

# Democratising Attention Data at guardian.co.uk

Graham Tackley ■ @tackers

Director of Architecture  
Guardian News and Media

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**theguardian.com**

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# Inquiry into exploitation of work-for-free interns

## MPs taking advantage as graduates struggle to find jobs

of the huge numbers leaving university this year without a job. Official figures are likely to show one million young people in total out of work by the autumn.

Under the National Minimum Wage Act, interns who work rather than observe should be paid, but employers have taken advantage of a legally grey area, and the willingness of young people, to pay just expenses, or nothing at all.

This year there has been a rapid expansion of advertisements for internships. The government itself is arranging 4,000 placements for this year's graduates who face the harshest employment conditions in a generation.

Brendan Barber, general secretary of the TUC, added that employers in the most "glamorous" careers were the worst abusers of internship schemes, which he said excluded those from less well off backgrounds.

The campaigners for pay review have been...



# The Observer

## Dumbing Down

Proud... and loud



**FREE Great fairytales**

Today *Wisdom and folly*  
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the guardian

Oil firm drops bid to gag Guardian over MP's question

Dear leader: Sven in line to manage North Korea

How much TV should your children watch?

How's he doin'? Matt LeBlanc's new TV comedy

Aditya Chakraborty is Facebook destroying friendship?

the guardian

Ministers cave in to City over bank bonuses

No 10 rejects calls to tackle highest earners as it seeks face-saving deal

Undercover officer knew of second spy

Exclusive

**The whistleblower**

I can't allow the US government to destroy privacy and basic liberties

the guardian

Edward Snowden, 29, emerges from hiding in Hong Kong

IT contractor says his concerns were ignored and he had to go public

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the guardian

**Revealed: Murdoch bill for hiding dirty**

Tory PR chief under fire over tabloid hacking

Politicians and celebrities among victims

I think it is one of the most significant modern stories of our times. It was systemic. News of the World out of control.

The whole thing is deplorable. Mr Cameron should be ashamed of getting involved.

**PRISM**

M I 6

London and the south-east dominate entries

Star of The Fall who never sang Hollywood's tune

Nadal wins record eighth French Open title

back inquiry was abandoned to avoid upsetting Met

Leaked memo warned police would 'deeply resent' probe

Senior ex-officer says new claims must be investigated

Last sighting CCTV image of M16 man

# theguardian

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Breaking news: Officials: 206 killed in Republic of Congo blasts - AP

## Putin declares victory in Russian election

**LIVE** 'We have won' says Putin as he prepares to return to Kremlin amid charges of voting fraud  
186 comments

**LATEST**  
"7.54pm: The Moscow Times has filed an intriguing post on the independent candidate and billionaire oligarch Mikhail Prokhorov: Prokhorov has said he..."  
LIVE: follow the latest developments

- Russia's presidential elections – in pictures
- Putin 'wins election' amid fraud allegations – video
- Russians vote in presidential election
- Russian activists on vote rigging alert
- Masha Gessen: this is a true mass movement

## Syrians flee Homs for Lebanon

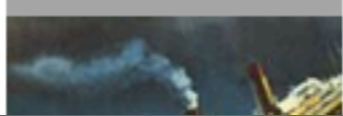


Up to 2,000 refugees reach border, but fate of thousands unknown as Red Cross still denied access to Baba Amr

