignement Catholique. Maar den



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Individual item page featuring text highlighting, licensing mark, citation details, links to other pages and options for resizing the image.

<http://www.theeuropeanlibrary.org/tel4/newspapers/issue/3000100609254?hp=1&count=10&page=1&query=rome&decade=1890-1899>

[Home](#) → [Newspapers Home](#) → [Newspapers Gallery](#) → [Newspaper "Het nieuws van den dag : kle..."](#) → 07 June 1896

THIS ISSUE PROVIDED BY **KB** NEWSPAPER SOURCE << [Back to search result](#)
Koninklijke Bibliotheek

Het nieuws van den dag : kleine courant
 ← 07 June 1896 →
 1 of 4 pages → →|

[See Original at Library...](#)

CONTENT

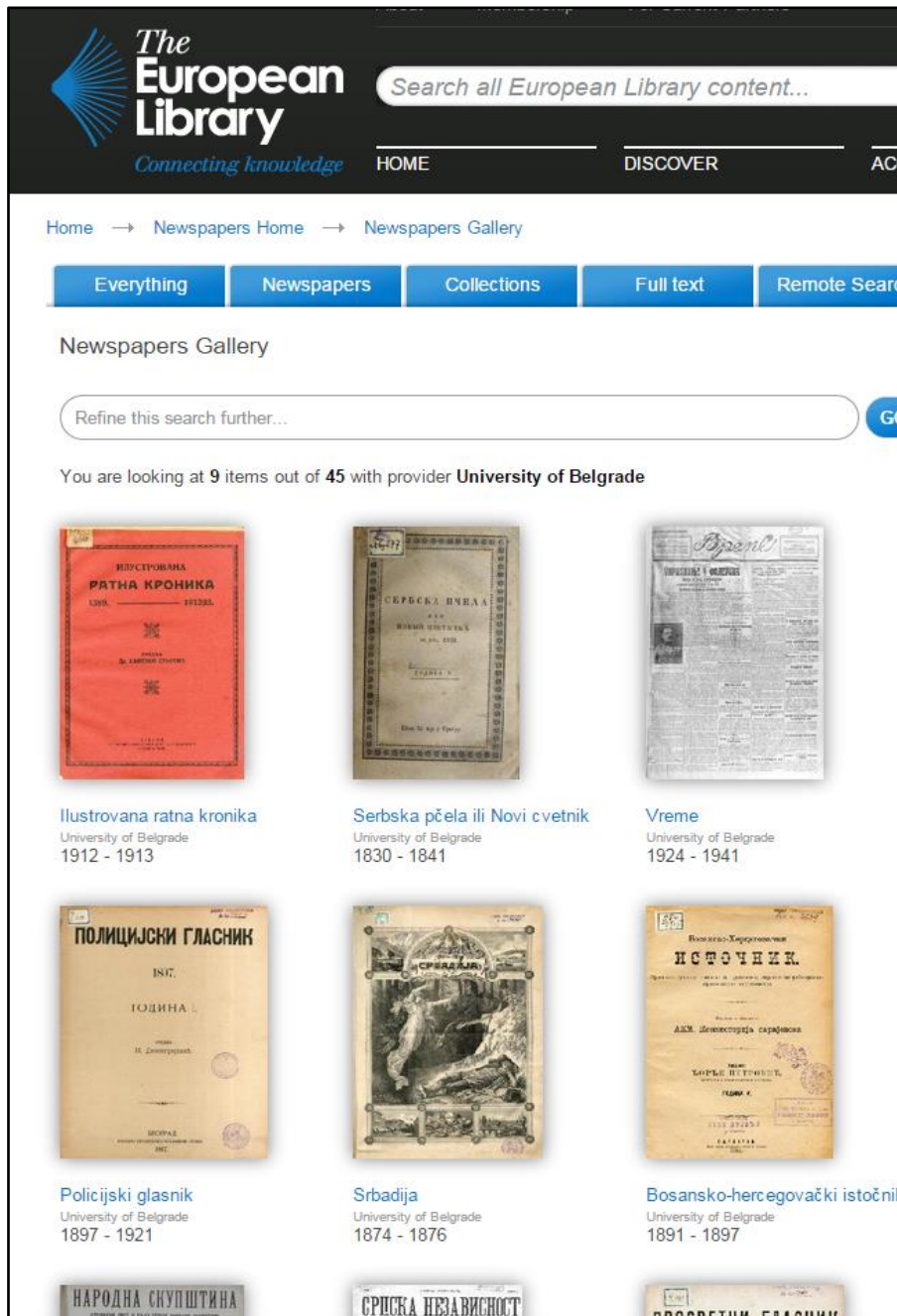
heer, den kardinaal Boccanera, in het pa van dien naam. Hier begint de roman me " de Duitschers de vóór geschieden oud-Romeinsche familie Boccanera zouc noemen. Pierre Froment woont eene reo bij in het salon der Prinses Serafina Boc nera, en leert eenige hooge geestelijken l nen. Dit alles behoort tot den eigenlijken roman en wordt verhaald in 44 bladzijden Hoofdstuk 111. De Fransche abbé bezoe den kardinaal Boccanera en ziet nog een ander kerkvorst, den kardinaal Sanguinet Hij verneemt van zijn gastheer, dat men Rome niet met de denkbeelden van den dinaal Bergerot over het katholieke socia is ingenomen. En tot Pierre zegt hij: „Vc livre, mon fils, c'est encore de la littérature.“ Bij het eind van zijne audi ziet de abbé een curé uit de omstreken v Rome, een boersch wezen, dat Santabo en den kardinaal een mand met vijgen kc aanbieden, omdat hij eene gunst te vrage namelijk een loffelijk getuigenis voor een broer, die een moord heeft begaan. Maar kardinaal weigert. Pierre Froment maakt nis met een lid der Fransche ambassade het Pauselijke Hof, monsieur Narcisse H die hem zijn steun belooft. Habert heeft neef te Rome, monsignor Gambo del Zo die eene betrekking heeft bij den Paus in het Vatikaan. Pierre zal een audiëntie bij Paus vragen, en daarin zal Habert hem t pen. Dit alles behoort tot den roman, ver teld in 41 bladzijden.

