

1. Record Nr.	UNINA9910822027903321
Autore	Beasley Michael <1980->
Titolo	Practical web analytics for user experience : how analytics can help you understand your users / / Michael Beasley
Pubbl/distr/stampa	Amsterdam, : Morgan Kaufmann, an imprint of Elsevier, 2013 Waltham, MA : , : Morgan Kaufmann, , 2013
ISBN	0-12-404694-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (xv, 234 pages) : illustrations (some color)
Collana	Gale eBooks
Disciplina	006.3
Soggetti	Web usage mining Internet users - Attitudes Web site development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Introduction to web analytics -- pt. 2. Learning about users through web analytics -- pt. 3. Advanced topics.
Sommario/riassunto	Practical Web Analytics for User Experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search hab

2. Record Nr.	UNINA9910305547603321
Titolo	Social work with groups : expanding horizons / / Stanley Wenocur. [et al.], editors
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-315-85956-4 1-317-94007-5 1-317-94008-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (230 p.)
Altri autori (Persone)	WenocurStanley <1938->
Disciplina	361.4
Soggetti	Social group work - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Has also been published as Social work with groups, volume 16, numbers 1/2 1993"--T.p. verso.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Table of Contents; Introduction; PLENARY SESSIONS; What Happened to Self-Determination?; The Rediscovery of Real-World Groups; Introduction; The Democratic Microcosm and the Bureaucratized Society; The Dialectical Relationship Between Cohesion and Conflict; Learning and Teaching About Real-World Groups; Confronting Human Finitude: Group Work with People with AIDS; Psychosocial Responses to AIDS; Relevant Theory; Discussion; SELECTED PAPERS; An AIDS Bereavement Support Group: One Model of Intervention in a Time of Crisis; Introduction AIDS BereavementGroup Structure; Group Issues; Countertransference Issues; Advantages and Disadvantages of Group Model; Social Work Practice with Groups in the Church Context: A Family Life Ministry Model in an Inner-City Church; The Church as a Context for Practice; The Community and Baptist Tabernacle; Family Life Ministry and Social Work with Groups; Conclusions; The Tasks and Skills of the Social Worker Across Stages of Group Development; Stage I: Pre-Affiliation; Stage II: Power and Control; Stage III: Intimacy; Stage IV: Differentiation; Stage V: Separation; Conclusion Group Work and the Environment: A Systems ApproachPractice Model and Systems Concepts; Groups Organized in Relation to Environmental

Need or Problem; Example; Conclusions; A Social Group Work Model for Latency-Aged Children from Violent Homes; Current Group Work Models Designed to Treat Children Exposed to Domestic Violence; Co-Terminus Groups for Children and Mothers of Violent Families; Conclusion; Feedback, Role Rehearsal, and Programming Enactments: Cycles in the Group's Middle Phase; Introduction; Practice Theory on Technique: Technology and Artistry
On the Uniqueness of the Social Work GroupPractice Theory for Achieving the Social Work Group as a Unique Entity; The Use of Technique to Actualize Purpose; Programming; Group Reflective Consideration; Feedback and Confrontation; Role Rehearsal; The Change Process; Conclusion; Small Group Dynamics and a Dialectic Discourse; Introduction; Small Group Policy Bodies and Critical Theory; The Innate Ambiguity and Indeterminacy of Policy; Models of Confronting Diametrically Opposing Positions; Emerging Role of the Social Group Worker in Macro-Practice
Integration of Critical Theory, Rational Consensus and Social Group WorkA Paradigm for Incremental and Rational Consensus; Methods and Procedures for a Dialectic Discourse; Conclusion; Not Just One of the Gang: Group Workers and Their Role as an Authority; Background; Student Attitudes and Struggles; Teaching Opportunities; Teachers as Role Models; Concluding Statement; Group Empowerment Through Learning Formal Decision Making Processes; The Social Worker in Politics as a Multi-Role Group Practitioner; Distinctive Features of Political Campaigns; Types of Groups in Political Campaigns
The Role of the Worker

Sommario/riassunto

Social Work With Groups describes continuity and change in group work. It revisits the theoretical ideas of group work and group work topics of the past decade, focusing on the continuity of group work theory and practice. At the same time it emphasizes the need for change to more effectively work with deal with people in new groups in need--people with AIDS, gangs, persons in grief, and minorities, as well as groups always in need but now with new and additional needs--families, children, adolescents. This book deals with how to meet the needs of existing and emerging populations. I
