Abstract

This study seeks to explore the potentials and limitations of using various Analytical approaches and tools like google analytics, statcounter and web log files to analyze the behavior of online users in the context of content based websites and how European Union user consent policy has affected this data collection. Using these analytical tools this study will focus on type and amount of data gathered by these tools. The findings are expected to demonstrate useful features of Google Analytics, log files and other visualization tools and extend our understanding of online users. This study will also focus on the design and development of online educational resources and websites for collegiate contexts.

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**Index Terms**

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