

ECE750: Usable Security and Privacy Layout

Dr. Kami Vaniea
Electrical and Computer Engineering
kami.vaniea@uwaterloo.ca



UNIVERSITY OF
WATERLOO

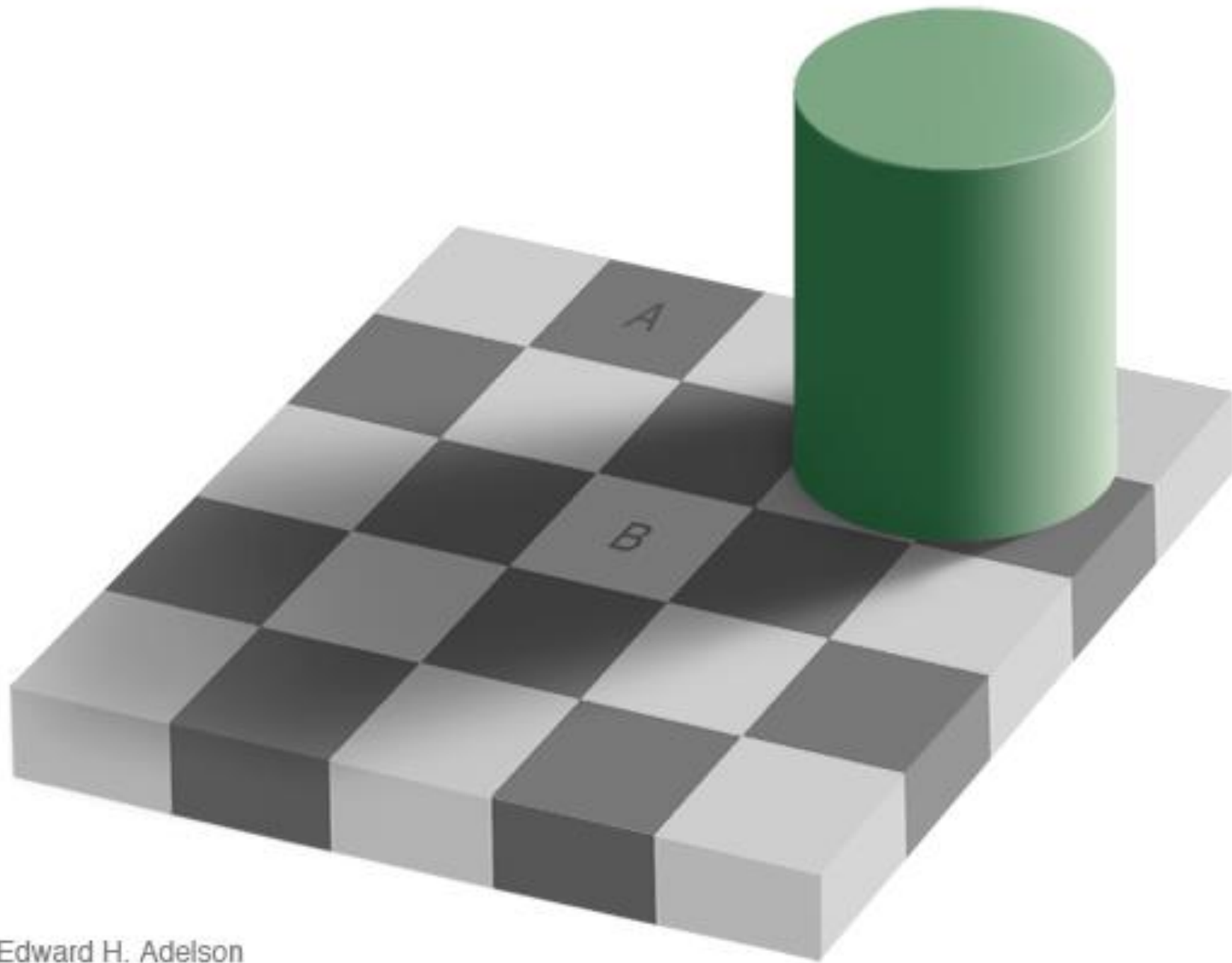
FACULTY OF
ENGINEERING



First, the news...

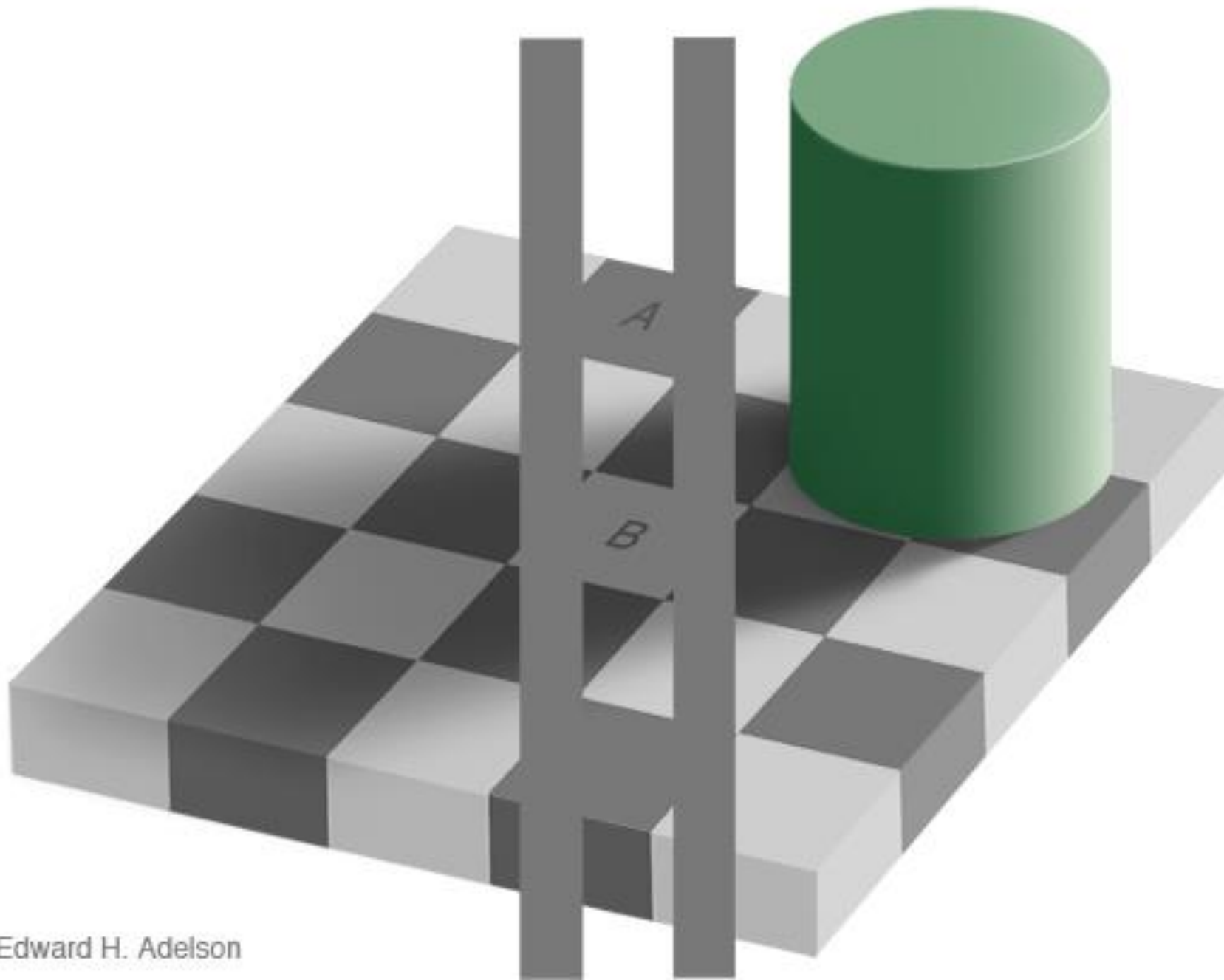
- First 5 minutes we talk about something interesting and recent
- You will not be tested on the news part of lecture
- You may use news as an example on tests
- Why do this?
 1. Some students show up late for various good reasons
 2. Reward students who show up on time
 3. Important to see real world examples

The Human brain automatically processes data and presents the result, but it works using common principles that can be manipulated.



