Digital Identity Management

Part 4 – Build a professional network

1. Go to http://eportfolios.fox.temple.edu and use the menu bar at the top (click on Sites, Members, Activity, or click on specific Skills and Interests in your profile) and find three people with similar interests to you or who you admire. You can identify any other student on the site whether they are in your class or not (faculty and staff do not count).

2. Go to each person’s e-portfolio and leave a meaningful and professionally relevant comment (e.g., positive feedback about some aspect of their e-portfolio, shared interests, and so on). At the end, you will have left a minimum of three comments on three different sites.

3. Send a friendship request to each of the above three people.

4. Create OR join a ‘community of practice.’ A community of practice is focused on a professional interest (e.g., careers in digital marketing). To create or join a group, click on Groups on the main menu bar at http://eportfolios.fox.temple.edu. The groups feature on Community allows you to collect a set of people together on a shared interest. Members of the group can message the group, share updates, and documents.
   - If you create a group, you should get one person to join the group.
   - To join an existing group, review the list and join the group.

Part 4 – Deliverables (2.5 points)

- Visit your personal profile on http://eportfolios.fox.temple.edu. Login and click My Account, then Activity, and then Personal. Take a screen shot that shows the above activities (use the Show filter to focus on the relevant activities). Add to the Word document.

Part 5 – Analysis and Submission

1. (each is worth 1/3 of a point) Visit Google Analytics at http://www.google.com/analytics/ and identify the values for the following metrics. Create a table in the Word document with the metrics in one column and the values in the second column.
   a. Sessions
   b. Users
   c. Pageviews
   d. Pages / Session
   e. Avg. Session Duration
   f. Bounce Rate
   g. % New Sessions
   h. Organic Search
   i. Direct
   j. Referral
   k. Social
   l. Unique Pageviews
   m. Avg. Time on Page
   n. Bounce Rate
   o. % Exit
2. **(each is worth 1/3 of a point)** Add a third column with one sentence explanations of the above metrics.

3. **(2.5 points)** Write a one paragraph analysis: Which of the above metrics are the most important for a new site.


5. Email the Word document with screen shots to your instructor.

---

**HERE IS THE expanded GRADING RUBRIC -**

<table>
<thead>
<tr>
<th>Rubric Number</th>
<th>description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>On time submitted to Owlbox is Nov18th or before&gt; Please tell me the date if after 11/18/14 time stamp in Owlbox</td>
<td>No credit if not submitted via owlbox.</td>
</tr>
<tr>
<td>2.</td>
<td>Screen Shot of activities in the document: <em>My Account</em>, then <em>Activity</em>, and then <em>Personal</em></td>
<td>2.5 points possible</td>
</tr>
<tr>
<td>3.</td>
<td>a-o analytics with number (even if X all OK)</td>
<td>1/3 of a point for each</td>
</tr>
<tr>
<td>4.</td>
<td>a-o One sentence explanation (as long as it makes some sense, ok)</td>
<td>1/3 of a point for each</td>
</tr>
<tr>
<td>5.</td>
<td>Paragraph Analysis (as long as it sounds rational, some thought) 5(missed it) 5.5 (half credit)</td>
<td>2.5 points possible</td>
</tr>
<tr>
<td>6.</td>
<td>Submit the e-portfolio</td>
<td></td>
</tr>
<tr>
<td>0.</td>
<td>All correct on the assignment</td>
<td>15 pts total for parts 4 and 5 of Project 3</td>
</tr>
</tbody>
</table>
Example student grading line – interpreted from below.

| Student A | 11/20/14 5pm | 1/2ac/3bdef/4abcd/5.5 |

**EXAMPLE GRADE SHEET student b**

1. On time submitted to Owlbox is Nov18th or before> Please tell me the date if after 11/18/14 time stamp in Owlbox | 11/20/14 5pm |

2. Screen Shot of activities in the document: My Account, then Activity, and then Personal |

3. a-o analytics with number (even if X all OK) | 3bdef |

4. a-o One sentence explanation (as long as it makes some sense, ok) | 4abcd |

5. Paragraph Analysis (as long as it sounds rational, some thought) | Half credit |

6. Submit the e-portfolio |