## Peter Hain 'I wish I hadn't stood for Labour deputy leader'



## Pass notes Titanoraks



## Sport

## Chelsea and Villas-Boas part ways

Roberto Di Matteo has

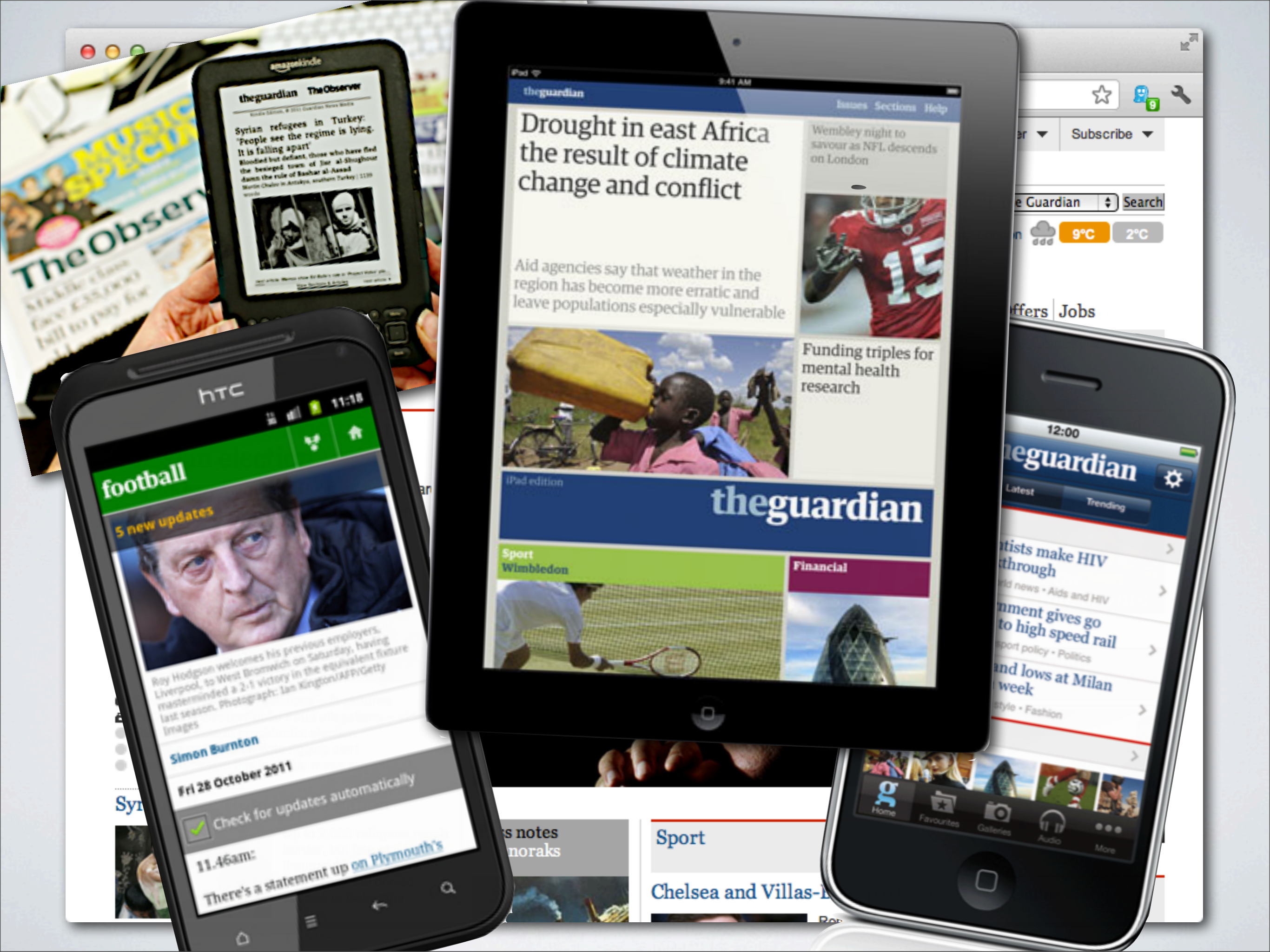
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## Online dating



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Syrian refugees in Turkey:  
'People see the regime is lying.  
It is falling apart'  
Bloodied but defiant, those who have fled  
the besieged towns of Jar al-Shughour  
damn the rule of Bashar al-Assad  
Martin Chulov in Antakya, southern Turkey | 21:08  
Words

the guardian  
9:41 AM  
Issues Sections Help  
Drought in east Africa  
the result of climate  
change and conflict  
Wembley night to  
savour as NFL descends  
on London  
Aid agencies say that weather in the  
region has become more erratic and  
leave populations especially vulnerable  
Funding triples for  
mental health  
research  
the guardian  
iPad edition  
Sport Wimbledon  
Financial

htc  
11:18  
football  
5 new updates  
Roy Hodgson welcomes his previous employers,  
Liverpool, to West Bromwich on Saturday, having  
masterminded a 2-1 victory in the equivalent fixture  
last season. Photograph: Ian Kington/AFP/Getty  
Images  
Simon Burton  
Fri 28 October 2011  
Check for updates automatically  
11:46am:  
There's a statement up on Plymouth's

12:00  
the guardian  
Latest Trending  
Scientists make HIV  
through  
and news • Aids and HIV  
Government gives go  
to high speed rail  
sport policy • Politics  
and lows at Milan  
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## The Scott Trust

### The Scott Trust is a unique form of media ownership in the UK

The sole shareholder in Guardian Media Group, the Trust was created in 1936 to safeguard the journalistic freedom and liberal values of the Guardian. In 2008 it became a limited company, with the same protections for the Guardian enshrined in its constitution. Its core purpose is to secure the financial and editorial independence of the Guardian in perpetuity.

Rather than benefiting shareholders or a proprietor, GMG's profits are reinvested to sustain journalism that is free from commercial or political interference, and to uphold a set of values laid down by CP Scott, the great Manchester Guardian editor.

The remit of the Trust's charitable arm, the Guardian Foundation, reflects the Trust's aims of promoting press freedom and meeting its responsibilities to the community.



“Created in 1936 ... to secure the financial and editorial independence of the Guardian in perpetuity”

# theguardian

# Ophan Dashboard

What's going on right now?

Interested in a specific page?

Paste the url here and hit 'Go!'

Go!

or drag **View in Ophan** to your bookmark bar and click it when viewing any Guardian page

Welcome to Ophan, the Guardian's in-house, real-time traffic tool.

Get started with a [graph of total traffic](#) or the [top 20](#). Most pages in Ophan can be filtered or broken down in a number of ways, from month to editorial section, user location, referrers, desktop or mobile site and even browser. Use the "Filter By" bar at the top of the page to get started.

Other pages you might find interesting are the [recently published page](#), the [top 20](#), the [live Google search terms page](#). Just explore the options at the top of the screen.