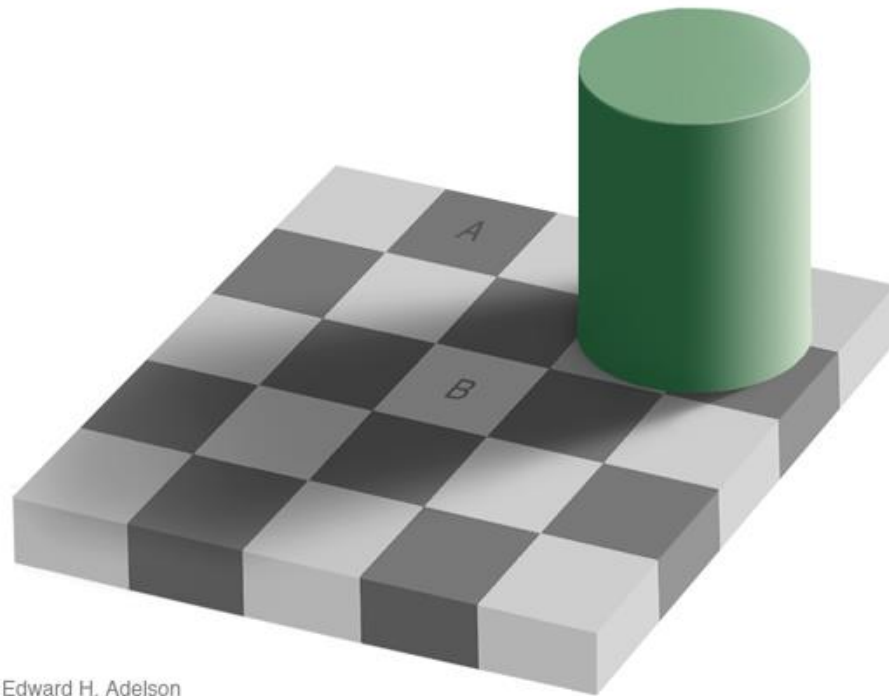
Edward H. Adelson

http://web.mit.edu/persci/people/adelson/checkershadow_illusion.html

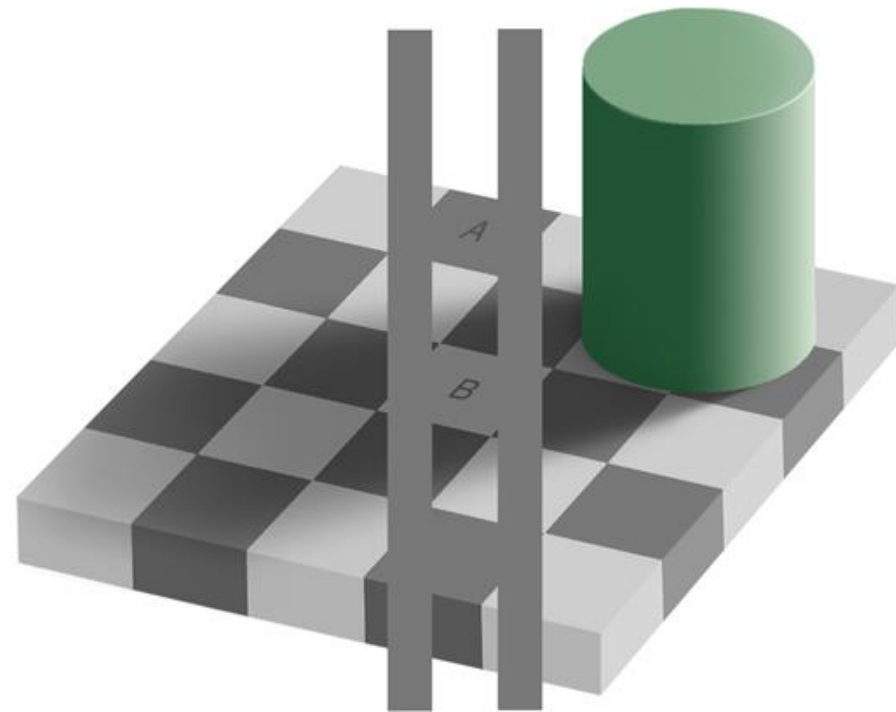


Edward H. Adelson

http://web.mit.edu/persci/people/adelson/checkershadow_illusion.html



Edward H. Adelson



GESTALT PRINCIPLES

Gestalt Principles

- Proximity
- Similarity
- Continuity
- Closure
- Symmetry
- Figure/Ground

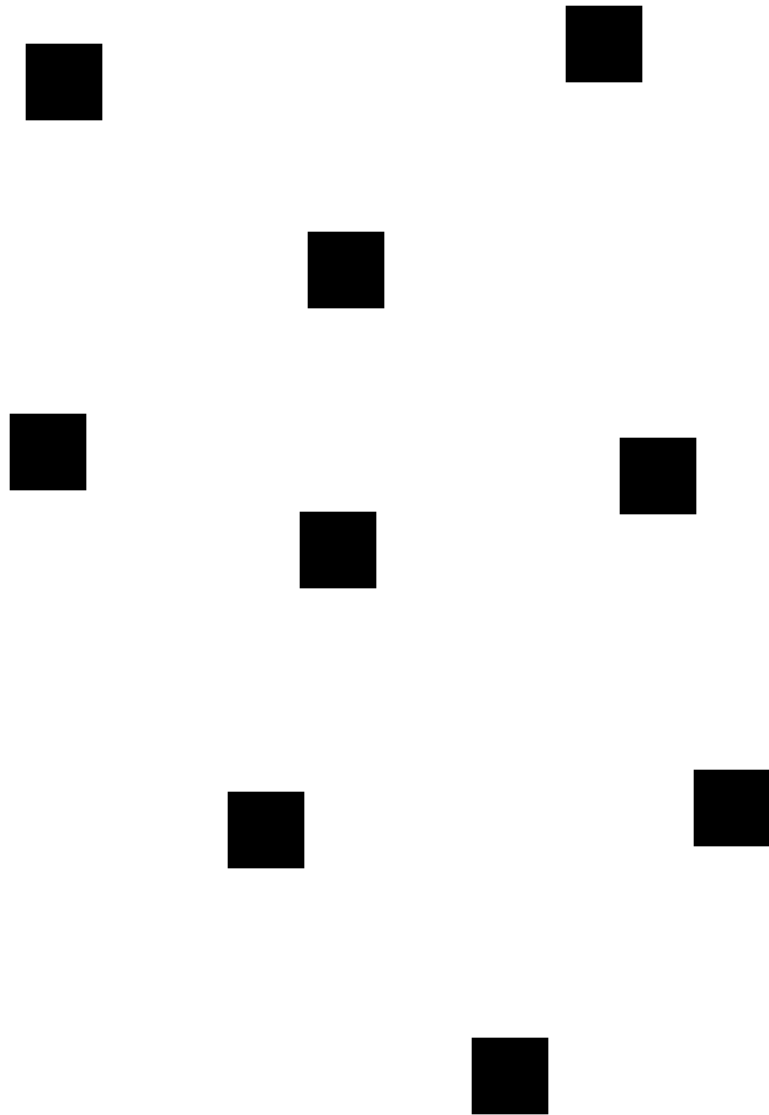
Gestalt is the German word for “shape” or “figure”

Proximity

- The relative distance between objects in a display affects our perception of whether and how objects are organized into sub-groups.

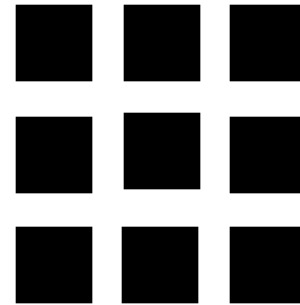
Proximity

- Boxes should appear unrelated to each other



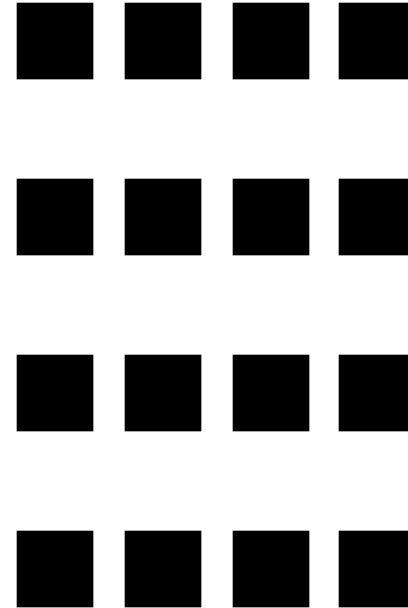
Proximity

- Boxes should now appear to be a group



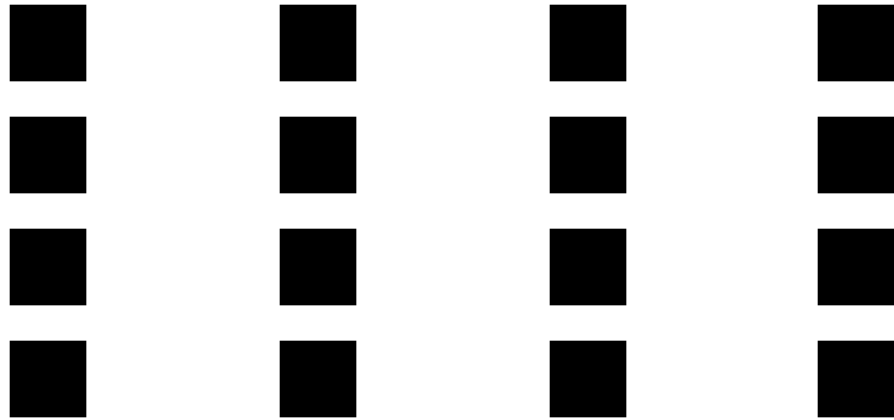
Proximity

- Boxes should now appear to be grouped by row



Proximity

- Boxes should now appear to be grouped by column



Proximity

- UI designers want to group similar things. This firewall policy is grouping by columns.
- But the white space is visually making it hard to connect data in a row

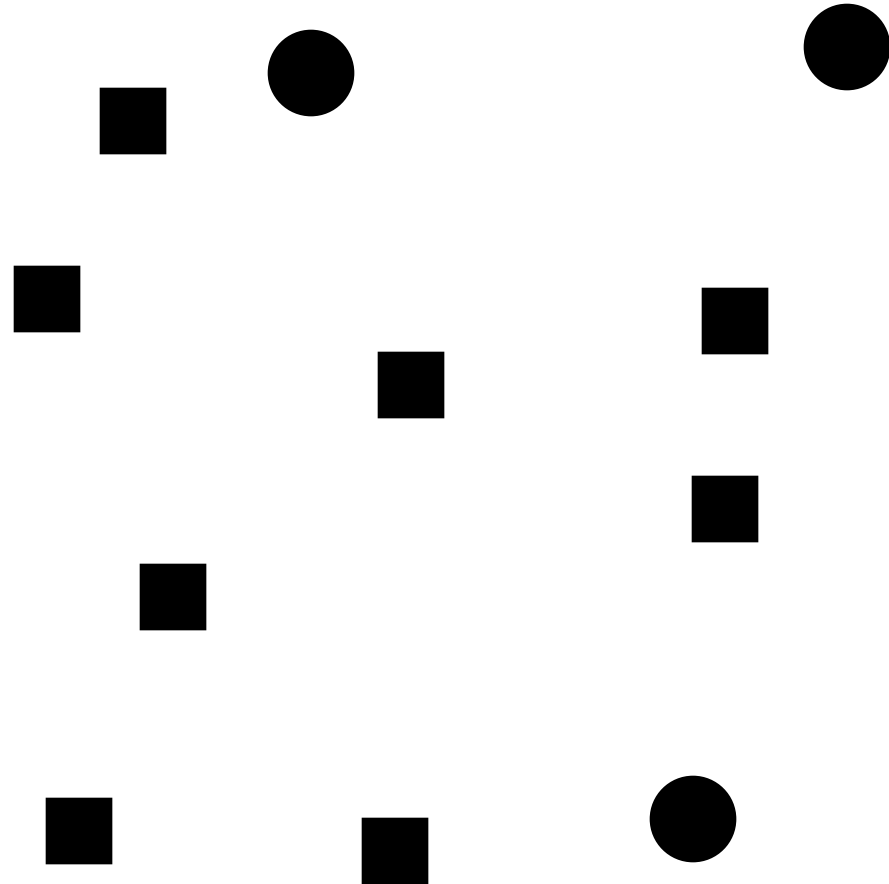
Name	Group	Profile	Enabled	Action
✓ Bonjour Service		Private	Yes	Allow
✓ Bonjour Service		Private	Yes	Allow
✓ Bonjour Service		Private	Yes	Allow
✓ Bonjour Service		Private	Yes	Allow
✓ Dropbox		All	Yes	Allow
✓ FiddlerProxy		All	Yes	Allow
✓ Firefox (C:\Program Files (x86)\Mozilla Fir...		Private	Yes	Allow
✓ Firefox (C:\Program Files (x86)\Mozilla Fir...		Private	Yes	Allow
✓ 'Firefox' (C:\Program Files (x86)\Mozilla F...		Private	Yes	Allow
✓ 'Firefox' (C:\Program Files (x86)\Mozilla F...		Private	Yes	Allow
✓ HP Socket Service		All	Yes	Allow
✓ IntelUSBOverIP:1		All	Yes	Allow
✓ iTunes		All	Yes	Allow
✓ Microsoft Lync		Public	Yes	Allow

Similarity

- Objects that look similar appear grouped.