Hoofdstuk IV. Pierre brengt een bezoek bij den Graaf Orlando Prada, een der bev ders van Italië, die met Garibaldi had ge streden, en die hem geschreven had ove hnek hem verwijtende, dat hij Italië veru



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Clicking on the text in an individual issue page allows a paragraph to be highlighted and the image to be subsequently resized.



The European Library
Connecting knowledge

Search all European Library content...

HOME DISCOVER ACC









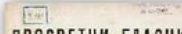
Home → Newspapers Home → Newspapers Gallery

Everything Newspapers Collections Full text Remote Search

Newspapers Gallery

Refine this search further...

You are looking at 9 items out of 45 with provider **University of Belgrade**

		
Ilustrovana ratna kronika University of Belgrade 1912 - 1913	Serbska pčela ili Novi cvetnik University of Belgrade 1830 - 1841	Vreme University of Belgrade 1924 - 1941
		
Policijski glasnik University of Belgrade 1897 - 1921	Srbadija University of Belgrade 1874 - 1876	Bosansko-hercegovački istočnik University of Belgrade 1891 - 1897
		

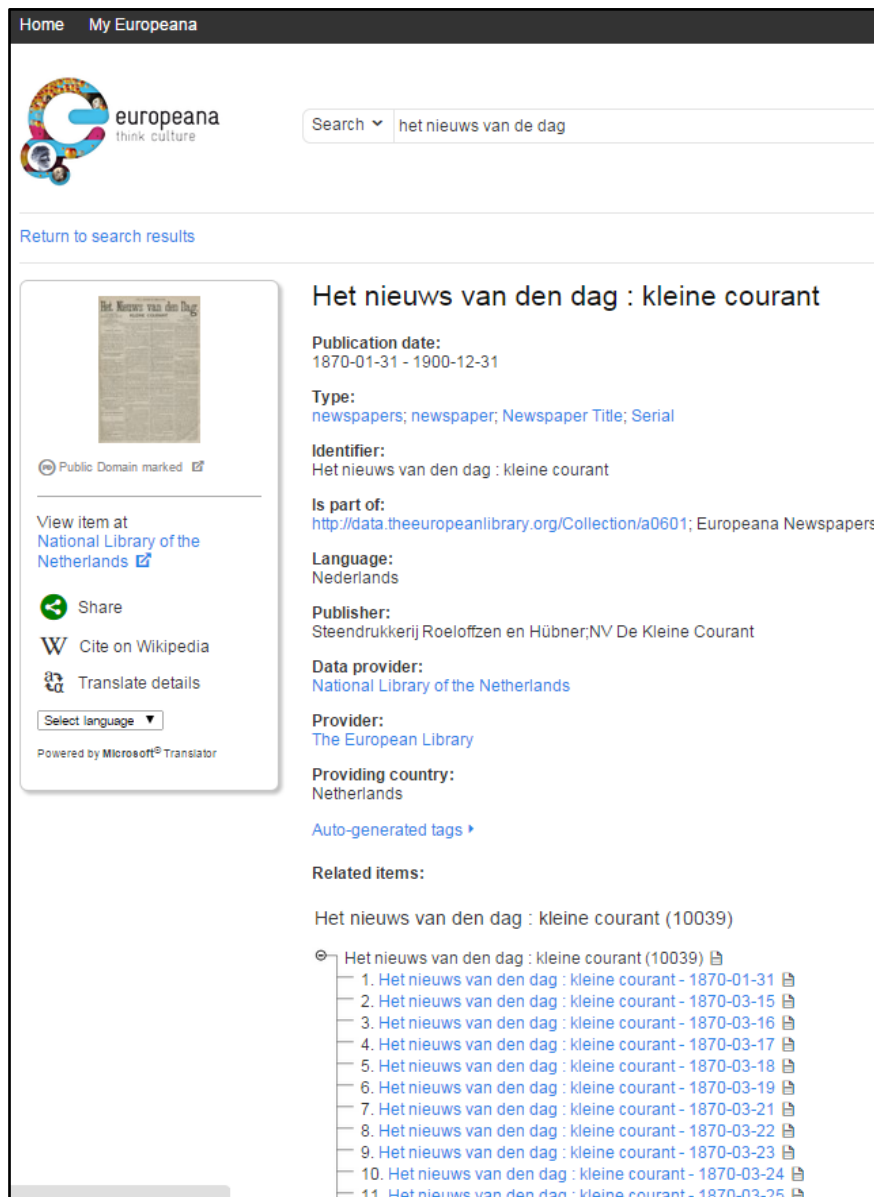
Title Gallery shows thumbnails (where provided) from each library partner's newspaper
<http://www.theeuropeanlibrary.org/tel4/newspapers/gallery?provider-id=P01360&count=9>.