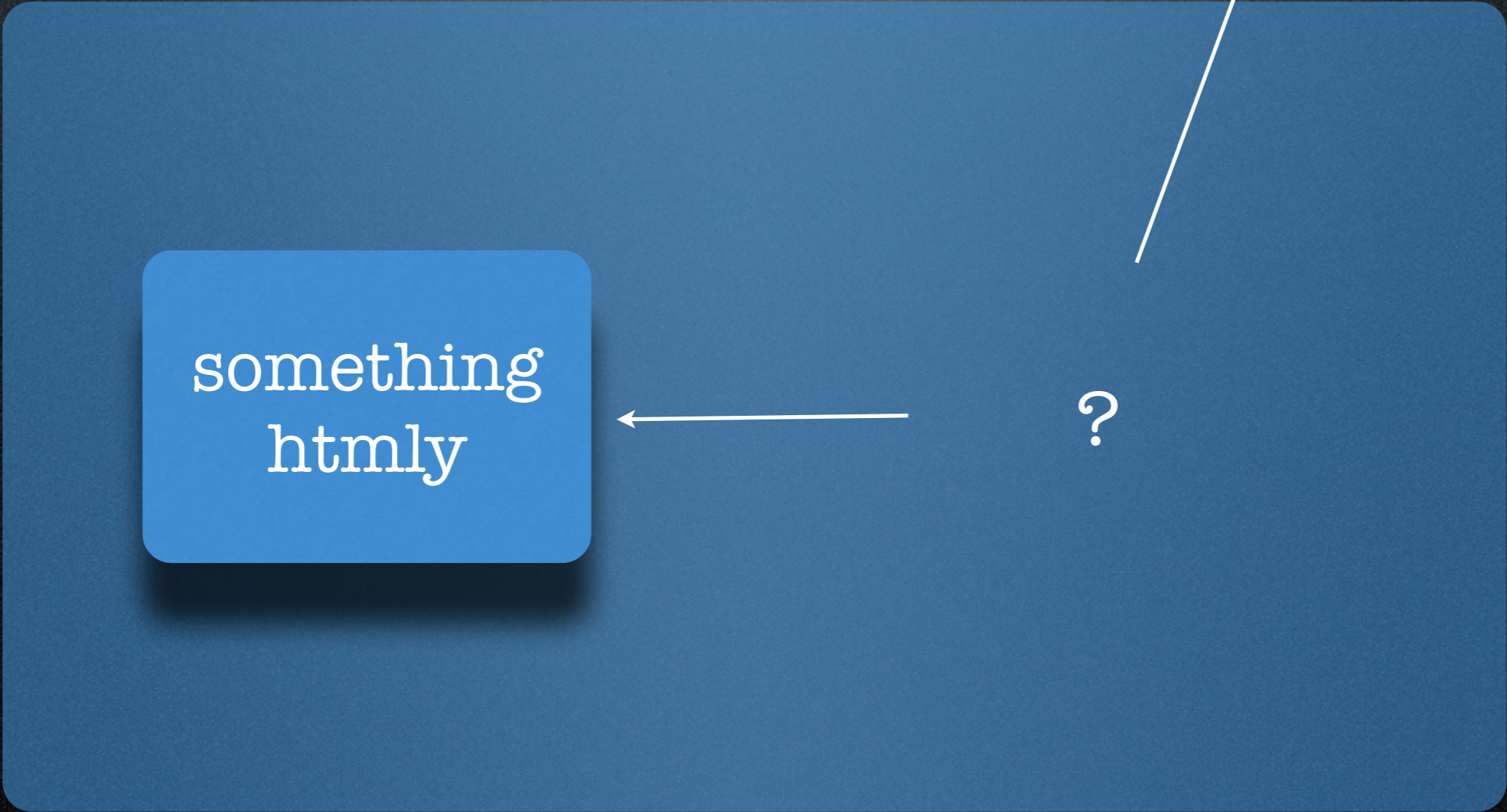
We want Ophan to help you make useful decisions about your content so let us know what you find useful and what you'd like to see added. Bear in mind that we have [Site Catalyst](#) for longer-term data and ophan isn't meant to replicate that. But we'd love to hear your ideas. [You can find our contact details and read more about how Ophan was created and how it got its name here.](#)