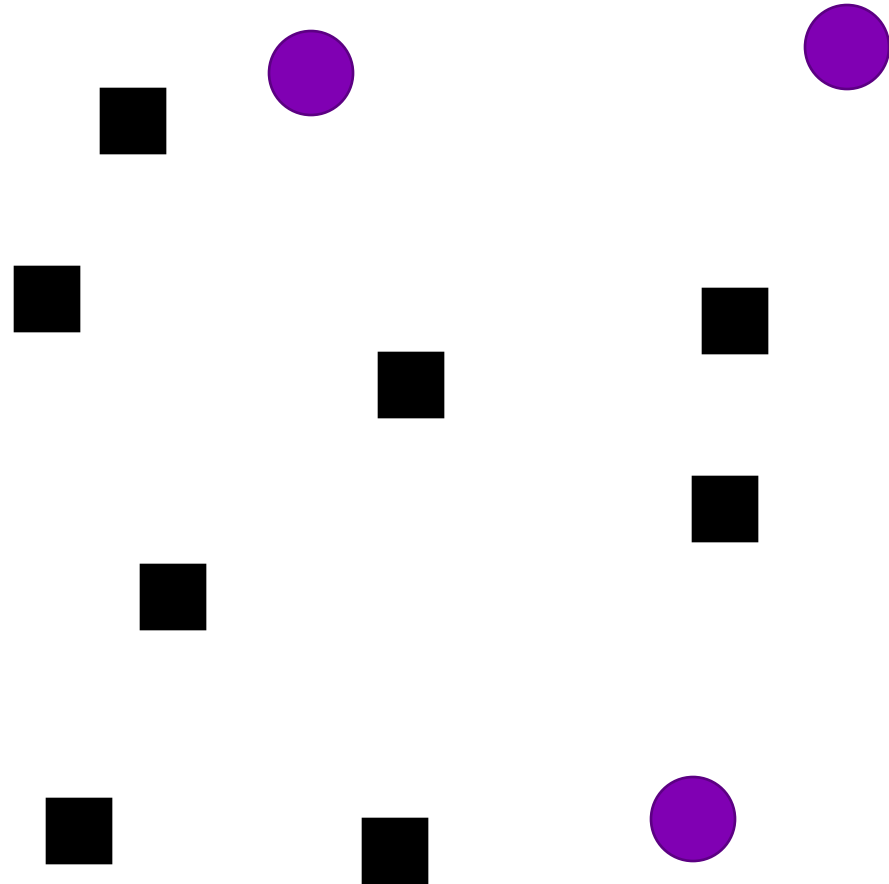
Similarity

Your brain
naturally tries to
put circles in one
group and boxes in
another



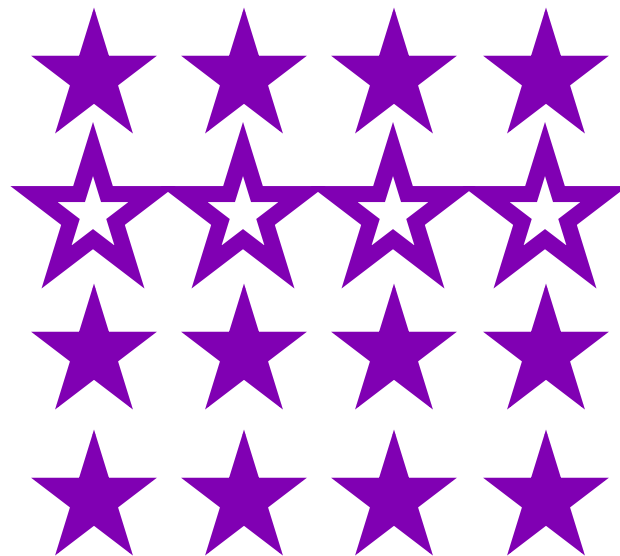
Similarity

Circles should look
very grouped now



Similarity

Same story with the stars, the different looking ones should appear grouped



Similarity

Text boxes all
look similar
which is good.

Proximity a bit
far on top box.

Please choose a username and password to create your account on textbooks.elsevier.com

Please select Country *

UNITED STATES



Login Information

Username *

Password *

Re-enter Password *



If you are a department administrator applying on behalf of a professor, please check here ☐ and enter the professor's information on this form.

Instructor Contact Information

Title

Please Select



First Name *

Last Name *

Academic Title *

Department *

Instructor email *

Personal Email
(optional)

Phone *

To access supplements, please select the subject area most appropriate to your department and/or courses you teach.



Kami Vaniea

kami.vaniea@gmail.com

Plants Vs Zombies 2 would like to:



Know the list of people in your circles,
your age range, and language



Includes people in circles that are not public on
your profile



Share your game progress and view and manage your game activity

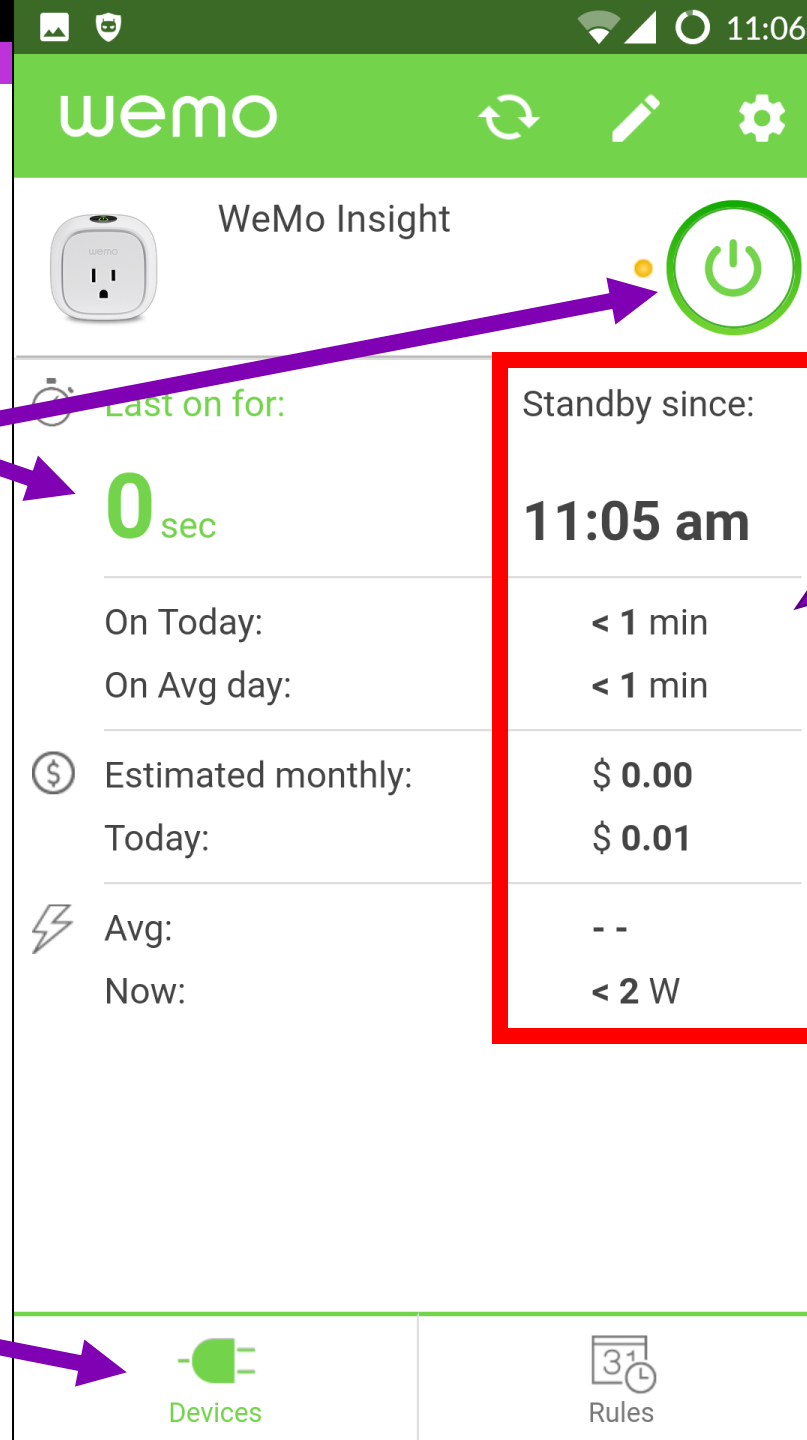
Proximity:
Buttons are close to each
other so appear grouped

Similarity:
Buttons have same font
and color so appear
grouped

DENY

ALLOW

Similarity: Same color indicating that both are related to on/off state.



Proximity:
Output is grouped so looks similar

Similarity: Same color is confusing here since it has nothing to do with on/off state

Where is the ON button?

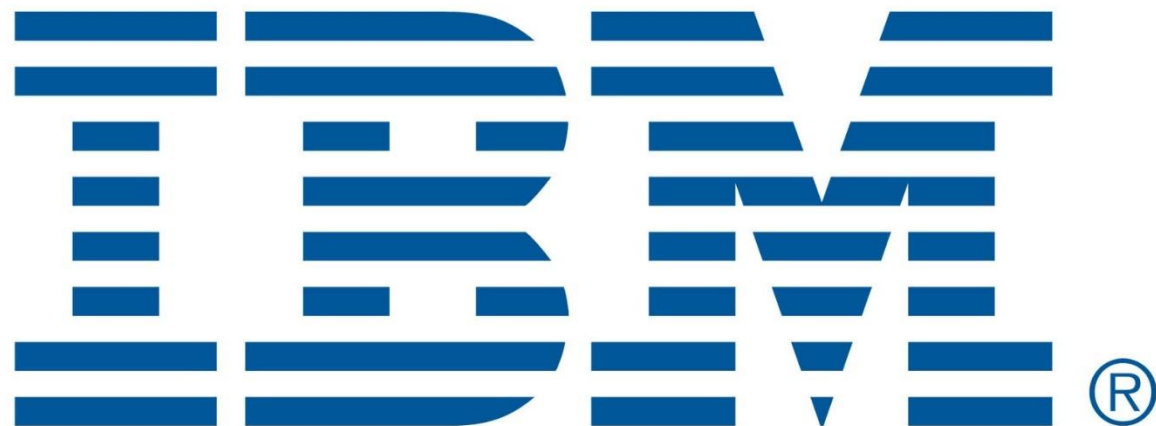


Continuity

- We resolve ambiguity by adding in missing data in such a way that we perceive whole objects. We are biased towards perceiving continuous forms rather than disconnected pieces.

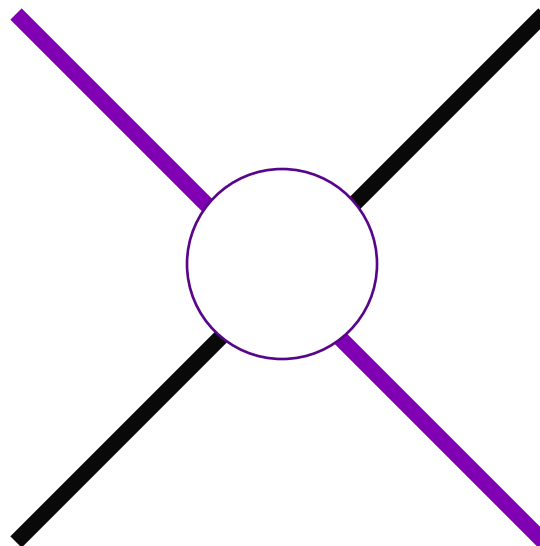
Continuity

Is this 40 lines? Or
is it the letters
IBM?



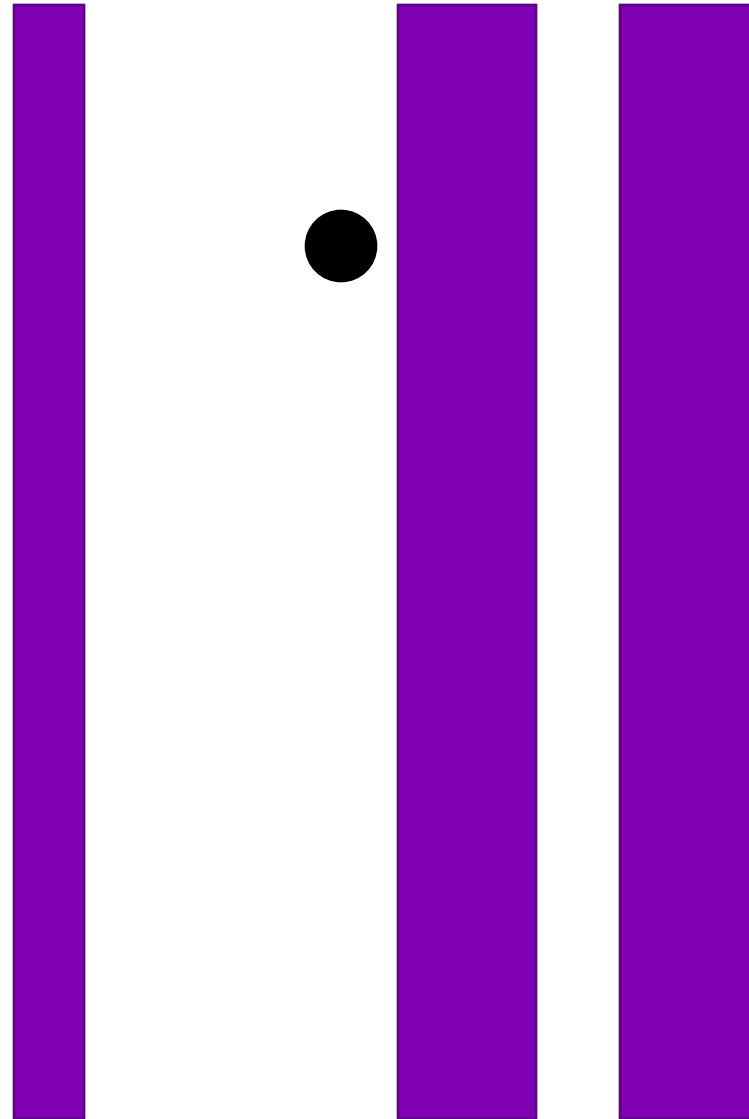
Continuity

Your brain fills in the gaps to create whole structures.



