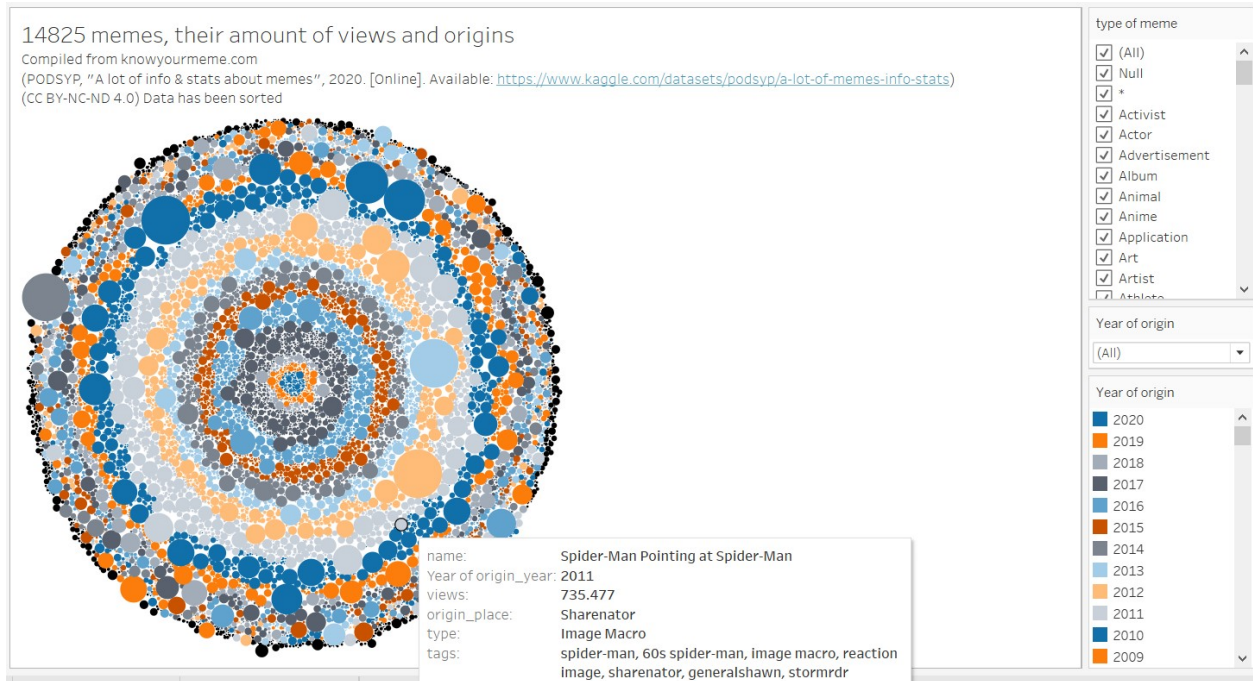


# Final documentation - Web Traffic

Arne, Jesse, Madelon, Marc, Sterre, Thijs

# Memes



(PODSYP, "A lot of info & stats about memes", 2020. [Online]. Available: <https://www.kaggle.com/datasets/podsyp/a-lot-of-memes-info-stats>)