## our in-house real-time traffic tool





My desktop  
workstation

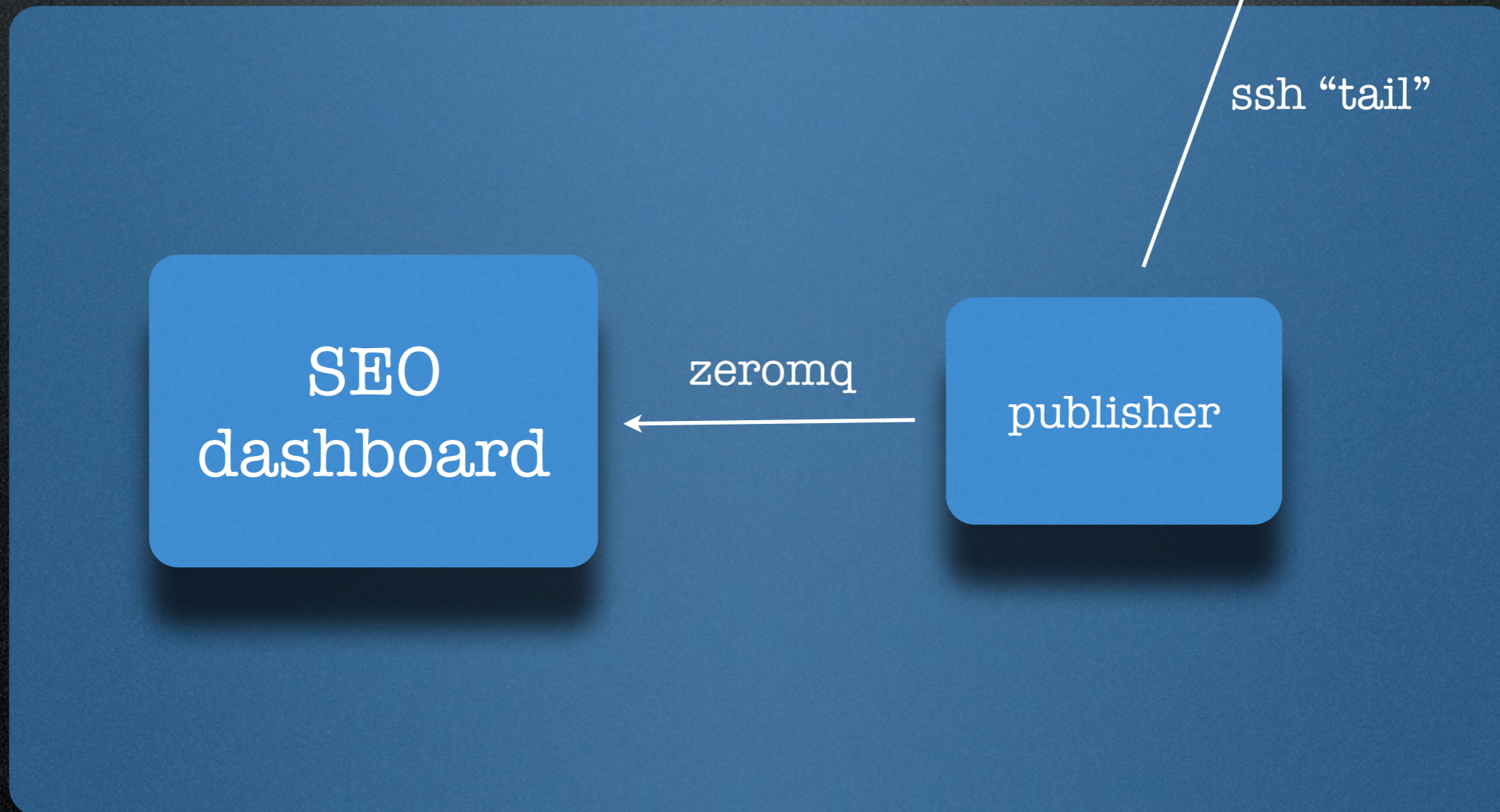


production  
apaches



```
ssh $SERVER "nice tail -f /apache2/logs/guardian-access_log"
```

My desktop  
workstation



2 x production  
apaches

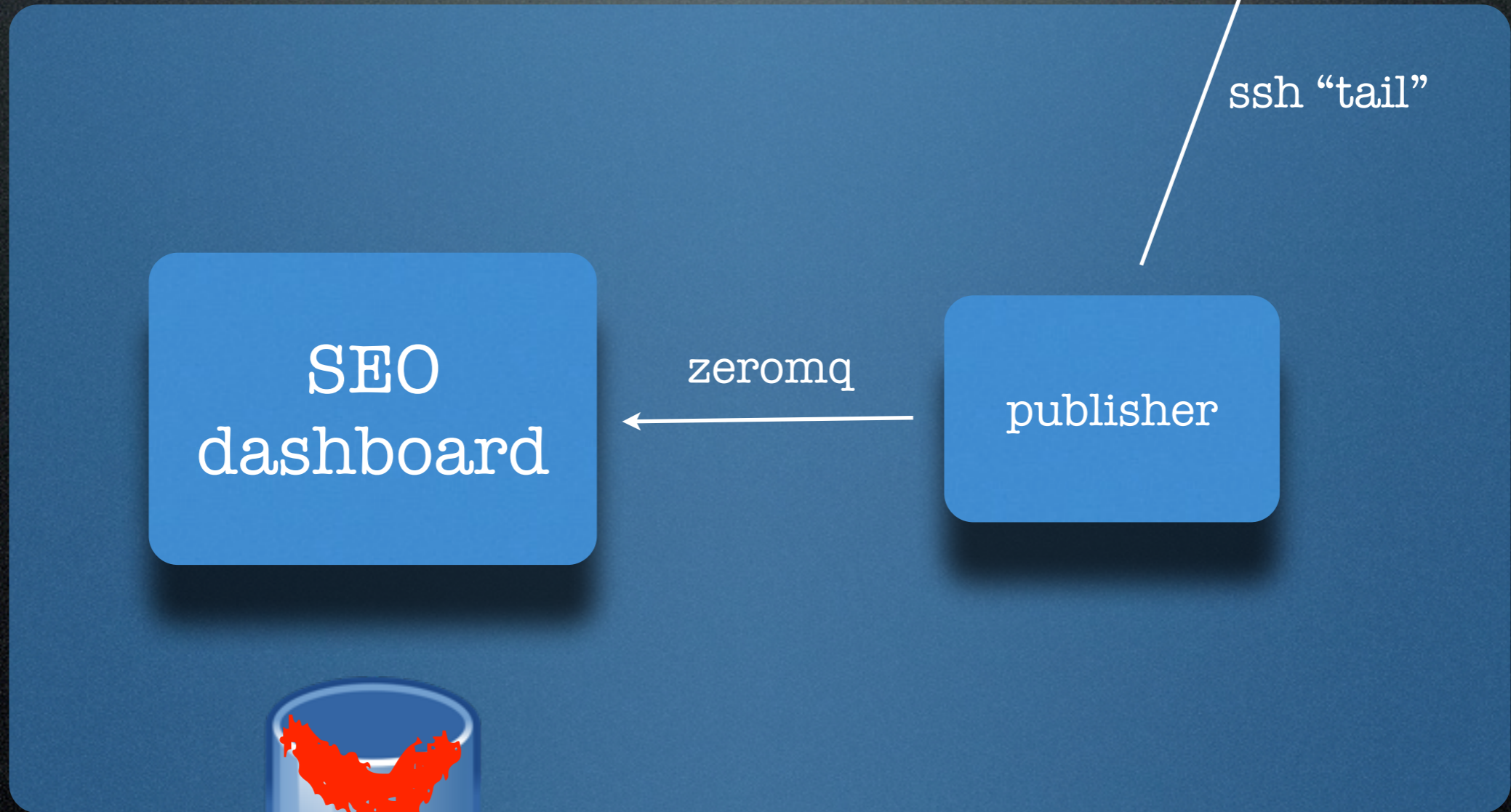
ssh "tail"

