

# Актуальные проблемы журналистики

Сборник трудов молодых ученых  
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## Media project “Selkups: Save as ...”: audience production and analysis

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Professors and students of the Journalism Faculty of TSU set up a media project “Inner Estonia” (“Vnutrenniy Estoniya”) in 2017. It consists of some journalistic stories and photo stories about descendants of immigrants from Estonia to Beresovka village. A year after one of project organisers, professor of HSJ of TSU Galina Saharevich, offered a new expedition to the north of Tomsk oblast where one of the smallest-numbered peoples (“selkups”) of Russia live. The idea of the project is to study the history and modern life of peoples who lived in Siberia long before Russians came.

The aim of the project is to make a multimedia website, which consists of texts, audio, video, documentaries, infographics and gamification items which has the opportunity to view video materials with VR glasses. The project was translated in English and has a mobile version. The project presentation took place in the beginning of November, in 2018. It was educational.

The project “Selkups. Save as...” of HSJ TSU won two bronze awards (two categories: Use of Multimedia and Website design) in the international competition “The Best of Digital Design”, which was held by Society for News Design, SND in February, 2019.

After the website was started the information gathering began from two services: “Yandex Metric” (“Яндекс Метрика”) and “Google Analytics” (“Google Аналитика”).

The website of the project “Selkups. Save as ...” was aimed at a wide audience. According to the service analysis: from the 1<sup>st</sup> of November, 2018 to the 19<sup>th</sup> of February, 2019 the website was visited more than 1700 times by more than 1300 new users. “Google Analytics” showed that most users (42, 6%) are 24-35 year olds; 26% of them are at the age of 18-24; 10,6% are from 35 to 44 years old; 20,8% of them are under 18 and older 45. This service also showed the gender profile: 45,85% of the users are women and 54,15% — are men. During the website development, we paid more attention to the location of the main audience and their native language. Based on our findings we created the website in English and Russian. Most of the users are from Russia (66,77%); 14,68% — users live in the USA; 7,46% users are from Ukraine. People from Germany, Netherlands, Canada etc. also visited our website.

The other indicator showed that it was a good idea to create an international website (in Russian and in English) is a map of clicks on “Yandex Metric”, where red areas such as the button “sound on”, the button of verities languages, sections: “heroes”, “problems”, “about the project”, the button “run a project” are highlighted. Some sections of the main page on hover are revealed in the list, therefore, we can assume that the clicks on the sections “heroes” and “problems” are false clicks. Consequently, the design of these sections doesn’t show users how to use them. The map of scrolls (“Yandex Metric”) shows that users pay more attention to the top of the page and it happens very rarely when users scroll to the bottom of the page.

These indicators are complemented by the information on the time spent on the site and the depth of viewing. 752 sessions were 10 sec. and under; 165 sessions — 61-180 sec.; 136 sessions

— 601-1800 sec.; 94 sessions — 31-60 sec.; and 56 sessions — more than 1800 sec. The average duration of the session is 4.5 min'. Viewing depth is an indicator reflecting the number of web pages viewed by the user per one session and the average number of pages viewed per one session for a certain period of time. On average, the viewing depth of the site is 4.92% - this is the average indicator of site-projects on a particular topic.

We have developed a PC version and a mobile version of the site, focusing on smartphones. According to “Yandex Metric” data 66.2% of users use a PC version; 31.7% use smartphones and only 2.1% use tablets.

With the help of “Webvisor” (“Yandex Metric”) we have discovered a weakness of the website which is the poor adaptability of the PC version to non-standard monitors (1280 × 1024, 1093 × 615, etc.). It causes difficulties in using the site, for example, the lack of accessibility to the menu. This can be the reason of “failure” (the time spent on the site is 00:00:00).

By comparison, the use of the PC version and the mobile version we have identified that users of the mobile version spend more time on the website. The user does not have the ability to move quickly between pages, fewer interactive elements and the reading occurs linearly, sequentially. The material is viewed from the top to the bottom, and, more often, the transition to the next page occurs by the “next” button.

Users of the PC version often scroll the page to the end then selectively read the material again from the top to the bottom, which means that there are more opportunities to navigate between pages of the website, which probably distracts them from immersion. Most often, the reader uses the menu to navigate between pages.

The analysis of the website with the help of “Yandex Metric” and “Google Analytic” tools can help solve problems associated with low site traffic, insufficient user activity, etc. For example, redesigning the menu could improve the site usability; a large number of interactive elements distract inexperienced readers; the PC version of the site is not sufficiently adapted to the non-standard proportions of monitors. Furthermore, indicators confirmed the need for the English version of the site.

It is well known that analysing data on visits is crucial for the design of websites. On the one hand, it can be elevated to absolute. This approach is called data-driven design, when the design is completely subordinated to the solutions suggested by the metric data; we consider the data-informed design approach more rational. It involves taking into account the metric data without blind submission to them in favour of indicators growth.

In our opinion, the practice of using the experiment method in the process of media design is effective. Metric indicators could be used as one of the factors to improve the design of the media sites in the process of the model approbation, however, information on such approaches in the process of developing media sites is practically absent in the scientific literature nowadays.