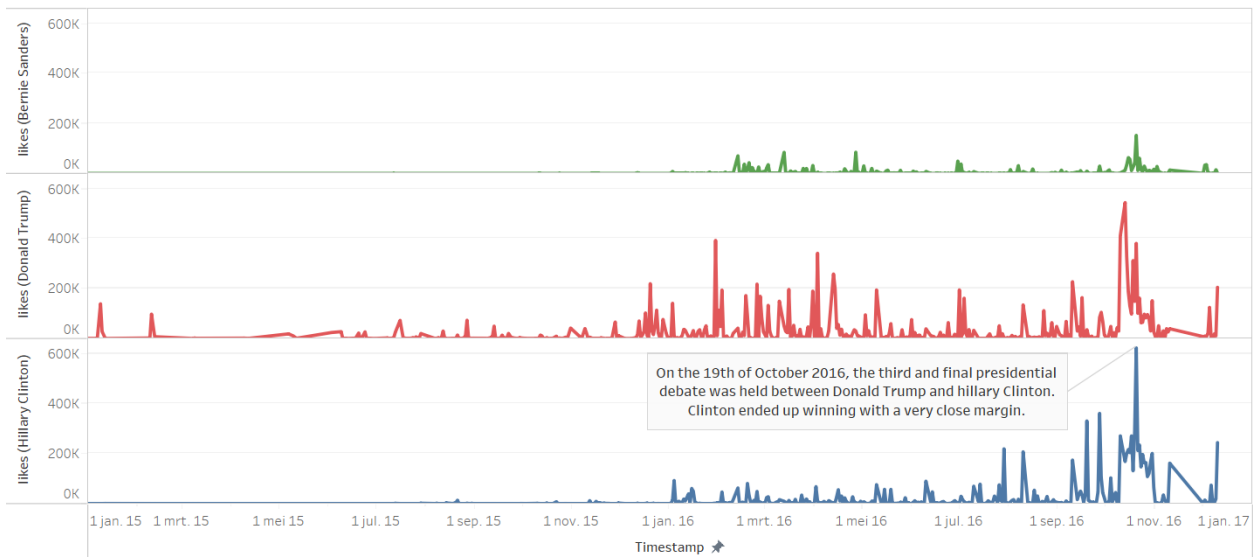
Corrupted and other unusable data has been filtered out.

## Limited interaction

Likes on memes about three presidential candidates of the 2016 US elections

Data collected via Optical Character Recognition

(Sizzle, "2016 U.S. Presidential Election Memes", 2019. [Online]. Available: <https://www.kaggle.com/datasets/SIZZLE/2016electionmemes>)  
(CC BY-NC-SA 4.0)



The trends of sum of likes (Bernie), sum of likes (Donald) and sum of likes (Hillary) for timestamp (Trump) Day. The view is filtered on timestamp (Trump) Day, which keeps non-Null values only.

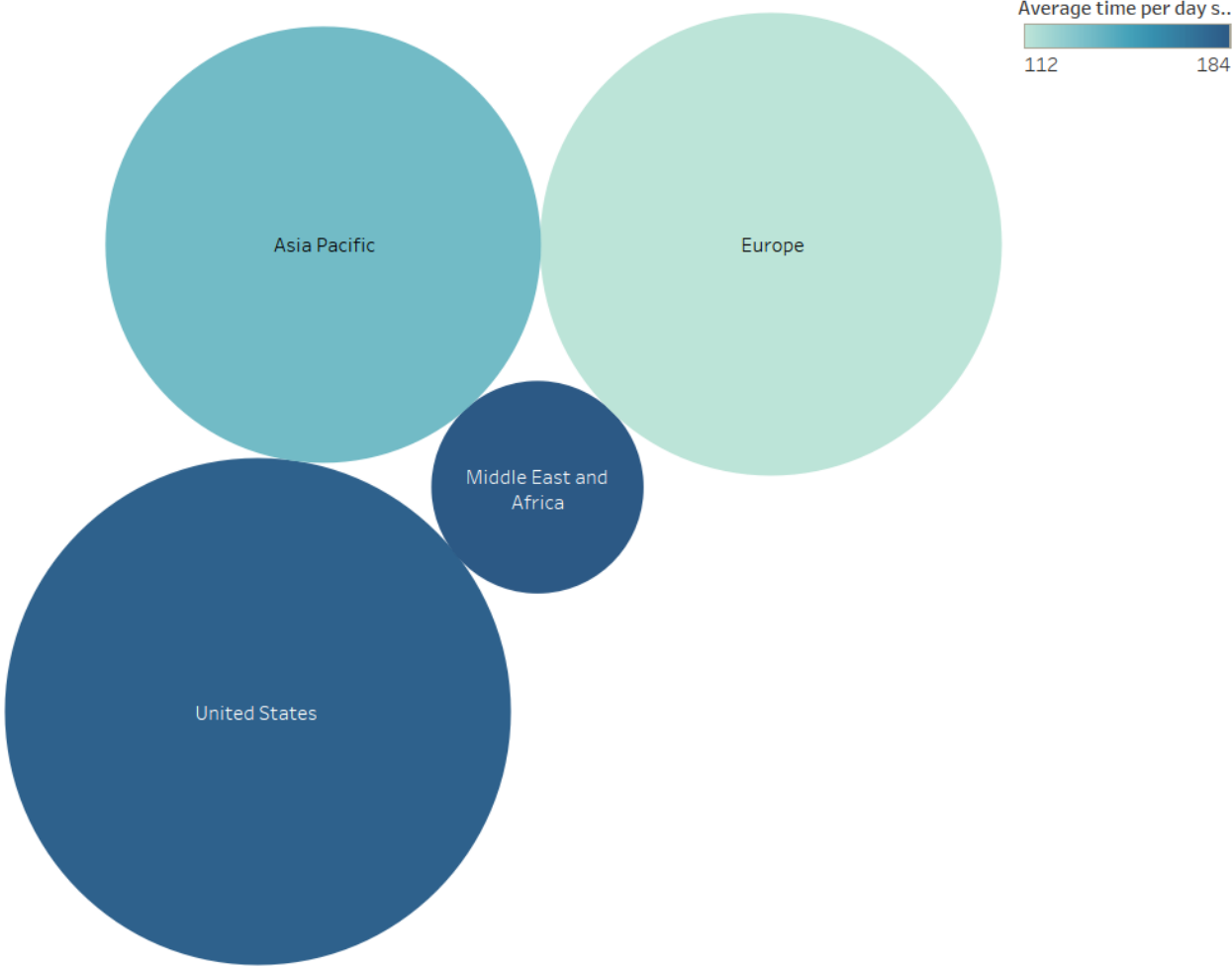
(Sizzle, "2016 U.S. Presidential Election Memes", 2019. [Online]. Available:

<https://www.kaggle.com/datasets/SIZZLE/2016electionmemes>)

Corrupted and other unusable data has been filtered out.

# Influencers

Relation between minutes spend on social media per day and the number of companies offering influencer marketing services per region



Region. Color shows sum of Average time per day spent by online users on social media in minutes. Size shows sum of Number of companies offering influencer marketing services worldwide. The marks are labeled by Region.

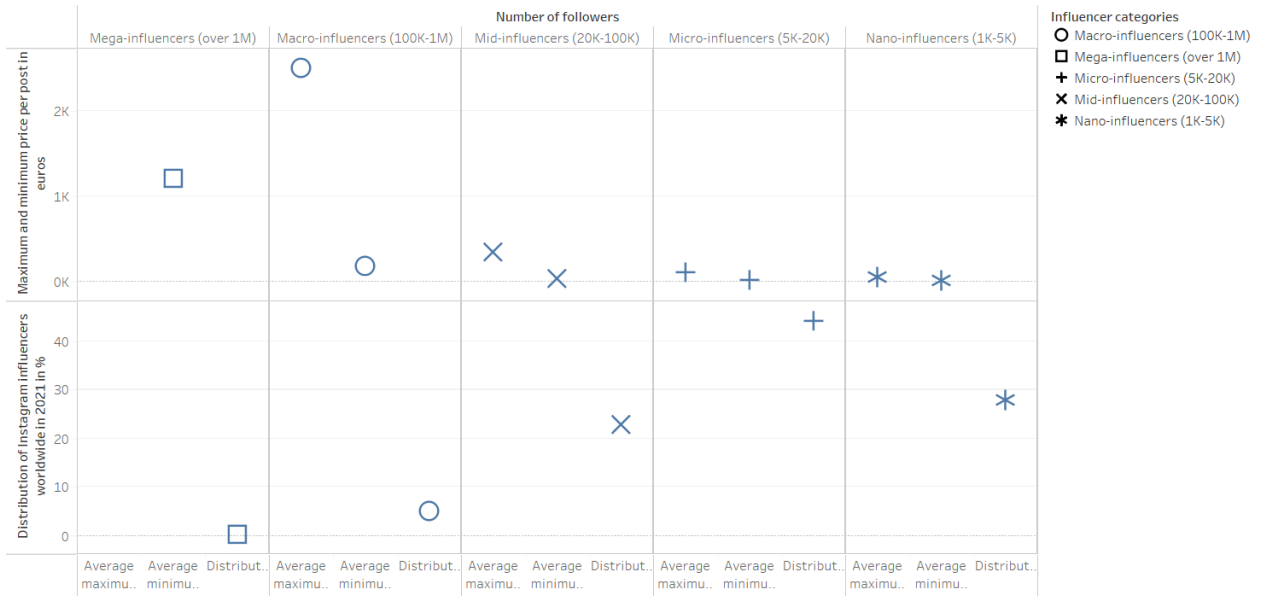
**Sources:**

Based on this data source the countries have been categorized by the same regions as the :