Continuity

The ball vanishes behind the lines but you still perceive it as a single object.



Continuity



Partial
occlusion of the
paths by the
character or
icons is not a
problem for the
person



Round42



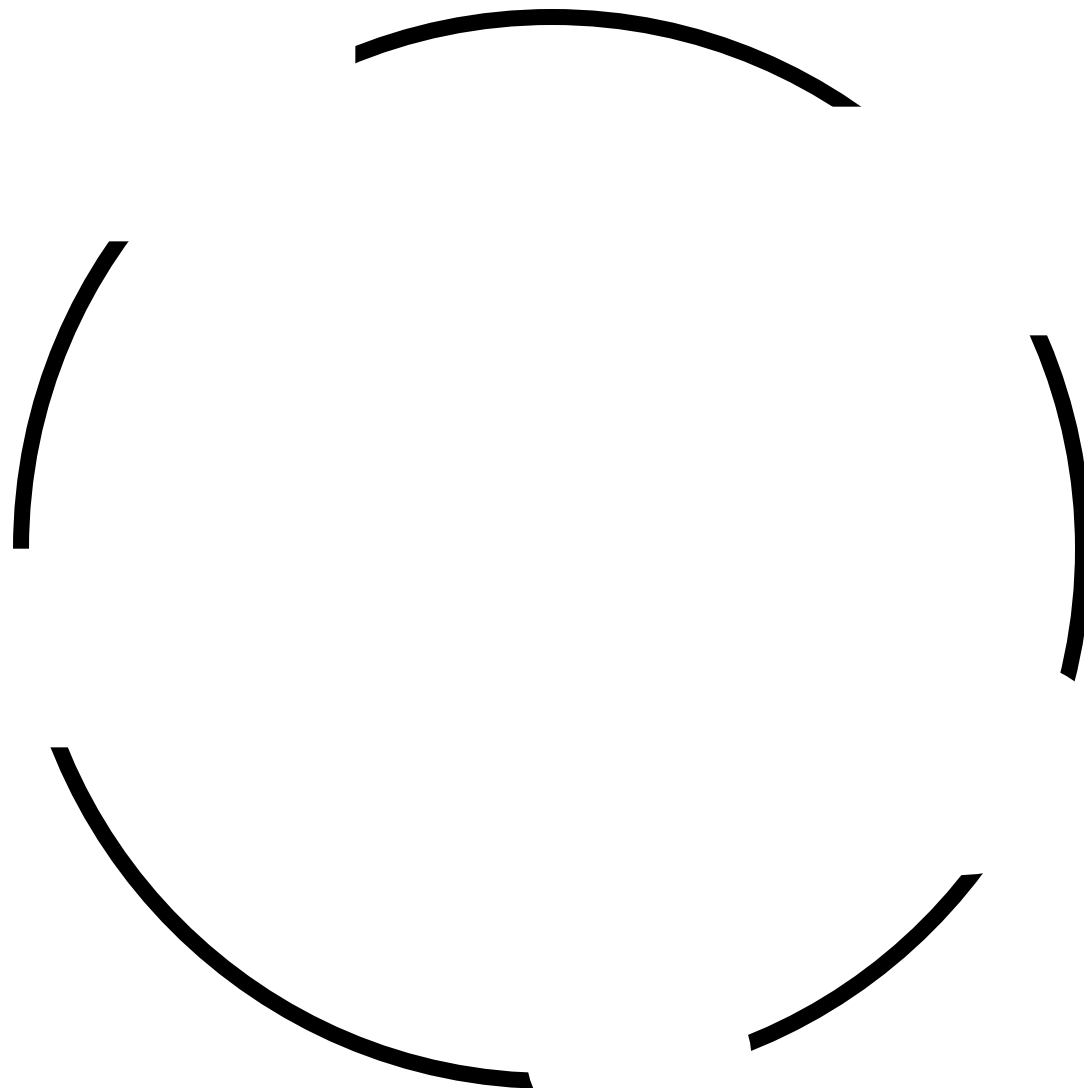
Closure

- We automatically try and close open figures so they are seen as whole objects rather than bits of line.

Closure

What shape is this?

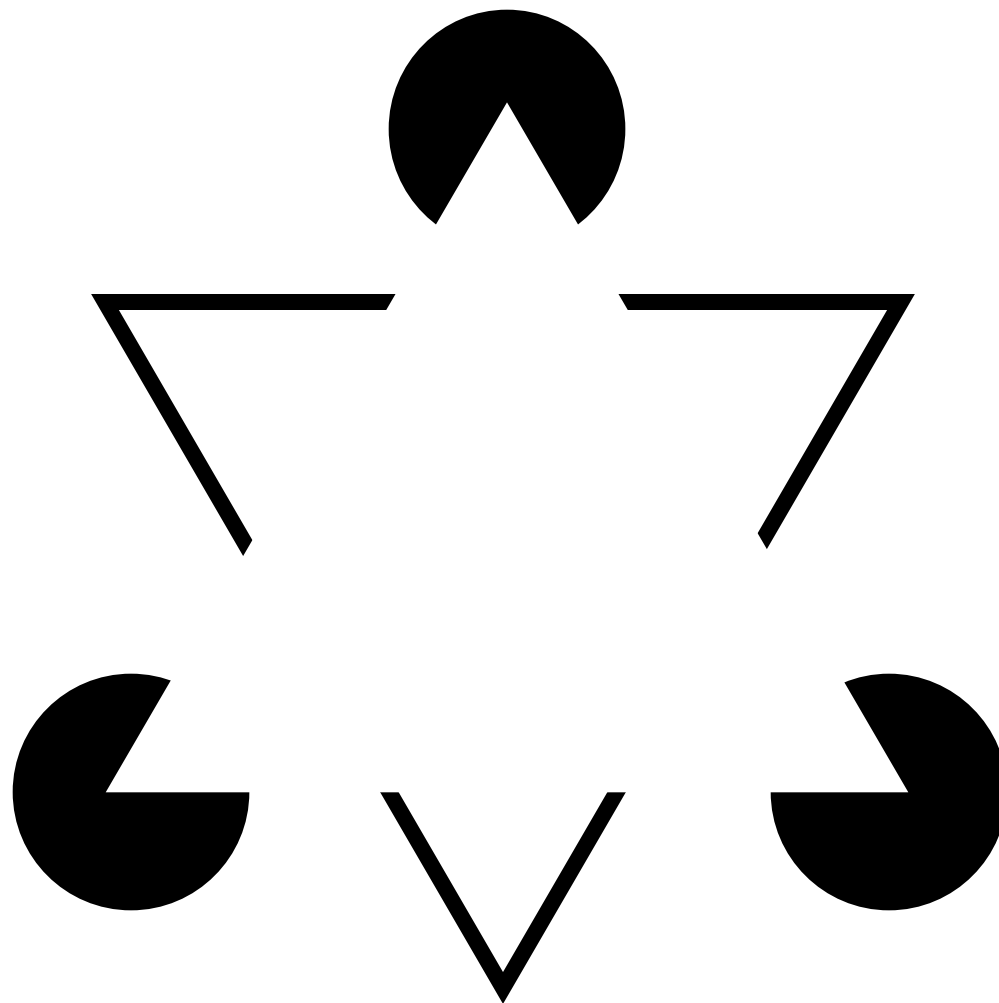
Try and make your
brain see 5 lines.



Closure

What shapes do you see?

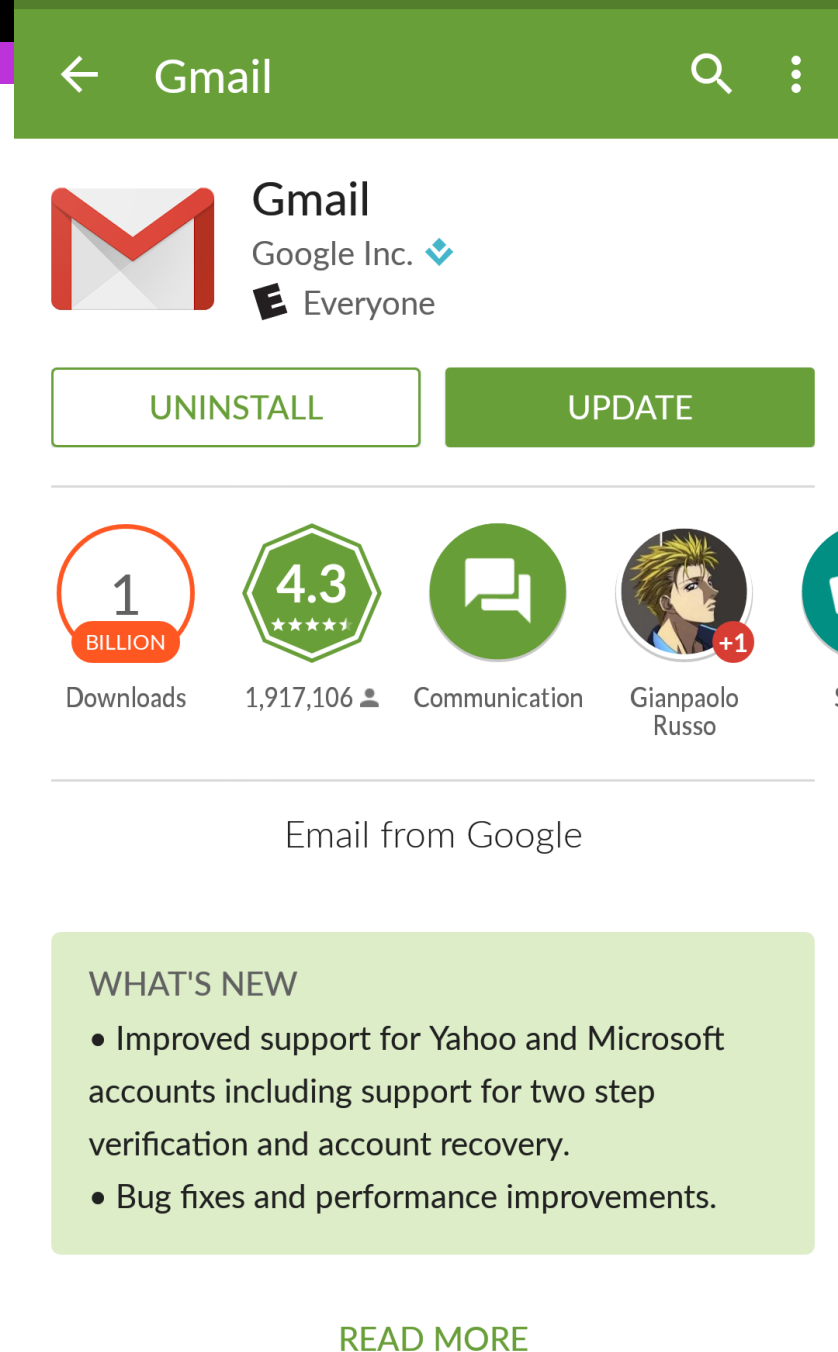
One of the shapes doesn't even have any ink representing it.