A second round of usability testing was also planned. However, this has now been postponed and will be take place when the portal is migrated to Europeana - further details of this are in the section on Future Plans.


4. Surfacing the Data in Europeana

As part of the aggregation process, each metadata record for every issue and title was converted from its native format into a representation in the Europeana Data Model (EDM). This allows the data to be shown in the Europeana Portal.

Europeana could also explore some new ways of visualising their data:





Home My Europeana

 europeana
 think culture


Search


[Return to search results](#)




Public Domain marked 

View item at
[National Library of the Netherlands](#)

 Share

 Cite on Wikipedia

 Translate details

Powered by Microsoft® Translator

Het nieuws van den dag : kleine courant

Publication date:
 1870-01-31 - 1900-12-31

Type:
[newspapers](#); [newspaper](#); [Newspaper Title](#); [Serial](#)

Identifier:
 Het nieuws van den dag : kleine courant

Is part of:
<http://data.theeuropeanlibrary.org/Collection/a0601>; Europeana Newspapers

Language:
 Nederlands

Publisher:
 Steendrukkerij Roeloffzen en Hübner; NV De Kleine Courant

Data provider:
[National Library of the Netherlands](#)


Provider:
[The European Library](#)

Providing country:
 Netherlands

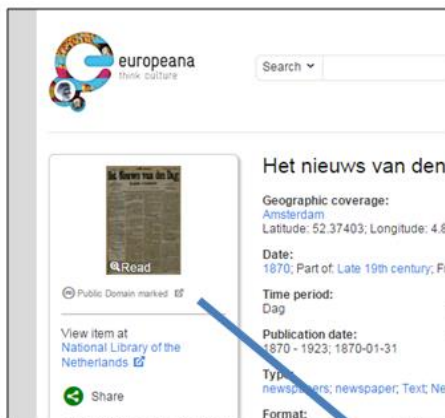
[Auto-generated tags](#)

Related items:

Het nieuws van den dag : kleine courant (10039)

-  Het nieuws van den dag : kleine courant (10039)
 - 1. [Het nieuws van den dag : kleine courant - 1870-01-31](#)
 - 2. [Het nieuws van den dag : kleine courant - 1870-03-15](#)
 - 3. [Het nieuws van den dag : kleine courant - 1870-03-16](#)
 - 4. [Het nieuws van den dag : kleine courant - 1870-03-17](#)
 - 5. [Het nieuws van den dag : kleine courant - 1870-03-18](#)
 - 6. [Het nieuws van den dag : kleine courant - 1870-03-19](#)
 - 7. [Het nieuws van den dag : kleine courant - 1870-03-21](#)
 - 8. [Het nieuws van den dag : kleine courant - 1870-03-22](#)
 - 9. [Het nieuws van den dag : kleine courant - 1870-03-23](#)
 - 10. [Het nieuws van den dag : kleine courant - 1870-03-24](#)
 - 11. [Het nieuws van den dag : kleine courant - 1870-03-25](#)

Issue level record in Europeana featuring hierarchical metadata, showing relationship between different issues of the same title



Clicking on the thumbnail on Europeana opens up the full screen browser.

