

# A national and trans-national Web Trend Index — why and how?

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# AGENDA

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1. A national WebTrendIndex — Why and what?
2. By and for whom?
3. How?
4. A trans-national WebTrendIndex:
  - a. Aim
  - b. Challenges
  - c. Possible solutions
  - d. Roadmap

# 1. WHY AND WHAT?

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A national web trend index should provide:

- › **general knowledge** about national web trends and patterns
- › **fundamental statistics**, similar to already existing web archive statistics, ‘Information and documentation — Statistics and quality issues for web archiving’, ISO/TR 14873:2013, but based on corpora
- › **extended ‘statistics’ and analyses**: link analysis, link graphs, word frequencies, topic modelling — and much more

## 2. BY AND FOR WHOM?

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By whom:

- › **web archives** (IT specialists, curators) in collaboration with relevant **researchers** and **IT-staff**
- › part of making web collections available
- › part of studying the development of the web

For whom:

- › **scholars** interested in the development of the web — from webpages to web spheres
- › **‘web industry’**, ccTLD registrars, content providers, web developers...

## 3. HOW?

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- › establishing of a **standardised code book**  
(description of corpus creation, measurement points, methods and tools, presentation of results)
- › replicated **every year**
- › synthesising reports every **third year**
- › published as **short report**, with statistics and commented analyses
- › published **online**, interactive version, [webtrendindex.dk](http://webtrendindex.dk)

# 4a. A trans-national Web-TrendIndex — aim

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- › make **comparative** studies — similarities/differences, interrelations, improve national analyses
- › include '**rcTLDs**' — 'regional code TLD', such as .eu, .asia (sponsored top-level domain), .africa (not delegated yet)
- › complete the picture of '**the web**' as such
- › **knowledge sharing**, best practice/benchmarking (methods, tools, practices)

## 4b. A trans-national Web-TrendIndex — challenges

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**Heterogeneity** of national webs — **multiplied** by the number of participating countries:

›delimiting the nation

›dynamic ccTLD-lists

›differences between national web collections

(amount of content, collection strategies, technologies, archiving formats, one national web archive ≠ several ‘national’ web archives (BnF/INA, KB/regional, UK/Parliament)...

# 4b. A trans-national Web-TrendIndex — challenges

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**Cross-archive search and analysis**, to complete national collections.

Different **legal frameworks** (copyright, privacy).



## 4. A trans-national Web-TrendIndex — solutions

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Common standardised code book:

- ›which addresses the **heterogeneities** and their consequences for comparisons
- ›provides **minumum** common standards, procedures and measuring points
- ›provides an **extended** range of measuring points, growing as participants' interests change

# 4. A trans-national Web-TrendIndex — roadmap

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- › exploration in different countries
- › landscape and gap analysis
- › draft of common standardised code book, followed by talks about common standards and approaches
- › loose organisation, managed by participants, later maybe as part of RESAW (Task 3.1)
- › [webtrendindex.eu](http://webtrendindex.eu)
- › presentations at conferences, e.g. Association of Internet Researchers (AoIR), Tartu, Estonia, October 2017, submission 1 March

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