Downloads

Despite the occlusion
the above icon still
looks like a circle

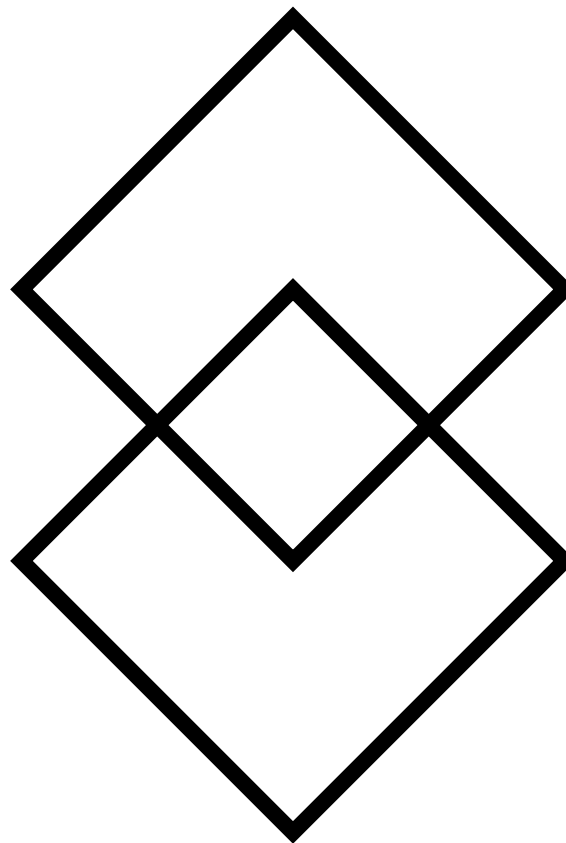


Symmetry

- We tend to parse complex images in a way that reduces complexity. Even if there are multiple interpretations, our brain tries to pick the simplest one.

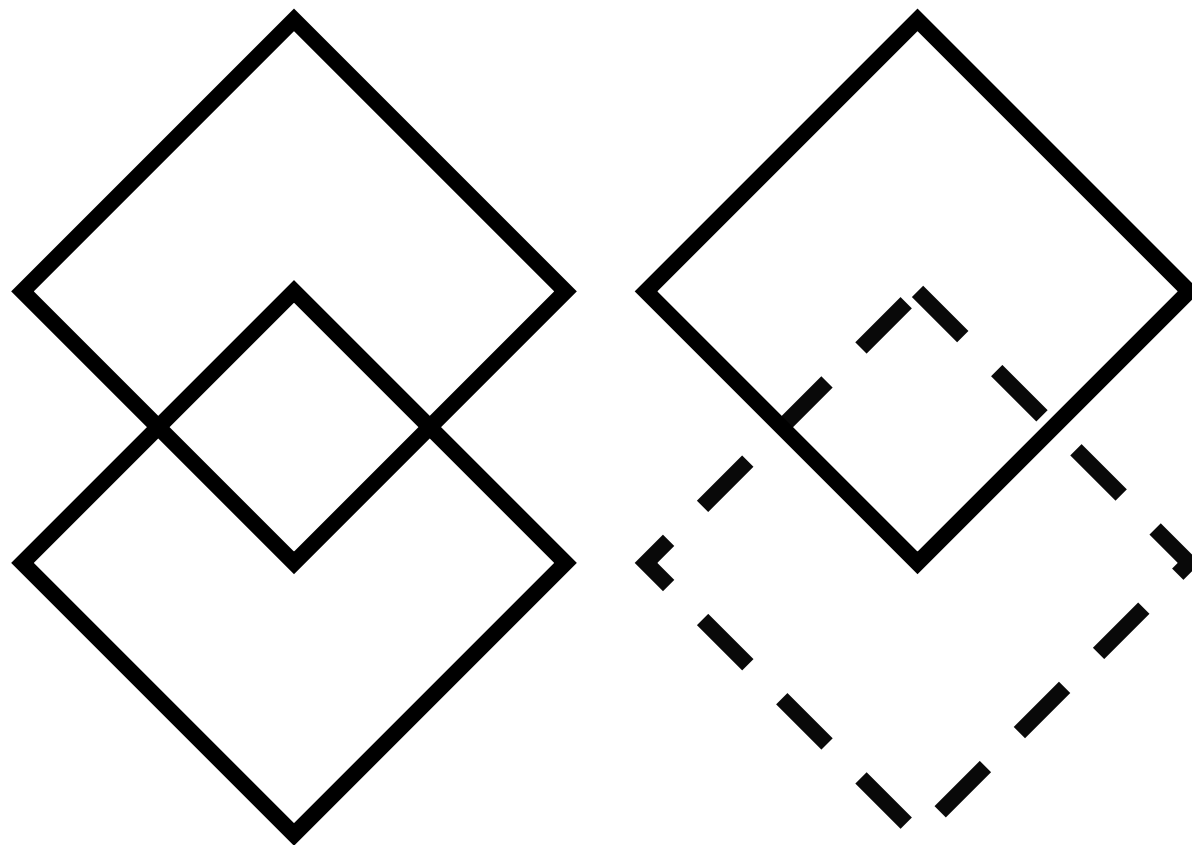
Symmetry

What does
this shape
look like to
you?



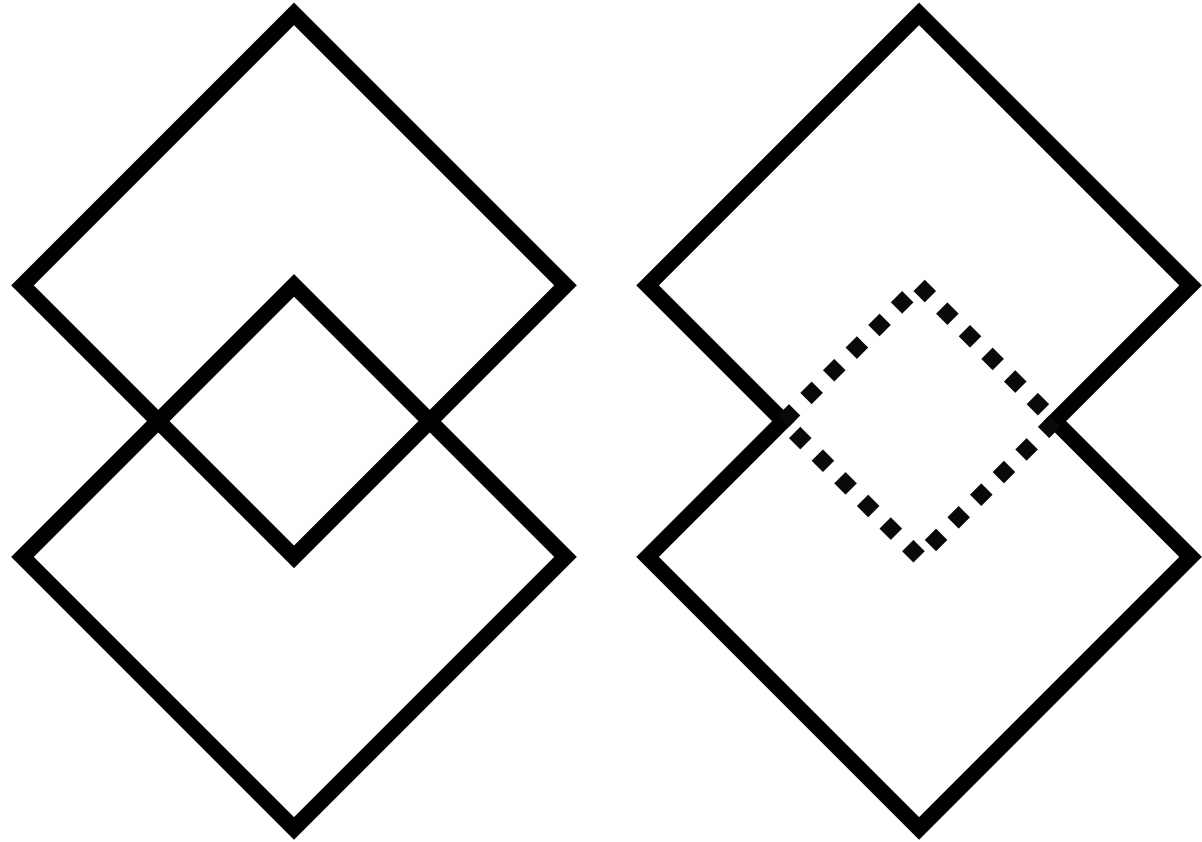
Symmetry

Most people
probably saw
two rectangles
overlapping.