5. Future Plans

Originally, there had been plans for The European Library to become formally independent of Europeana and develop their own business model to sustain the content and newspapers interface.

However, the boards of The European Library and Europeana decided that there was too much financial and legal risk to separation, and it was decided to follow a process of closer reintegration.

This therefore gives the possibility of creating closer integration between TEL and Europeana and the newspapers.

Throughout the course of 2015 the following actions will take place:

- The TEL portal will continue to serve users in 2015. Minor adjustments will be made to the interface from May 2015 onwards. This work will be funded by the library membership fees paid to TEL by national libraries.
- Full-text content will be harvested from Associate Partners. At time of writing full text from Iceland and Belgium has already been aggregated.
- Various avenues to explore the corpus of newspapers data for the digital humanities are being explored. A workshop to explore the possibilities is organised for May 2015.⁴
- An experimental API is being released to select partners for those that want to test building application on top of the corpus.
- Simultaneously with the above, the data will be migrated from the TEL servers in London to Europeana Cloud, Europeana's data storage system. Much further details are provided in the [Migration to Europeana document](#).⁵
- Design work will begin on a Europeana Channel for showing newspapers, incorporating previous user feedback. Channels are Europeana's concept for thematic portals, i.e. discovery services that focus on particular themes or subjects (e.g. Europeana Art, Europeana Music). This new interface will be ready in early 2016.
- A business model will be developed extending the TEL membership fee to allow for the aggregation of metadata and full text. An early version of this will be presented at the CENL Annual General Meeting in Bern in May. This will allow for the development of the interface and the integration of new content. Several libraries have indicated they can share more data (Iceland, Spain, Belgium, Wales) and discussions have already started on the technical aspects of this.
- Once the Europeana Newspapers channel is complete, the existing TEL interface will be deprecated.

⁴ See <http://research.europeana.eu/blogpost/found-researchers-wanting-to-use-historic-newspapers> for more details.

⁵ <https://docs.google.com/document/d/1VLULSdSMP4Dg2MWmtBbB5cRcuErVFaeWx8y-06FuINs/pub>.

6. Conclusion

Interface Development

In terms of interface development, **the project decision to launch an early version of the interface was justified**. This allowed the team to use the project funding to receive feedback, iterate the design and produce a more user-focused interface by the end of the project. It is difficult to see when this agile form of development should not be recommended for any cultural heritage project.

User Testing

User testing clearly indicates the preference of users to **be able search over multiple archives and to do so over full text**. This is demonstrated in qualitative terms, i.e. the responses from user testers in the usability testing report. It is also made apparent in quantitative terms, i.e. the user statistics. The preference for users to search through the detailed interface made available by the European Library, as opposed to the metadata only option that Europeana provides.

Appendices

I - Display Options

Each of the full partner libraries had six options as to how to deliver their images to The European Library

1. Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
2. Full Text, Descriptive Metadata and Excerpts of Images - images hosted by TEL
3. Full Text and Descriptive Metadata Only
4. Descriptive Metadata Only
5. Full Text, Descriptive Metadata and Viewing Images - images hosted by library
6. Full Text, Descriptive Metadata and Excerpts of Images - images hosted by library

Library	Option
National Library of Austria	Option 5) Full Text, Descriptive Metadata and Viewing Images - images hosted by library- up to 1876 Option 4) Descriptive Metadata Only - 1876 onward
National Library of France	Option 5) Full Text, Descriptive Metadata and Viewing Images - images hosted by library
National Library of Netherlands	Option 5) Full Text, Descriptive Metadata and Viewing Images - images hosted by library - up to 1900 Option 4) Descriptive Metadata Only - from 1900
Dr. Friedrich Teßmann State Library	Option 2) Full Text, Descriptive Metadata and Excerpts of Images - images hosted by TEL
National Library of Estonia	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
National Library of Latvia	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
National Library of Finland	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
State and University Library of Hamburg	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
State Library of Berlin	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
University Library of Belgrade	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL

National Library of Poland	Option 1) Full Text, Descriptive Metadata and Viewing Images - images hosted by TEL
National Library of Turkey	Option 5) Full Text, Descriptive Metadata and Viewing Images - images hosted by library (yet to be fully implemented)