zeromq

SEO  
dashboard

publisher

My desktop  
workstation



2 x production  
apaches

ssh "tail"

zeromq

SEO  
dashboard

publisher



**Top 10** from 26 Sep 2013 20:55:20 to 26 Sep 2013 20:58:20 (BST)

The US promised a visa to my Afghan interpreter. Now it's been revoked | Matt Zeller

576

• 66% from www.reddit.com • 24% from (unknown) • 5% from www.theguardian.com • 2% from native-app.guardian.co.uk

José Mourinho 'cried' after being overlooked for Manchester United job

287

• 56% from www.theguardian.com • 19% from native-app.guardian.co.uk • 10% from (unknown) • 6% from t.co  
• 2% from m.bleacherreport.com

Interpol issues international arrest warrant for Samantha Lewthwaite

161

• 62% from www.theguardian.com • 31% from native-app.guardian.co.uk • 4% from (unknown)

Revealed: Qatar's World Cup 'slaves'

157

• 21% from (unknown) • 17% from www.facebook.com • 16% from m.facebook.com • 10% from www.theguardian.com  
• 3% from native-app.guardian.co.uk

Pasta firm Barilla boycotted over 'classic family' remarks

SIMULATED  
SCREENSHOT







# My desktop workstation

My ~~desktop~~  
workstation



# Javascript in browser

Javascript in browser

hidden pixel



Javascript in browser

hidden pixel



Tracker

Javascript in browser

hidden pixel



Tracker



SNS

Javascript in browser

hidden pixel



Tracker

SNS



SQS





Javascript in browser

hidden pixel

Tracker

SNS

SQS

Dashboard



SEO Dashboard

# The Guardian's SEO Dashboard

What's going on right now?

## Switched Off

Thanks for using the live dashboard on gnmfasteragain. Service continues at [dashboard.ophan.co.uk](http://dashboard.ophan.co.uk).



# elasticsearch

flexible and powerful open source, distributed real-time search and analytics engine for the cloud

cool. bonsai cool

[SEE THE OVERVIEW](#)