[Daily social media usage by territory 2020 | Statista](#)

[No of influencer marketing companies worldwide 2021 | Statista](#)

The minimum and maximum price per post in euros and the distribution of instagram influencers in %



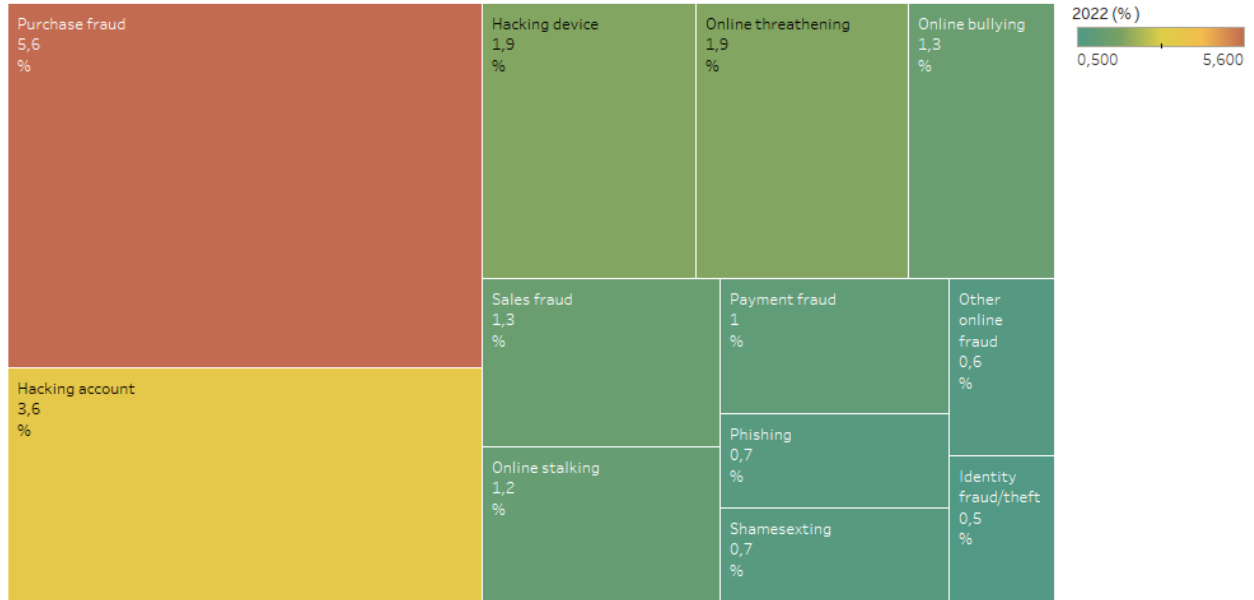
Average maximum price, Average minimum price, Distribution of Instagram influencers worldwide in 2021 and Distribution of Instagram influencers worldwide in 2021 for each Number of followers. Shape shows details about Influencer categories.

Sources:

[Instagram influencer distribution worldwide 2021 | Statista](#)  
[Price per post of Instagram influencers worldwide 2021 | Statista](#)