II - End-User Statistics - The European Library

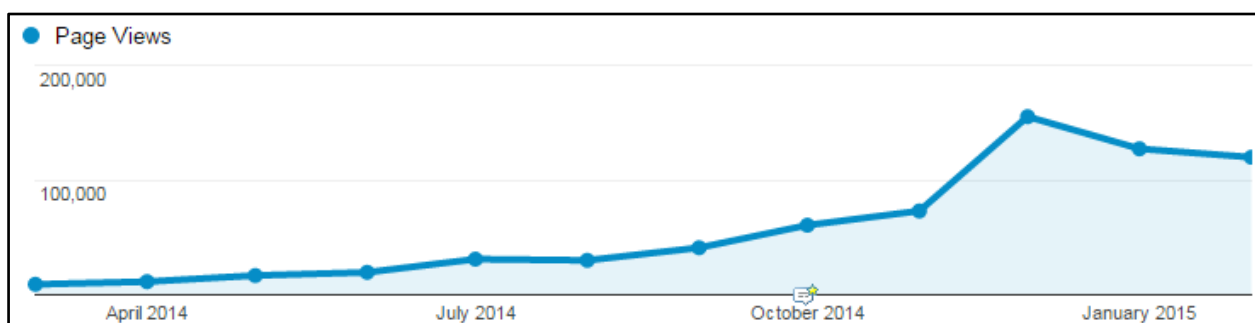
The following statistics are drawn from Google Analytics for

www.theeuropeanlibrary.org/tel4/newspapers for the period of 1 March 2014 to 28 February 2015.

Highlights

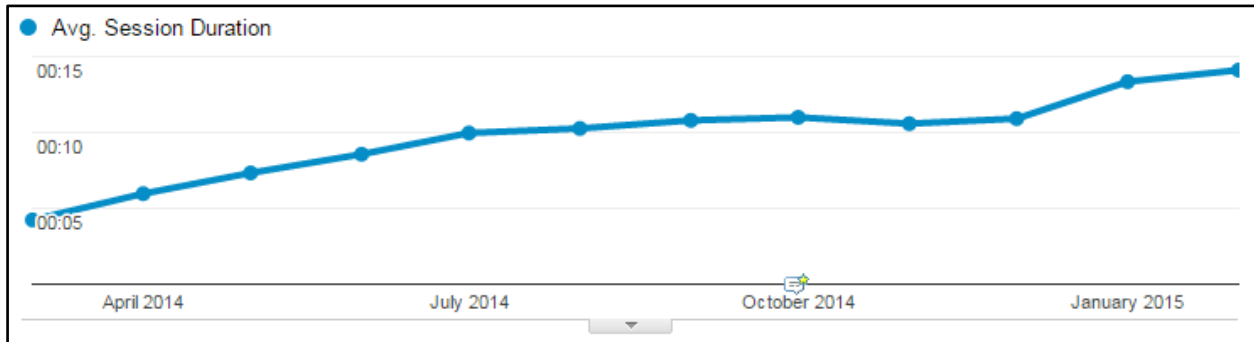
- The quantity of visits is not particularly high (c.700,000 page views in a year) however, **the quality of visits is exceptionally high** (15 minutes per visit in Feb 2015)
- **Wikipedia is an important source of traffic**, providing nearly a quarter of all incoming links
- **Ongoing marketing is also essential** for driving traffic to the site as is shown by the spike in December
- **Users come from across the world**; the largest number of users comes from Germany (21%)

What is the quantity of page views?



There were 694,845 page views in total, with a peak of 155,164 in December 2014. The increase in autumn 2014 can perhaps be assigned to the large increases in content added to the site. **The statistics show the importance of marketing - The rise in December 2014 is due to the significant marketing push made at that time.**

How long do their sessions last?



The average session has lasted 11 minutes and 8 seconds and has risen to nearly 15 minutes by February 2015. **This is exceptionally high**; the average for the TEL site as a whole (i.e. all its content, not just newspapers) is 4 minutes and 28 seconds.

What do you users search for?