Javascript in browser

hidden pixel

Tracker

SNS

SQS

Dashboard



Javascript in browser

hidden pixel

Tracker

SNS

SQS

SQS

Dashboard



Javascript in browser

hidden pixel

Tracker

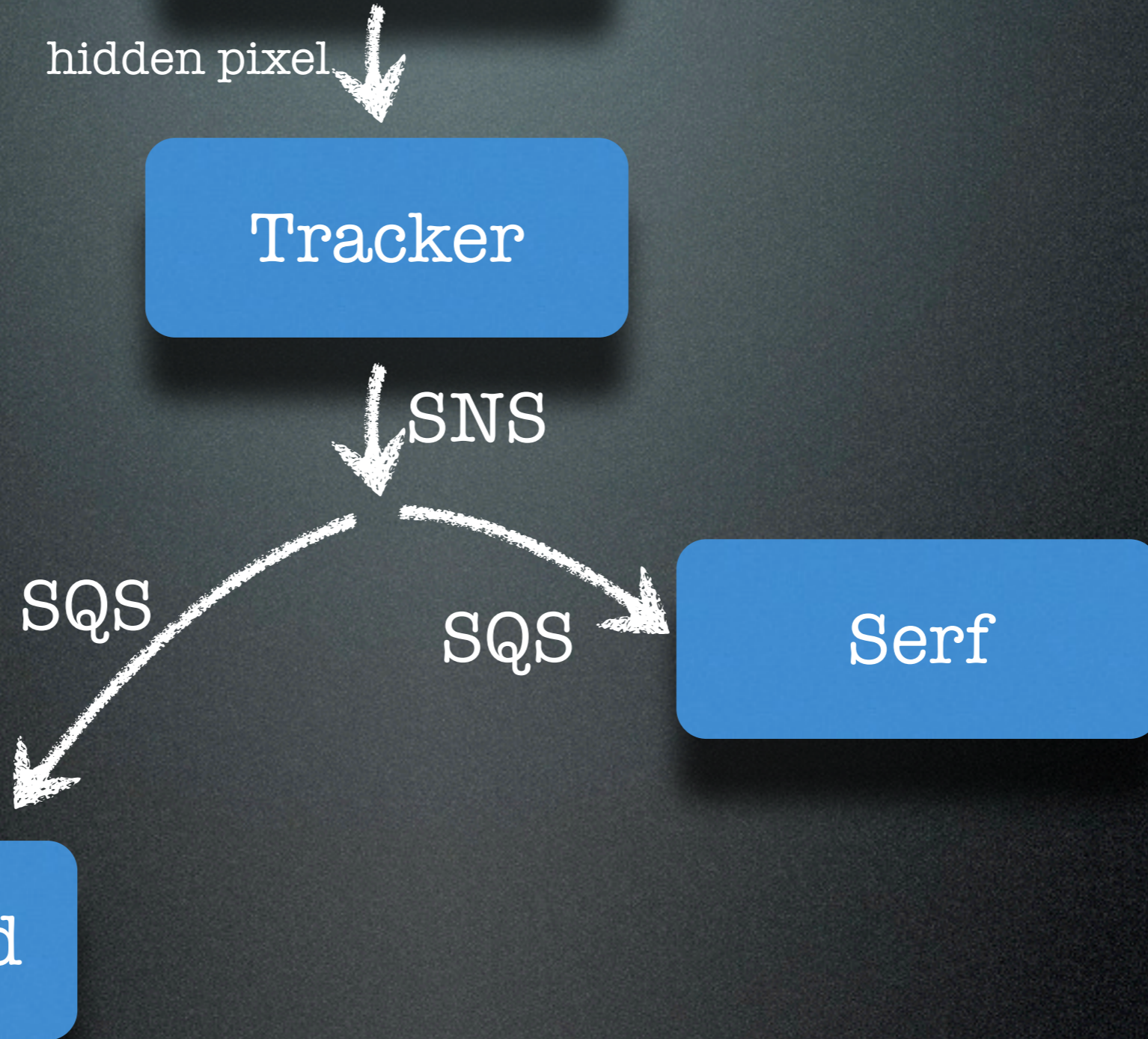
SNS

SQS

SQS

Serf

Dashboard



Javascript in browser

hidden pixel

Tracker

SNS

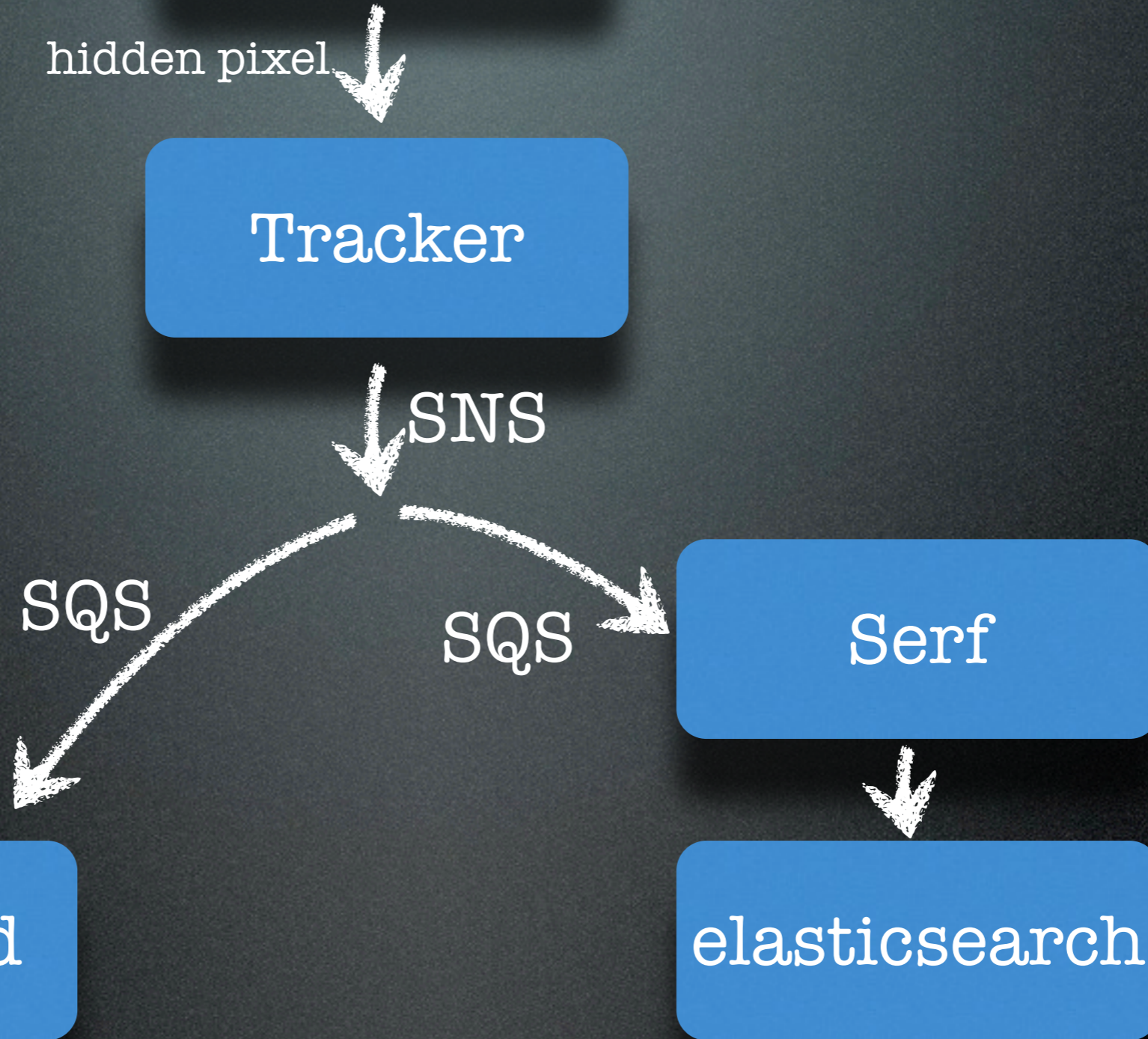
SQS

SQS

Serf

Dashboard

elasticsearch





Javascript in browser

hidden pixel

Tracker

SNS

SQS

SQS

Serf

Dashboard

elasticsearch

Dashboard

Javascript in browser

hidden pixel

Tracker

SNS

SQS

Serf

elasticsearch

Dashboard

Javascript in browser

hidden pixel

Tracker

SNS

SQS

Serf

elasticsearch

Dashboard







ophan-dashboard ~ \$43.20/month

Instance	AutoScaling	ELB	Uptime	Version
i-920a8bdd	InService	InService	14 hours	998
i-bb7b40f7	InService	InService	14 hours	998
i-d0c6939f	InService	InService	14 hours	998



ophan-elasticsearch ~ \$2,246.40/month

**Warning!** The following autoscaling activities are currently suspended: AZRebalance, Terminate

Instance	AutoScaling	Uptime	Version
i-940ed8d9	InService	136 days	0.90.1 Black Death
i-e8fcc4a5	InService	78 days	0.90.1 Wildboys