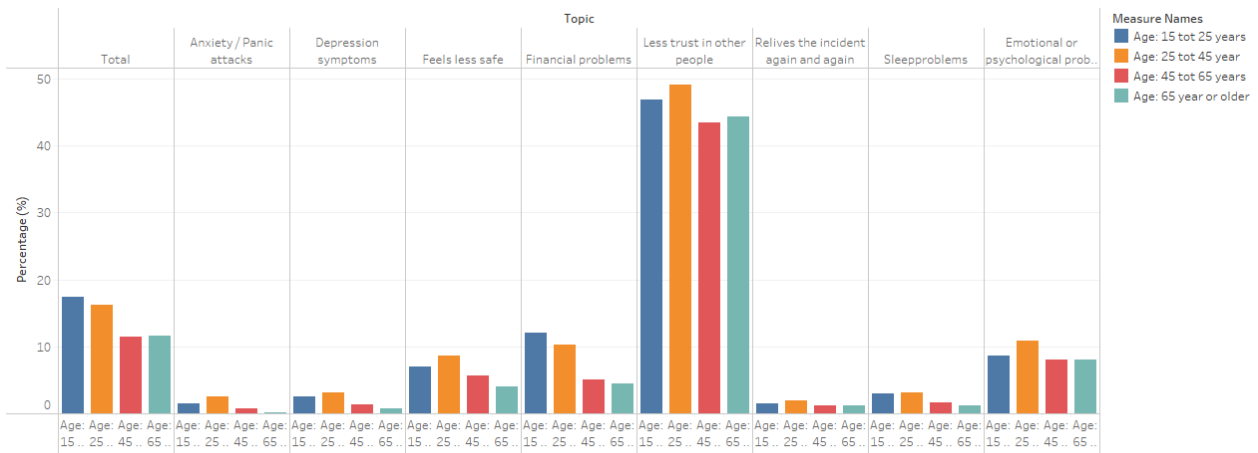
# Web Fraud

Victims online criminality in 2022, the Netherlands, in percentage of the total population.



Total online criminality, Percentage of victims and percentage sign. Color shows sum of 2022 (%). Size shows sum of 2022 (%). The marks are labeled by Total online criminality, Percentage of victims and percentage sign. Exclusions (Percentage of victims, Total online criminality). The data is based on a CBS research paper, questionnaire n = 32.000.

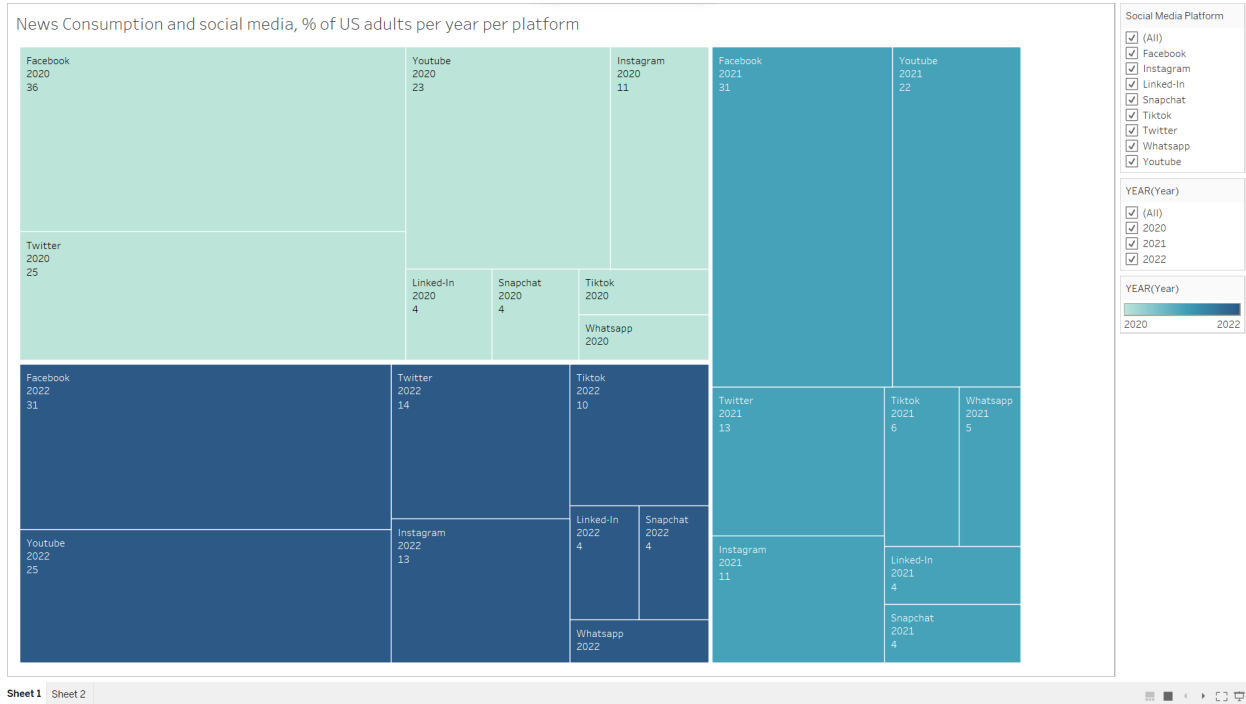
## The psychological consequences of Purchase fraud, 2022, the Netherlands