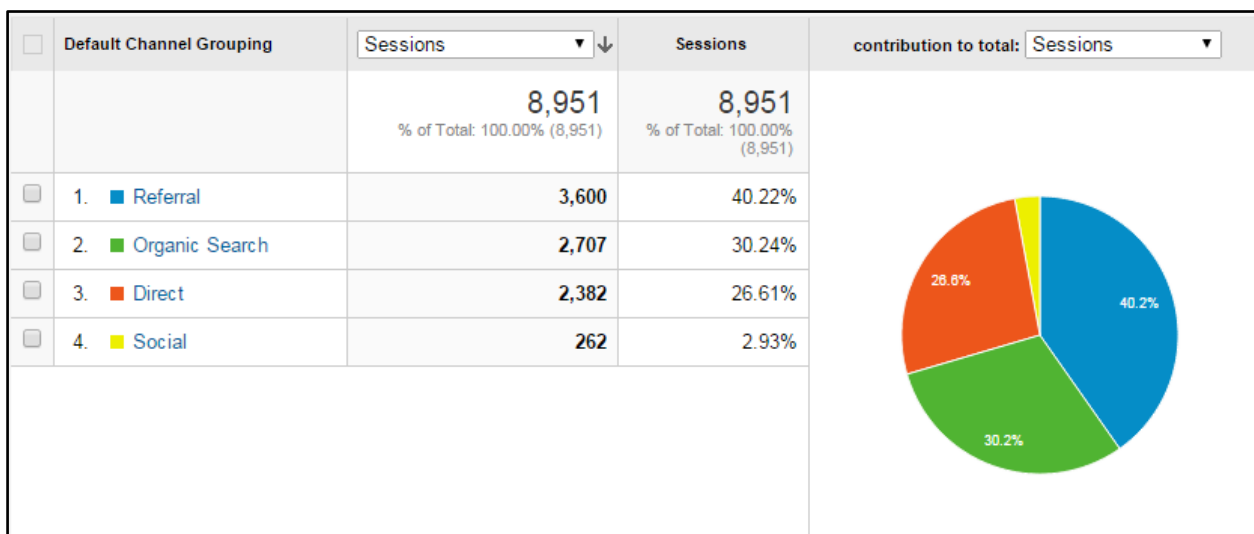
Search Term ?	Total Unique Searches ?	Results Page Views/Search ?	% Search Exits ?	% Search Refinements ?	Time After Search ?	Average Search Depth ?
	23,052 % of Total: 100.00% (23,052)	4.30 Avg for View: 4.30 (0.00%)	18.71% Avg for View: 18.71% (0.00%)	20.48% Avg for View: 20.48% (0.00%)	00:04:44 Avg for View: 00:04:44 (0.00%)	0.61 Avg for View: 0.61 (0.00%)
1. "alessandro volta"	79 (0.34%)	1.73	96.20%	1.46%	00:00:31	0.01
2. japon	60 (0.26%)	12.23	85.00%	1.23%	00:32:19	0.85
3. landshut	49 (0.21%)	2.47	28.57%	38.02%	00:02:20	0.00
4. "karl storch"	40 (0.17%)	2.58	25.00%	29.13%	00:01:50	0.35
5. "Léon Delafosse"	35 (0.15%)	3.00	42.86%	24.76%	00:04:53	0.03
6. schach	32 (0.14%)	8.88	56.25%	8.45%	00:12:10	0.59
7. ringkampfkonkurrenz	31 (0.13%)	1.00	90.32%	9.68%	00:00:03	0.00
8. titanic	31 (0.13%)	2.32	93.55%	2.78%	00:00:41	0.03
9. "Käthe Hildebrandt"	29 (0.13%)	1.52	3.45%	81.82%	00:03:22	0.00
10. "max linder"	27 (0.12%)	12.74	33.33%	1.45%	00:13:06	4.93
11. horbaczewski	26 (0.11%)	1.15	96.15%	0.00%	00:01:57	0.04
12. magnussen	26 (0.11%)	1.15	11.54%	83.33%	00:01:35	0.00
13. Groche	25 (0.11%)	1.04	12.00%	88.46%	00:00:19	0.00
14. Kohlhage	25 (0.11%)	1.28	4.00%	84.38%	00:00:14	0.00
15. papus	25 (0.11%)	3.32	64.00%	21.69%	00:09:45	0.00

Unsurprisingly, the search terms entered by users show the long tail effect - **a very wide range of queries and interest are shown by the users**, with no term being repeated 100 times.

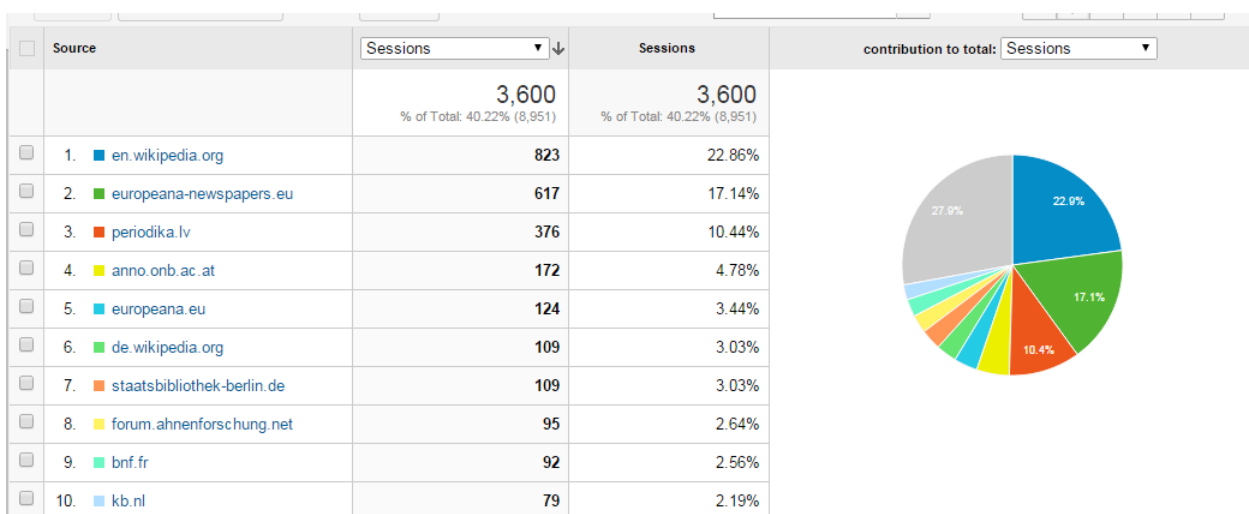
How do users locate the site?