i-2b16f865	InService	65 days	0.90.1 Ghost Girl
i-3b79ba75	InService	57 days	0.90.1 Parker, Peter
i-981921d7	InService	15 days	0.90.1 Jester
i-1a96c356	InService	15 days	0.90.1 Zartra



ophan-logger ~ \$14.40/month

Instance	AutoScaling	Uptime	Version
i-41b9250d	InService	2 hours	604



ophan-serf ~ \$187.20/month

Instance	AutoScaling	ELB	Uptime	Version
i-7a28cf34	InService	InService	7 days	902
i-31510e7d	InService	InService	15 hours	902



ophan-time-machine ~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-389e8c74	InService	InService	2 days	709



ophan-tracker ~ \$144.00/month

Instance	AutoScaling	ELB	Uptime	Version
i-d166f29e	InService	InService	7 days	944
i-2dc37162	InService	InService	7 days	944



ophan-trigr ~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-3f745573	InService	InService	2 days	986



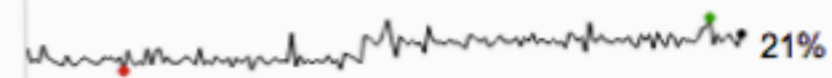
ophan-robot-tracker ~ \$46.80/month

Instance	AutoScaling	ELB	Uptime	Version
i-9a2986d6	InService	InService	49 days	113



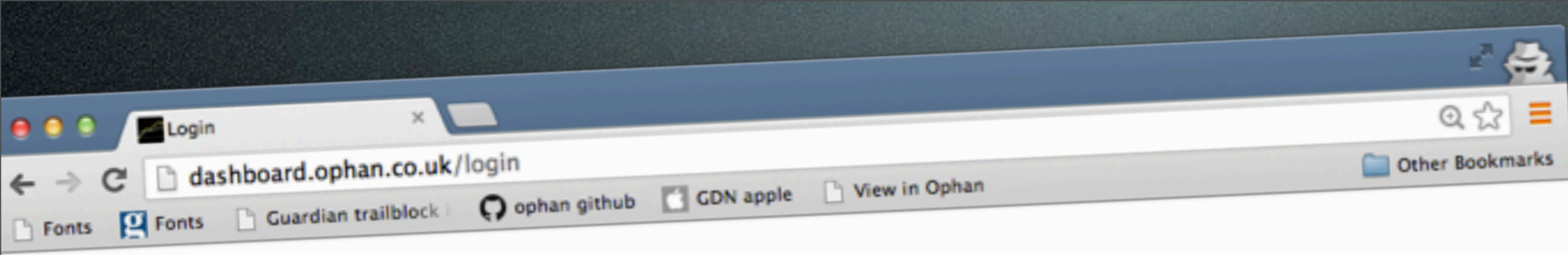
ophan-status-app ~ \$14.40/month

Instance	AutoScaling	ELB	Uptime	Version
i-3ee79b72	InService	InService	19 hours	58