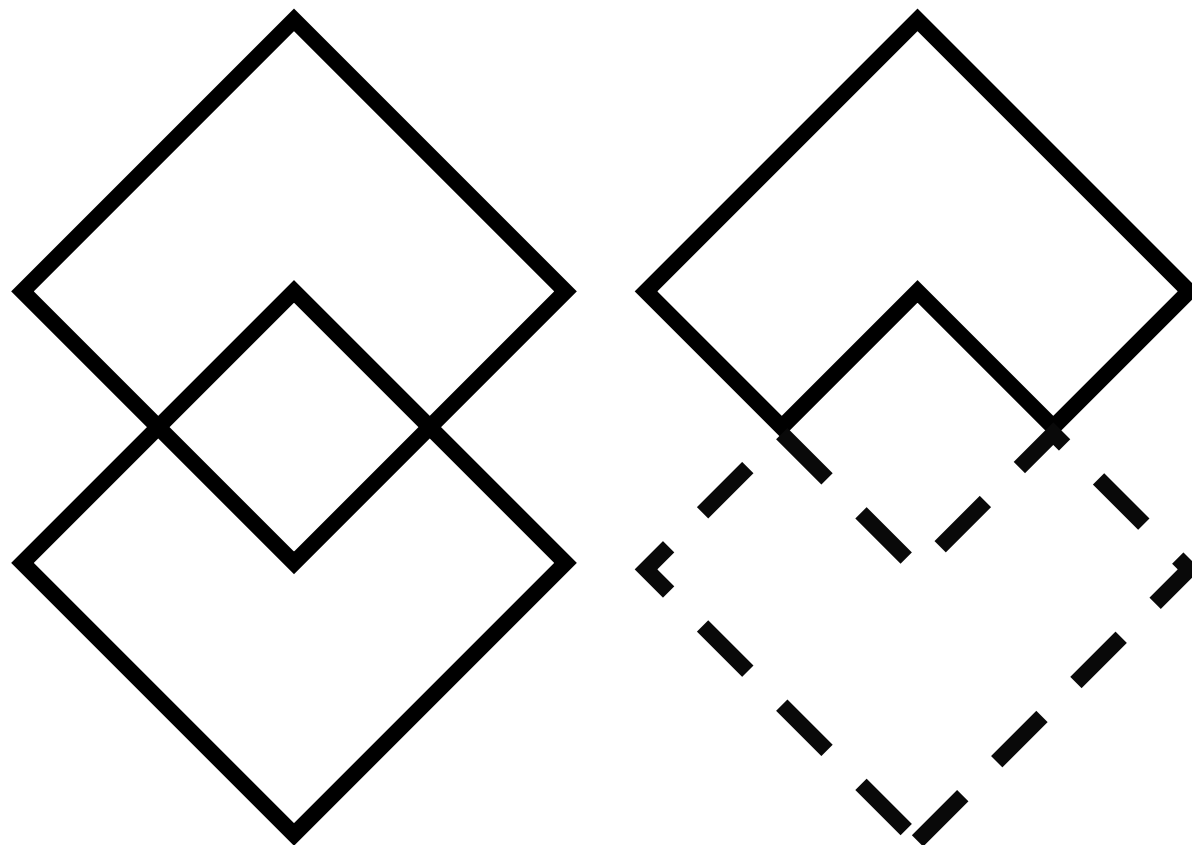
Symmetry

It could be a
small
rectangle
overlapping a
more complex
shape



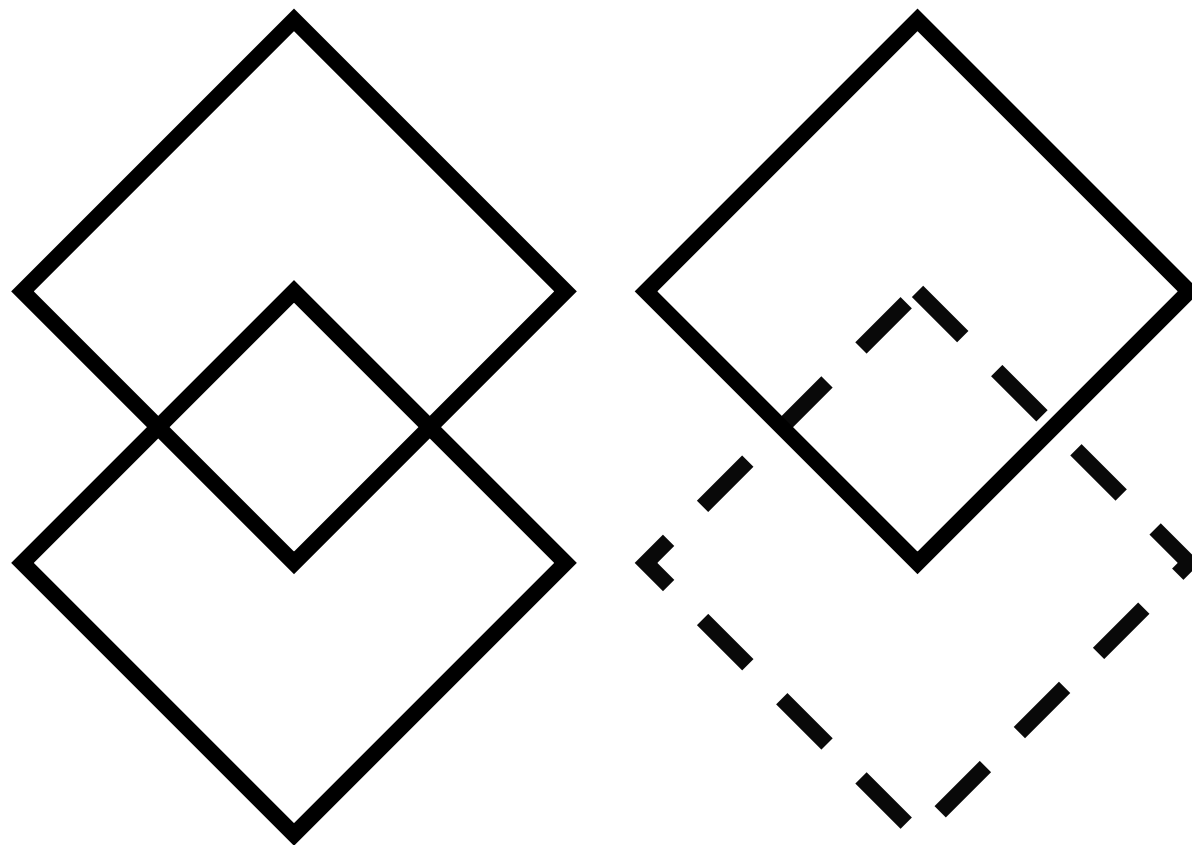
Symmetry

It could be
two L shaped
angles



Symmetry

Our brains
like simplicity,
so we are
most likely to
pick two
overlapping
rectangles



Both of these
appear as
circles despite
both of them
being made up
of two separate
colors



22

Round42



Figure/Ground

- Our brains try and separate images into a foreground and a background.

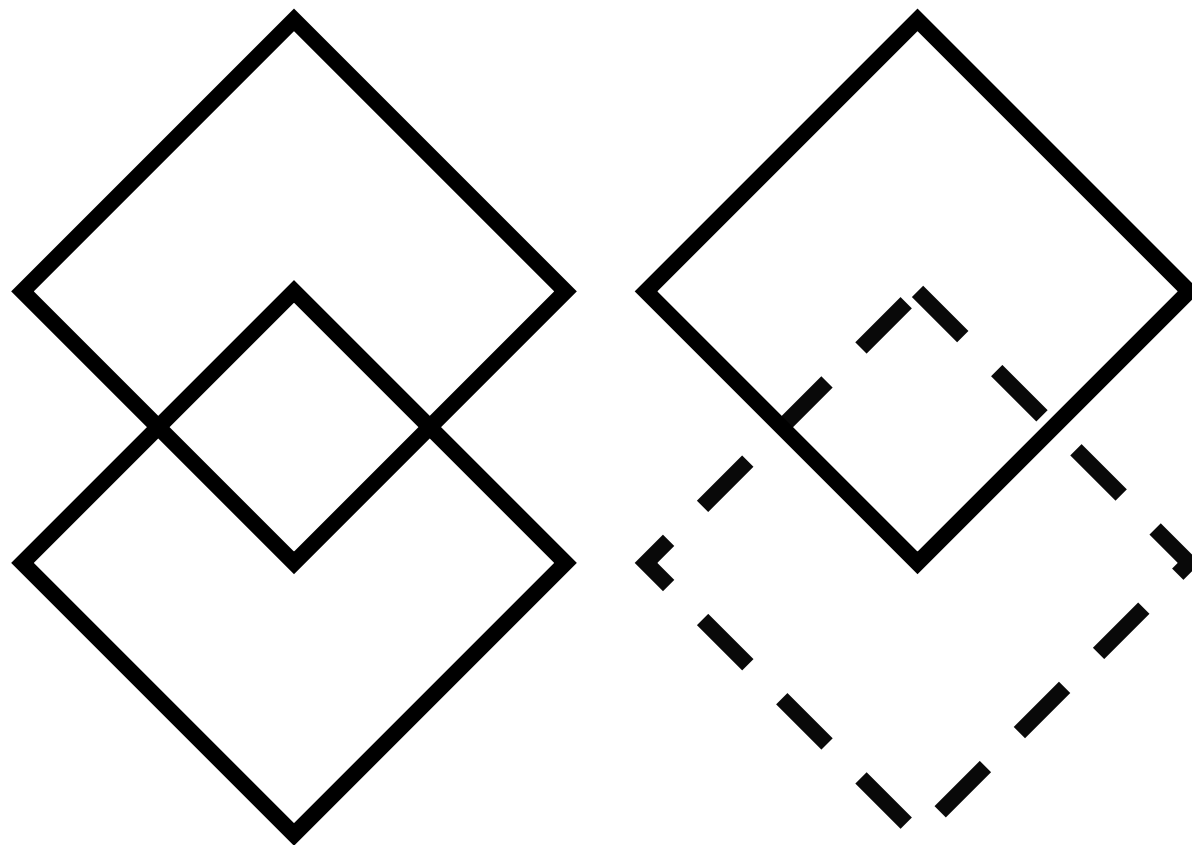
Figure/Ground

M. C. Escher is one of the more famous artists to use this principle



Figure/Ground

This image is also an example of figure/ground, your brain naturally picks one as the foreground and one as the background



Figure/Ground

Bigger images
tend to look like
background, and
smaller images
look like
foreground





Kami Vaniea
@kaniea
TWEETS 1,144 FOLLOWING 223 FOLLOWERS 308

Who to follow · Refresh · View all



Edinburgh University @...
Follow



Converge Challenge @Con...
Follow

Find people you know
Import your contacts from Gmail

Connect other address books

Trends · Change

#GBBOFinal
202K Tweets



What's happening?

View 3 new Tweets



WIRED @WIRED · 3m
This is how you grow a perfect pumpkin: bit.ly/2eHhgXn



↩

↻ 2

♥ 3

⋮



FTC @FTC · 7m
Lenses not fit & prescribed can have dreadful results! Shop safely with your Rx this #Halloween. #ContactLensRule FTC.gov/Contacts



Home Moments Notifications Messages Search Twitter

1,144 TWEETS

Who to follow

Converge Challenge 16

Fin Imp

Connect other

Trends

#GBBOFinal 202K Tweets

ONE SIZE

WIRED @WIRED · 1m

This is how you grow a perfect pumpkin: bit.ly/2eHhgXn

4 3



PERCEPTION

Our Perception is Biased

- **The past:** our experience
- **The present:** the current context
- **The future:** our goals

Perception biased by experience

- *Perceptual priming*
 - priming the mind can affect perception

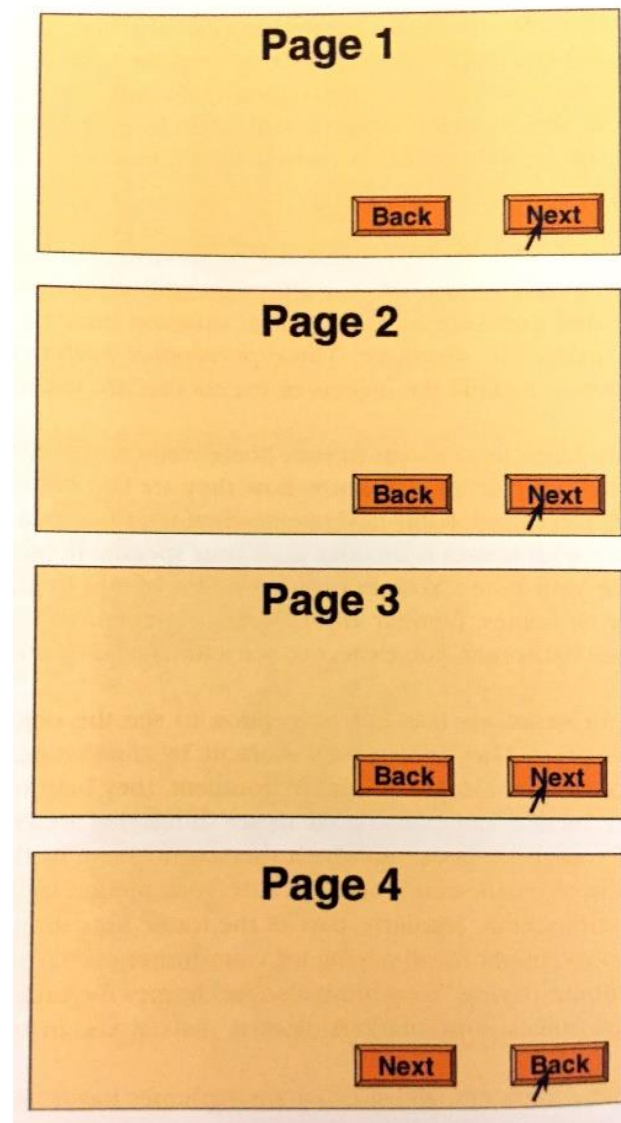


Image showing the effect of mental priming of the visual system –
(from J Johnson “Designing with the mind in mind”, p 2)

Perception biased by experience

- *Familiar perceptual patterns or frames*

-repeated exposure to each type of situation builds a pattern in our minds of what we expect to see



The “Next” button is perceived to be in consistent location, even when it isn’t – (from J Johnson “Designing with the mind in mind”, p 4)

amazon prime

- ☐ Not enough features
- ☐ It's too expensive
- ☐ I already pay for another service
- ☐ I can't find the music that I love
- ☒ Other reasons

Submit and confirm cancellation

Subscription Renewal

Remind me before renewing

[Cancel subscription](#)

Payment Method

[Your order history](#)

Promotional Code

amazon prime   

Submit and cancel subscription

amazon prime   

We're sorry to see you go. You will continue to enjoy all the benefits of your Amazon Music Unlimited plan until your subscription ends, after which you will no longer be billed.