Google Analytics groups four types of sources

1. Referral - link from the world wide web
2. Organic Search - from a search engine
3. Direct - a user entering the URL into the browser address bar
4. Social - from social media platform













Where are users referred to from the site?



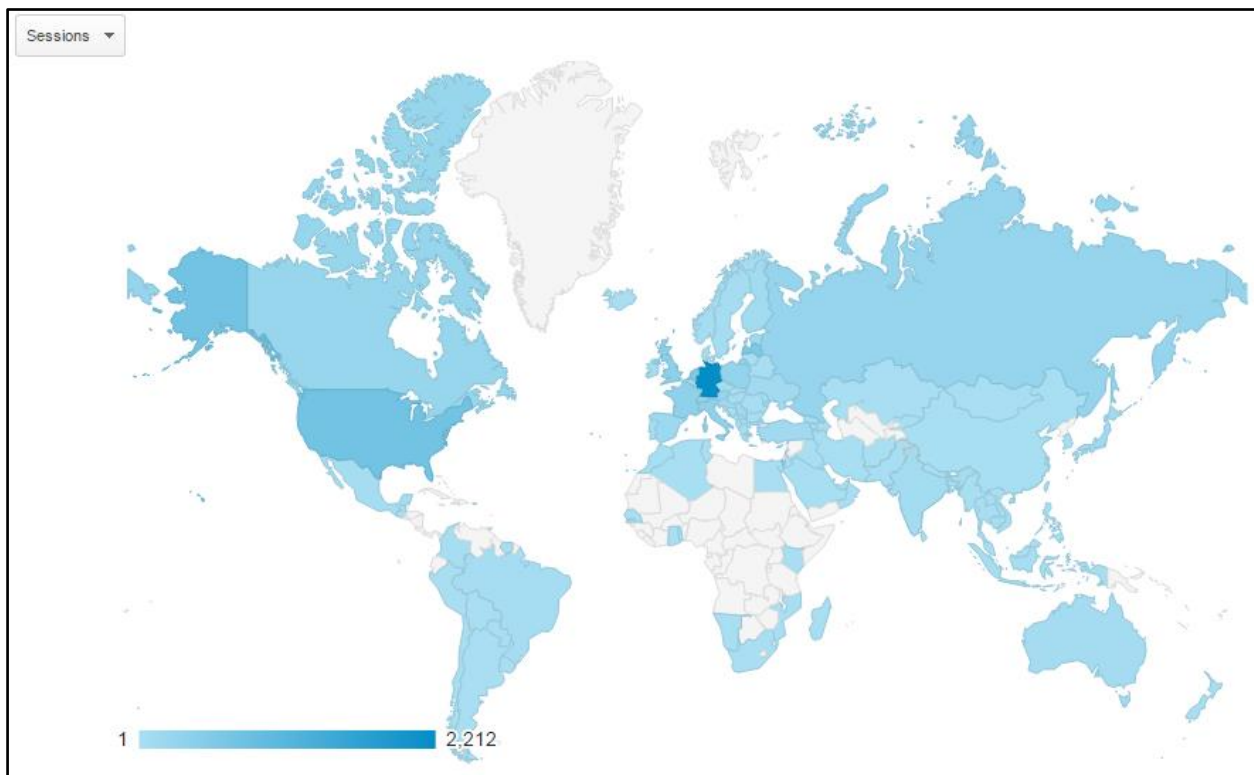
Wikipedia is the most important source of users. As far as the authors are aware, there are only around 20 to 25 links from Wikipedia to the newspapers site but they provide nearly a quarter of incoming referrals.