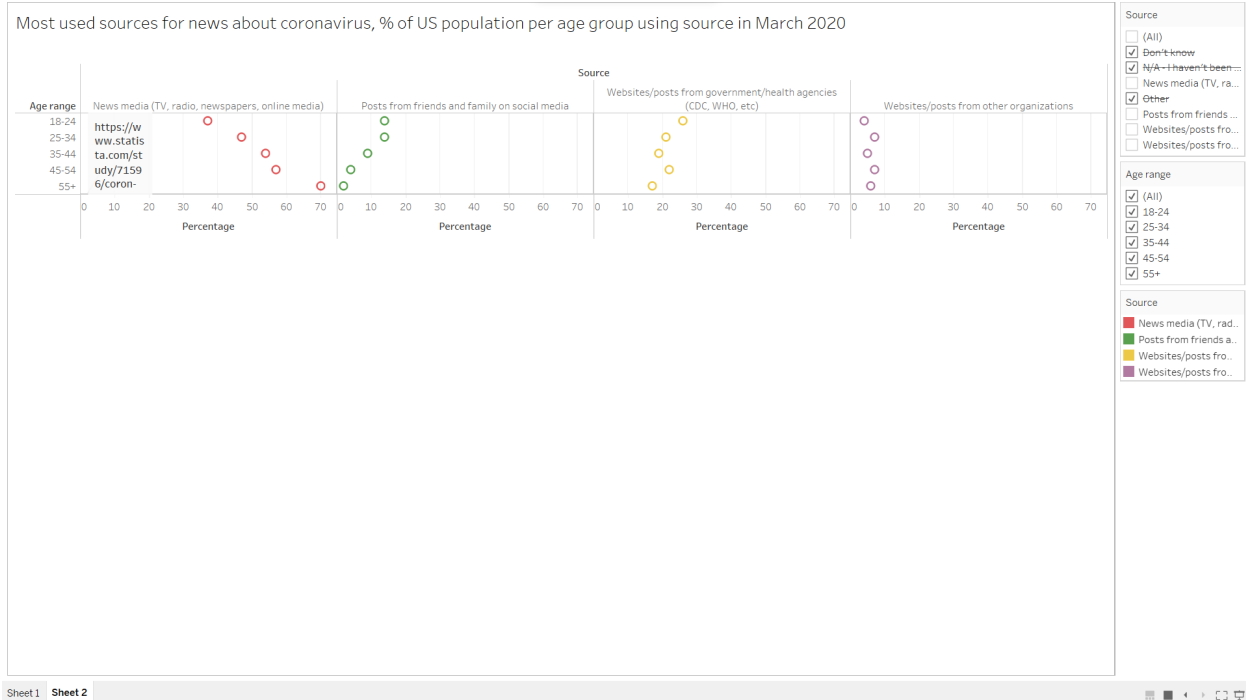
All ages of 15 years and older. The view is filtered on topic. n = 32000. The 'total percentage', is out of the 5,6% of the people that have experienced purchase fraud in 2022.