Keep my subscription

Confirm cancellation

Amazon prime subscription cancelation

- FTC filed complaint against Amazon for non-consensual signing people up for Prime and making it impressively hard to opt-out
- During checkout harder to buy things without joining Prime than by joining
- Opt-out process was called “Iliad” internally....

7. For years, Amazon also knowingly complicated the cancellation process for Prime subscribers who sought to end their membership. Under significant pressure from the Commission—and aware that its practices are legally indefensible—Amazon substantially revamped its Prime cancellation process for at least some subscribers shortly before the filing of this Complaint. However, prior to that time, the primary purpose of the Prime cancellation process was not to enable subscribers to cancel, but rather to thwart them. Fittingly, Amazon named that process “Iliad,” which refers to Homer’s epic about the long, arduous Trojan War. Amazon designed the Iliad cancellation process (“Iliad Flow”) to be labyrinthine, and Amazon and its leadership—including Lindsay, Grandinetti, and Ghani—slowed or rejected user experience changes that would have made Iliad simpler for consumers because those changes adversely affected Amazon’s bottom line.

140. Therefore, to complete the Iliad Flow and cancel a Prime membership, the consumer needed to click a minimum of six times from Amazon.com: Prime Central → “Manage Membership” → “End Membership” → “Continue to Cancel” → “Continue to Cancel” → “End Now.” See Attachment Q.

Perception biased by experience

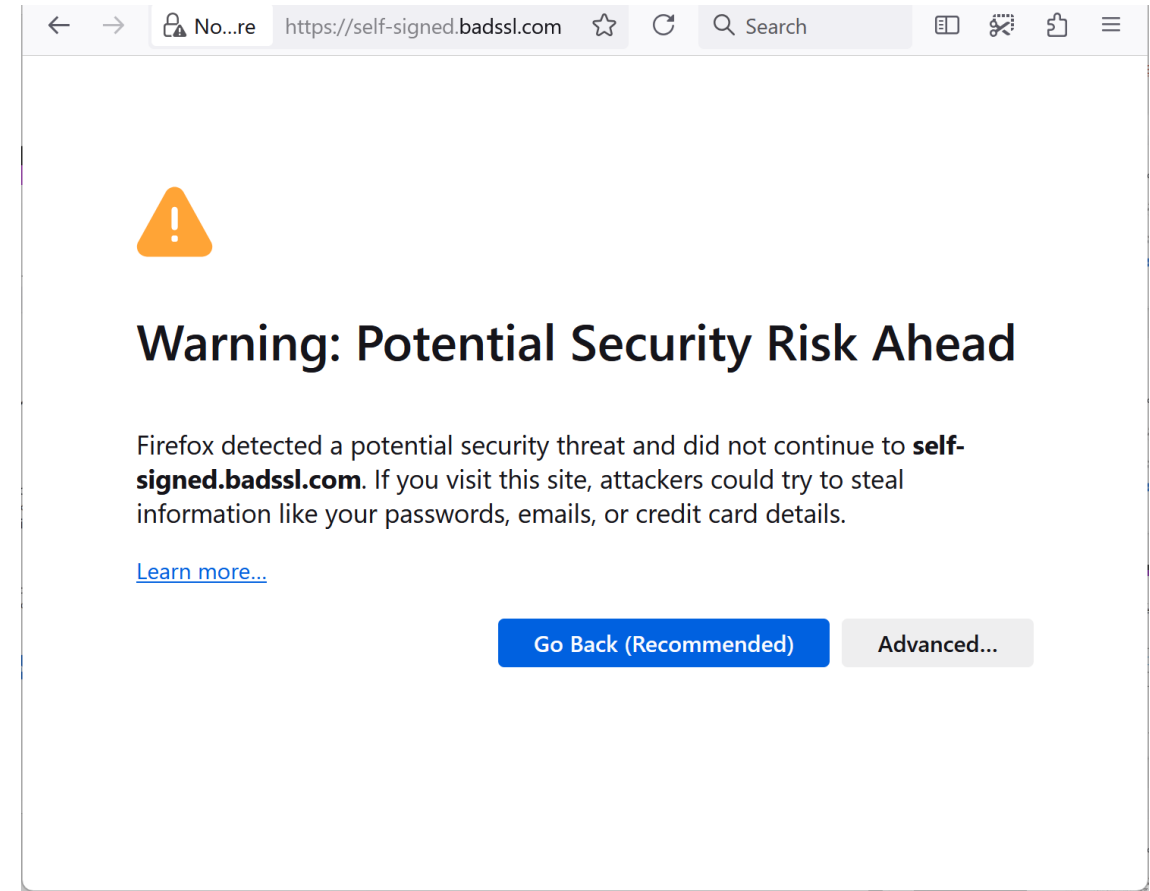
- *Habituation*
 - repeated exposure to the same (or highly similar) perceptions dulls our perceptual system's sensitivity to them



Francis Barlow – illustration of the “The Boy who Cried Wolf” fable
https://en.wikipedia.org/wiki/The_Boy_Who_Cried_Wolf

Self-signed certificates

- Self-signed certificate warnings used to be so common that people just ignored them
- LetsEncrypt initiative made self-signed certificates rare
- Now seeing a warning like the one to the right means there likely is a real problem rather than something to be ignored



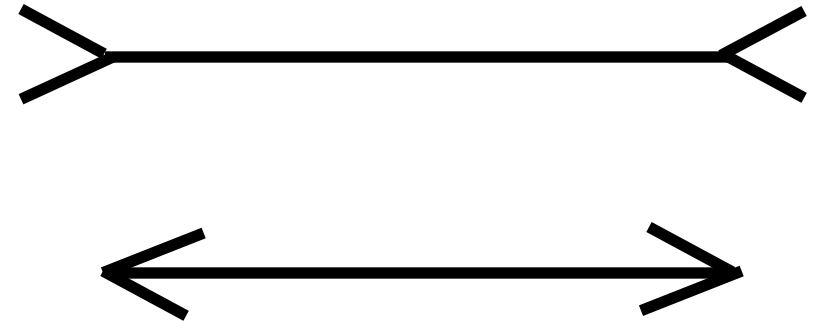
Perception biased by current context

- What we see is influenced by the context

What words are written below?

THE CAT

Which line is longer?



Perception biased by goals

- ***Guide*** our perceptual apparatus so we sample what we need from the world around us
- ***Filter*** our perceptions: things unrelated to our goals tend to be filtered out preconsciously, never registering in our conscious minds

Perception biased by goals

- Imagine going to a toolbox looking for a hammer.
- Later you realize you also need scissors.
- Even if they picked up the scissors while looking for the hammer, most people will not recall if there are scissors in the toolbox

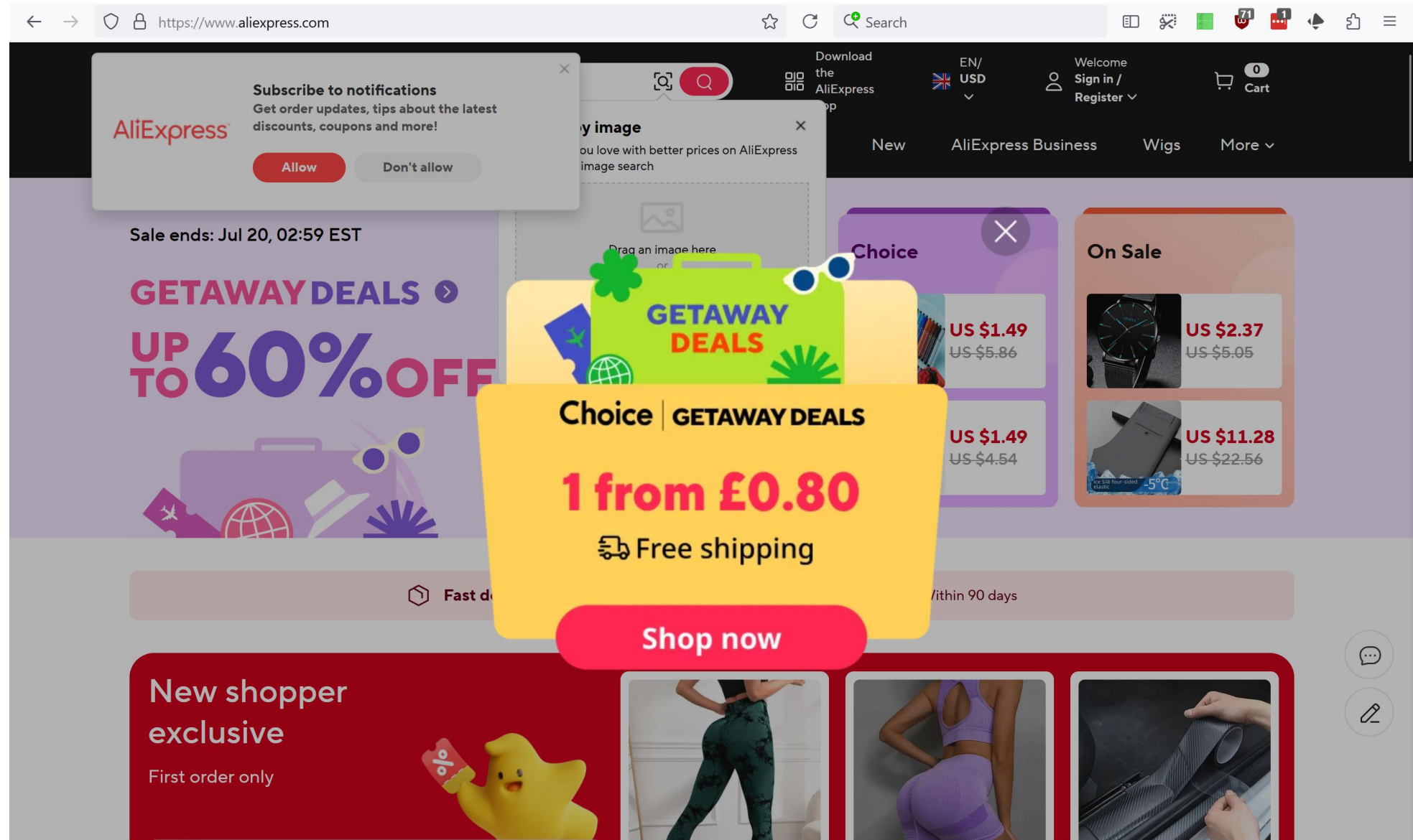


Toolbox: Are there scissors here? – (from J Johnson “Designing with the mind in mind”, p 10)

AliExpress Website

So much visual noise that perceptual filtering necessary to navigate the site.

Quite likely that a user would fail to notice some part of this site.



Perception biased by goals

86% of users failed to find
the population of the US on
this page. Why?

The screenshot shows the U.S. Census Bureau website. A red box highlights the 'Data Finders' section, which displays the U.S. population as 302,740,627. The page also features a search bar, navigation links, and various data categories like Industry, Geography, and Newsroom.

