Creative Commons metrics

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Most licensed works referenced on the web...

...search for “Creative Commons”
2003

Most licensed works on the web link to license used...

...search for backlinks

link: http://creativecommons.org/licenses/by/1.0/
Daily collection of link counts from AlltheWeb and Yahoo!

(Google's link: query support is poor)
2005

Yahoo! Search for CC launches in Spring

Google's launches in fall
Collect daily data from Yahoo! and Google CC API queries
Search engine metrics: good

Fairly easy
Web scale (hard to overstate)
Search metrics: bad

Estimates

Volatile (estimation algorithm, index, dist.)

Fraction of web (e.g., Flickr)

Hard to make sense of
Search metrics: bad (2)

Limited by search engine query support
Yahoo!/AlltheWeb 30 day averages
# AlltheWeb by jurisdiction

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<th>Jurisdiction</th>
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<th>mx</th>
<th>se</th>
<th>hr</th>
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<th>hu</th>
<th>za</th>
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</tbody>
</table>
Yahoo!/AlltheWeb 30 + Google/CC
Trend?

Up, but how?
Baseline numbers from top content curators

Flickr
Soundclick
Revver
Jamendo
many more...
Music & Video

![Graph showing the increase in Soundclick and Rever (Thousands) from Oct 05 to Apr 07. The graph indicates a steady increase with two lines representing different data sets.](image-url)
Photography
Jamendo creators

Album count over time

Number of days since Jamendo opening

Creative Commons
Jamendo fans

Review count over time

Number of days since Jamendo opening
Exponential growth?

Conjecture:
Linear growth at content curators
Linear growth of content curators
New pools ~2007

eyeVio (video, Sony)
Jamglue, Splice, Kompoz (music)
SlideShare (presentations)
Swivel (graphs)
many more...
Indirect metric: web traffic
Web traffic: Alexa
Traffic by jurisdiction (Alexa)

Users:
- U.S. (25.6%)
- Germany (7.9%)
- U.K. (6.1%)
- Spain (5.3%)
- Italy (4.6%)
- Canada (3.4%)
- Japan (3.2%)

Rank:
- Italy (1402)
- South Africa (1469)
- Spain (1491)
- Germany (1757)
- Switzerland (1778)
- Bulgaria (2786)
- Croatia (2837)
Next challenges

Characterize licensed content, creators, users

Measure reuse

Qualitative measures (e.g., awards)

Secondary impacts
Mike's mistakes

Not inviting outside analysis
Not giving metrics enough cycles
How you can help

Notify of new curators
Help get data from curators
Code, research, analysis
How you can help (2)

Evangelize CC (successes will eventually be reflected in numbers)
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