# Ophan Dashboard

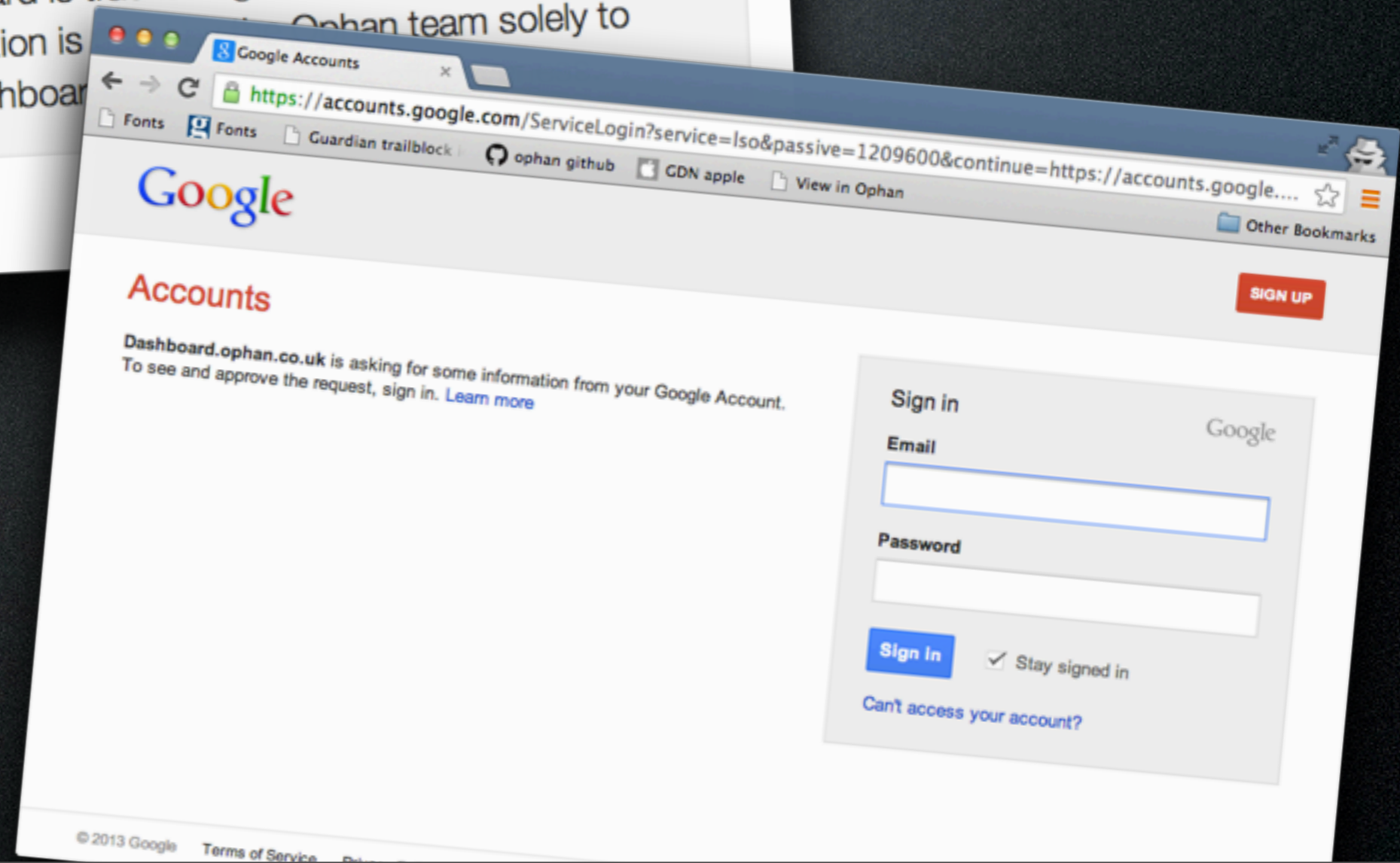
Please click the button below to login with your google account.

If you're already logged in to gmail, you will just be asked to confirm that Ophan is allowed to see your email address and name.

If you're not logged into gmail, you will be asked to login. **Always** check that the page is hosted by google.com in your address bar before entering your credentials.

Log In

Your use of the Ophan Dashboard is tracked against the email address that you use to sign in. This information is used by the Ophan team solely to guide improvements to the Dashboard.





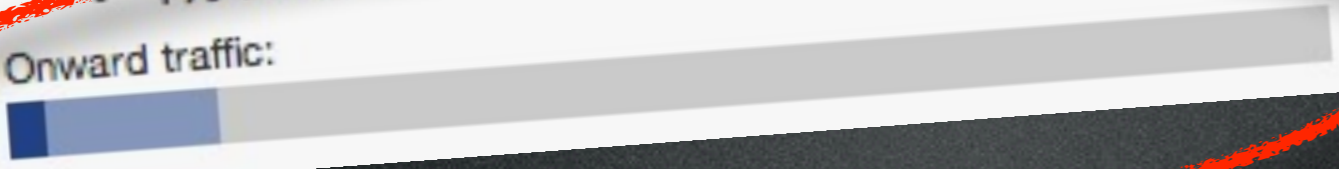
# José Mourinho and André Villas-Boas: how the inseparable duo grew apart | Dominic Fifield

2.1%

215

- 69% from www.theguardian.com
- 14% from t.co
- 6% from native-app.guardian.co.uk
- 6% from (unknown)
- 1% from www.facebook.com

Onward traffic:









# Conclusion

# Conclusion

Small teams can have massive impact with

- rapidly evolving working software
- close collaboration with your users
- clear, relevant & actionable data

Graham Tackley ■ @tackers

Director of Architecture  
Guardian News and Media



