Mediasite allows content owners to analyze views and viewing habits dealing with their presentations.

- Analytics is accessed by clicking on a video, and then selecting the Analytics tab above the video.
  - You will see two options available: Dashboard, and Who’s Watching Now. Who’s Watching Now will give you real-time viewing analysis. Dashboard provides Long-term data and analytics.

The Dashboard has several graphs and statistics for analysis. Two graphs show you views over time, and connections over time. You can also see the cumulative amount of time spent watching the presentation, meaning the combined view time of all viewers. You can also see the average amount of time watched.

**Trends Graph**

The Trends Graph provides great useful info. Trends follow two main metrics over time: Viewers and Heat Index. The line along the graph denotes Viewers, or how many people watched a specific part of the video.

**The Colors** represent a Viewing Heat Index. Cold colors such as blue and purple denote areas that were frequently skipped. Neutral colors, such as green, denote normal viewing, or a single watch-through. Hot colors such as orange and red denote repeated viewing, meaning multiple viewers went back to watch part of the presentation again.

**Top Users** allows you to see the viewing habits of individuals through their usernames. You can see how long they have watched, and how much of the presentation they have viewed. This can be useful in determine if a student is watching the entirety of a required presentation. Complete user viewing info can be downloaded.

**NOTE:** Often, ten minutes is found to be the best length of time to maintain a student’s interest. Pay attention to how you are using your time, and how the viewer may perceive that length.

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