What countries do users come from?

Country	Sessions	% Sessions
1.  Germany	10,679	21.18%
2.  United States	4,802	9.52%
3.  Netherlands	3,246	6.44%
4.  Latvia	2,470	4.90%
5.  United Kingdom	2,461	4.88%
6.  Italy	2,316	4.59%
7.  Poland	1,982	3.93%
8.  France	1,911	3.79%
9.  Austria	1,659	3.29%
10.  Russia	1,329	2.64%

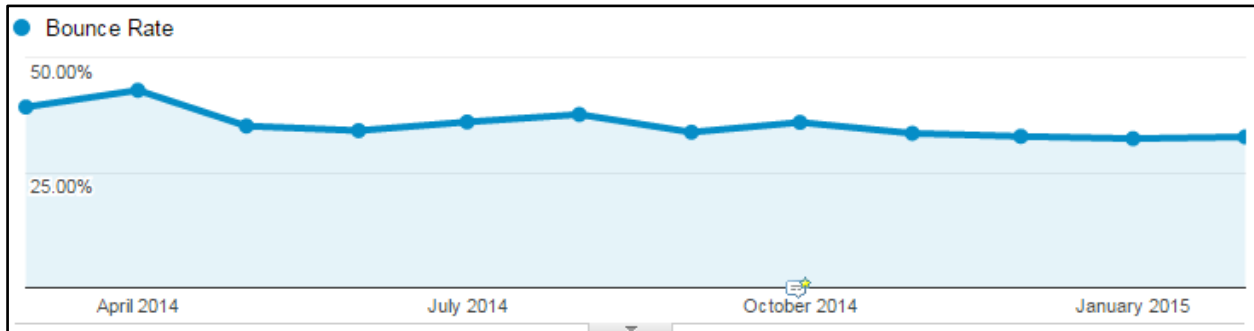
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While Germany provides the largest number of users they are far from being the majority. Despite little English content there are also significant users from US and UK.



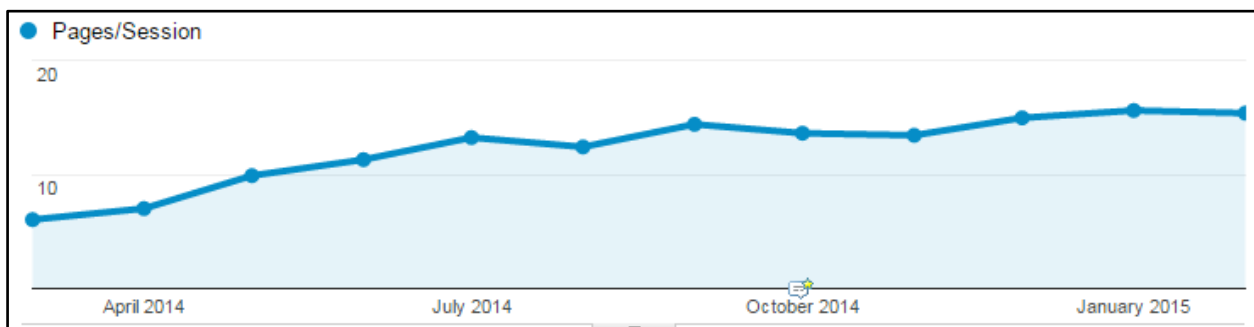
Users come from all across the world. This map shows number of sessions per country from 1 (various countries) to 2,212 (Germany). This may be because of the German newspaper content on the site that has not been published elsewhere.

What is the Bounce Rate? I.e. How many users only look at one page then leave?



There is an average bounce rate of 34%. This was relatively stable, after the first few weeks (when there was very little content on the site and therefore less reason for users to stay). Again, this is a low result - the average for the TEL site is 52%.

How many pages do users look at per session on the site?



As content has been added to the site, the average number of pages per session has risen to 13.78 with a high of 15.60 in January 2015. Again, this compares favourably with TEL site as whole, where the figure is 5.60.

III - End-User Statistics - Europeana

(Contributed by Joris Pekel, Europeana)

The following statistics are drawn from Google Analytics for the Europeana portal for the period 1 March 2014 to 28 February 2015. The same depth of analysis is not possible for Europeana as they do not have a dedicated newspapers interface. The statistics are therefore based on an items that have been marked as coming from this project, i.e. items included within this subset http://europeana.eu/portal/search.html?query=europeana_collectionName%3A92*ewspapers*&rows=24

What is the quantity of page views? 8,455 page views

What is the average time spent on site? 1 min 43 seconds

What is the Bounce Rate? I.e. How many users only look at one page then leave? 46,89%

How many pages do users look at per session on the site? 3.4 pages