[StatLine - Sociale veiligheid: persoonskenmerken \(cbs.nl\)](https://www.cbs.nl/en-gb/onderzoek-en-publicaties/2023/01/02/statline-social-security-personal-features)

# News



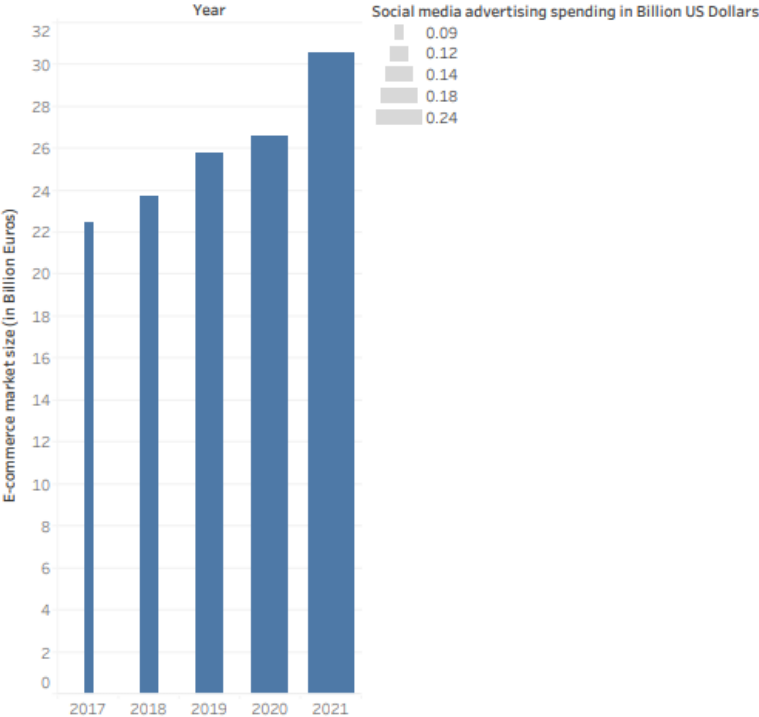
<https://www.pewresearch.org/journalism/wp-content/uploads/sites/8/2022/09/Social-media-and-platform-fact-sheet-TOPLINE.pdf>



<https://www.statista.com/study/71596/coronavirus-impact-on-us-media-consumption/>

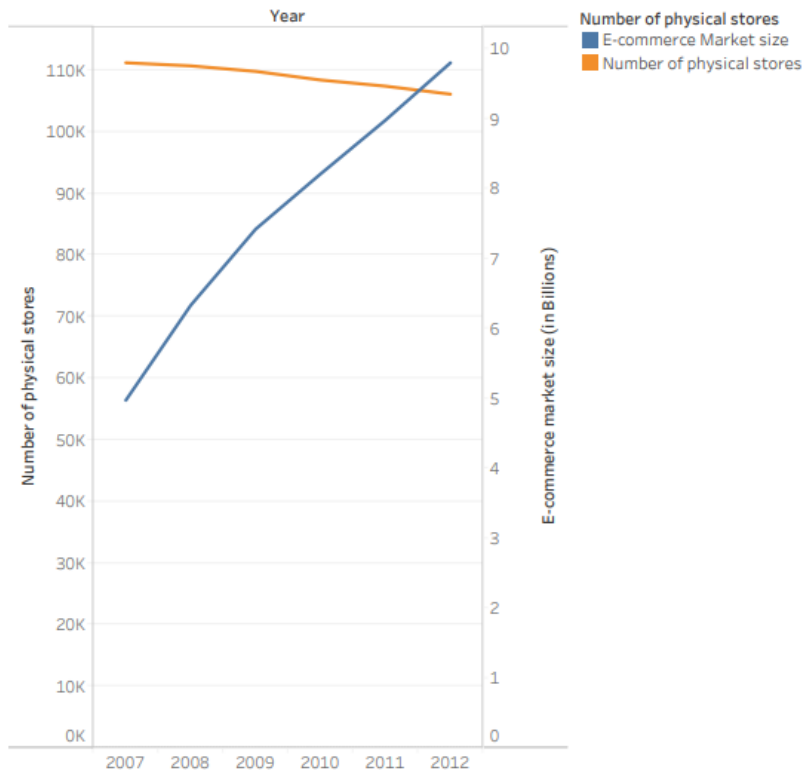
# Social media web traffic

Social media advertising spending and e-commerce market size in the Netherlands



Sum of E-Commerce market size for each Year. Size shows details about Social media ad spend (Desktop).The view is filtered on YearandExclusions (F1,F2 (Data1)).The Year filter excludes H1 2022,Market size of e-commerce in the Netherlands 2005-2022andTotal revenue of e-commerce sales in the Netherlands from 2005 to H1 2022 (in billion euros).The Exclusions (F1,F2 (Data1)) filter keeps 15 members.

E-commerce market size correlated to the number of physical stores in the Netherlands



The trends of Number of physical stores and E-commerce Market size for Year. Colour shows details about Number of physical stores and E-commerce Market size. The data is filtered on F1 (Data3), which excludes Null, 2013\*, 2014\*, Number of online and physical stores in the Netherlands 2007-2014 and Number of online and physical stores in the Netherlands from 2007 to 2014. The view is filtered on Year, which has multiple members selected.

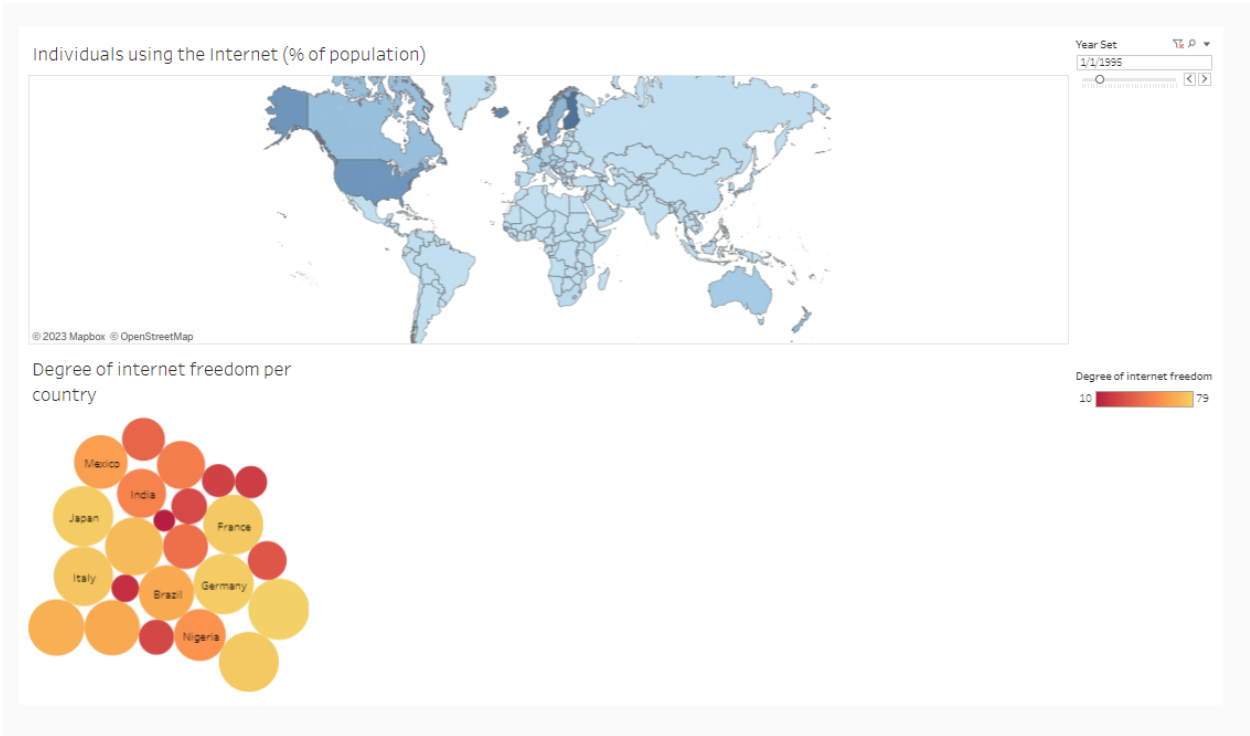
<https://www.statista.com/statistics/558214/yearly-online-consumer-expenditure-in-the-netherlands/>

<https://www.statista.com/forecasts/1226317/social-media-advertising-revenue-device-digital-market-outlook-netherlands>

<https://www.statista.com/statistics/578744/number-of-online-and-physical-stores-in-the-netherlands/>



# Web traffic general



<https://data.worldbank.org/indicator/IT.NET.USER.ZS>

<https://www.statista.com/statistics/272533/degree-of-internet-freedom-in-selected-countries/>