U.S. Census Bureau

Subjects A to Z | FAQs | Privacy Policy | Help

Income, Poverty & Health Insurance

SEARCH | FAQs | Cens.gov GO

Census 2000 • 2010 Census • Census 2000 Summary File 4 (SF 4) • Summary File 3

American Community Survey • Projections • State Median Income • Poverty • International • Genealogy • More

Economic Indicators • Census Form • NAICS • Survey of Business Owners • Government • E-Stats • Foreign Trade • Export Codes • Local Employment Dynamics • More

Industry

Geography

Newsroom

Special Topics

Hurricane Data and Emergency Preparedness • Census Calendar • Training • For Teachers & Students • Statistical Abstract • FedState • USA.gov

Data Finders

Population Clocks

U.S. 302,740,627

World 6,615,157,975

00:47 GMT (EST+5) Aug 31, 2007

Population Finder

city/ town, county, or zip

or state

Select a state GO

Find An Area Profile with QuickFacts

Select a state to begin

Select a state

Latest Economic Indicators

- New Home Sales
- Advance Report on Durable Goods
- Manufacturers' Shipments, Inventories, and Orders

Economic Indicators

Select an indicator

Select an indicator

USCENSUSBUREAU

Helping You Make Informed Decisions

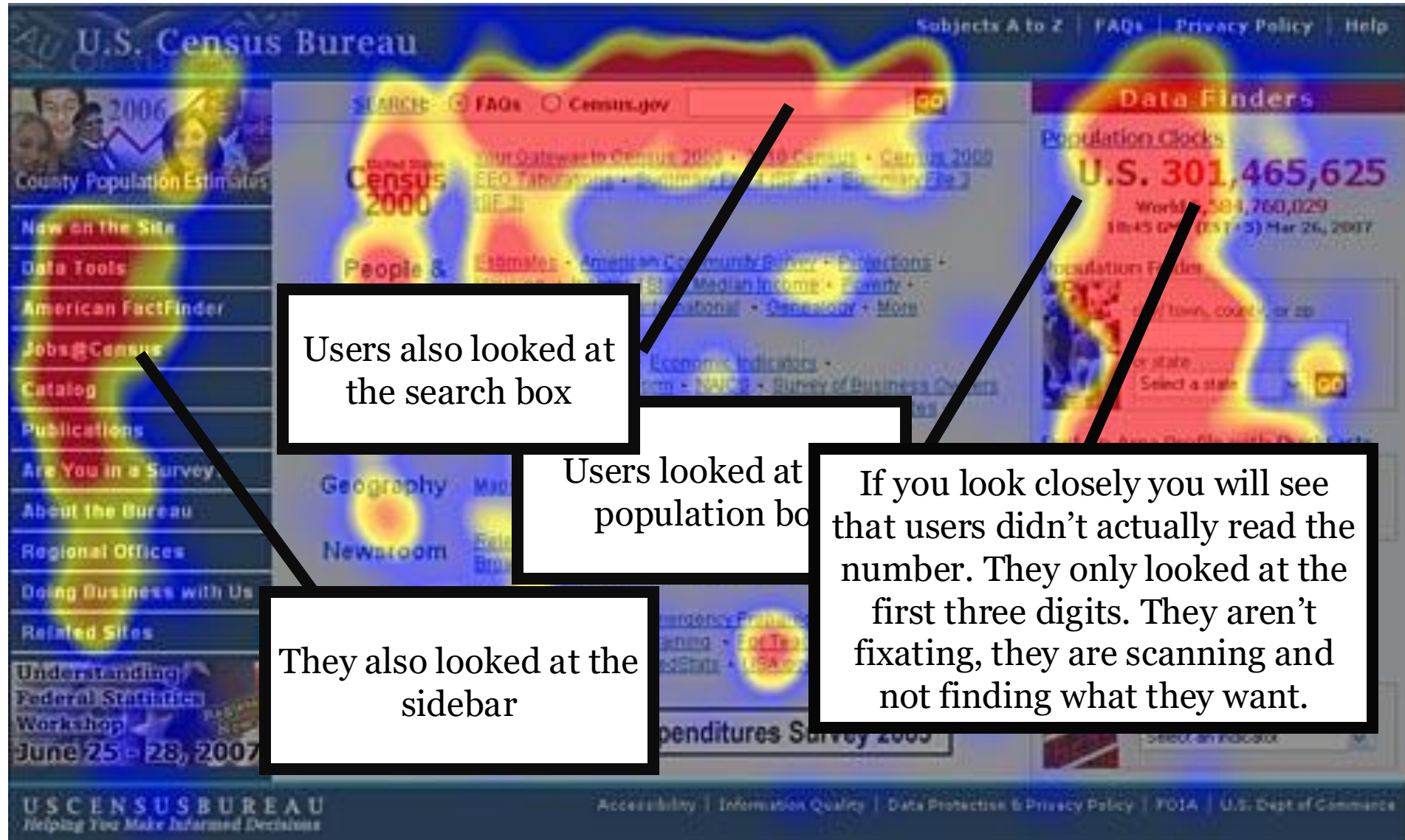
Accessibility | Information Quality | Data Protection & Privacy Policy | FOIA | U.S. Dept of Commerce

The website does quite a few things correctly

- Most common task is large, obvious, and red
- Sections of the page are clearly labeled
- There is a search box
- Lots of navigation cues
- Sidebars clear
- Good use of grouping



These researchers decided to use an eye tracker in addition to asking the participant to complete the task in a lab



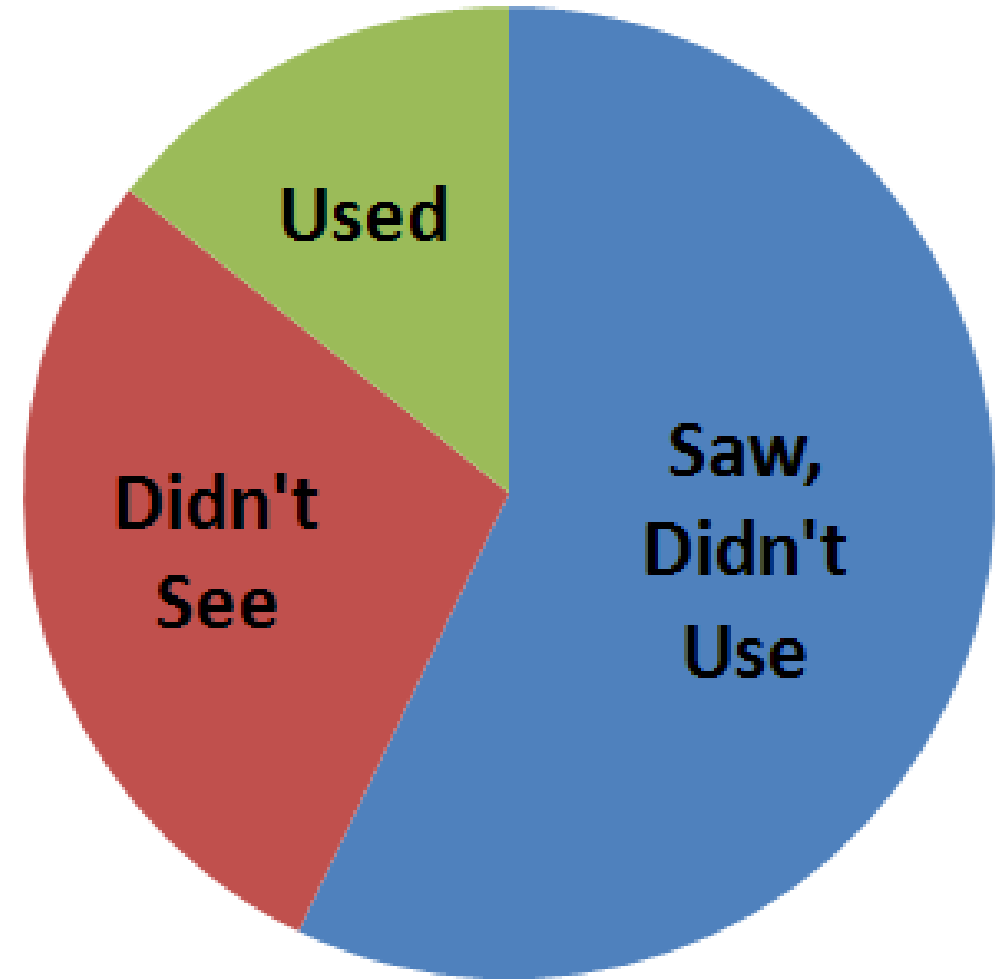
Users looked at population bo

If you look closely you will see that users didn't actually read the number. They only looked at the first three digits. They aren't fixating, they are scanning and not finding what they want.

They also looked at the sidebar

People didn't use the feature

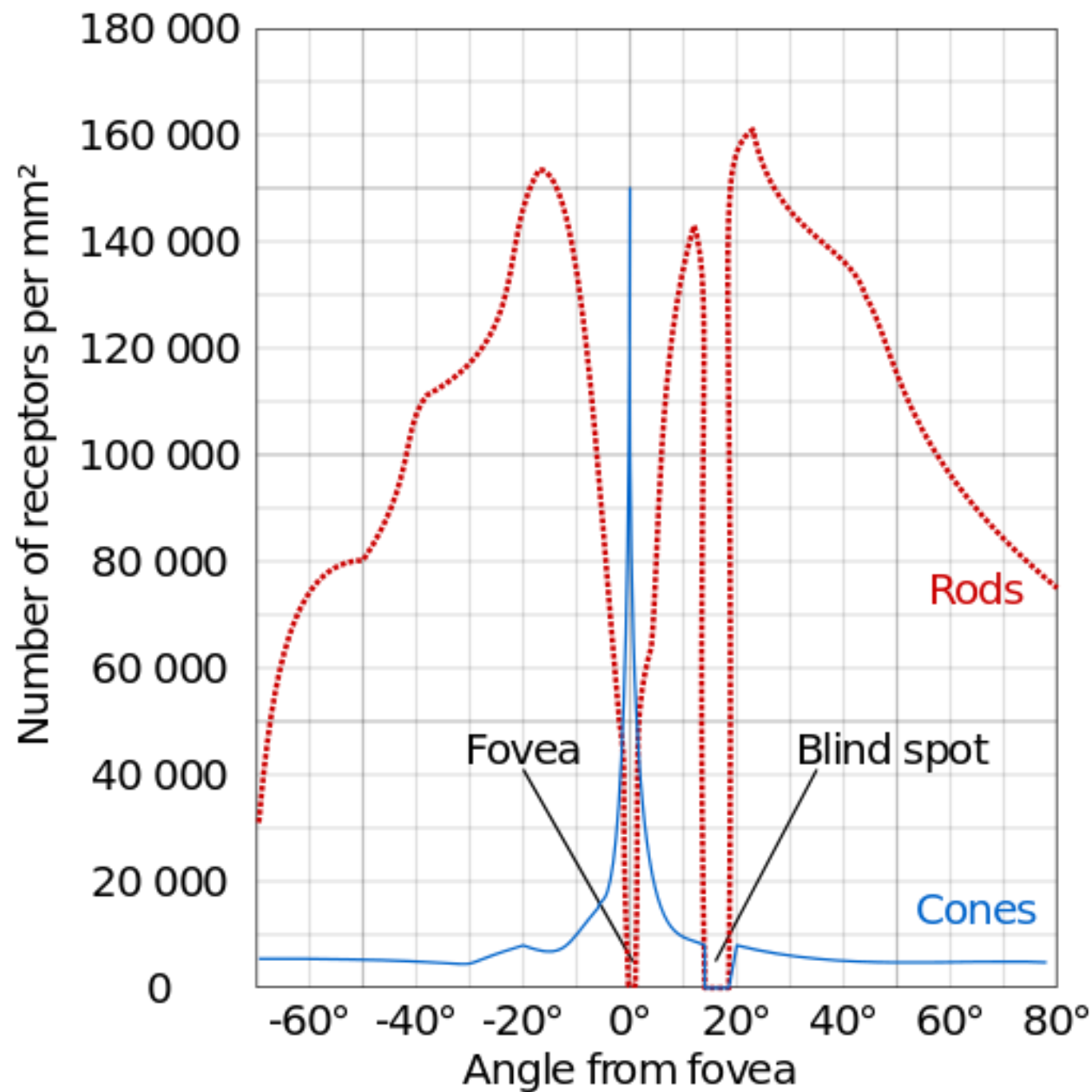
- Only 14% of participants used the Population Check feature
- Why?
 - It looks like an advertisement
 - It uses terms like “Population Clocks” and “Data Finder” rather than “US Population”



The human eye is good at seeing some things and bad at others

The eye is the most detailed at its center, where your focus is.

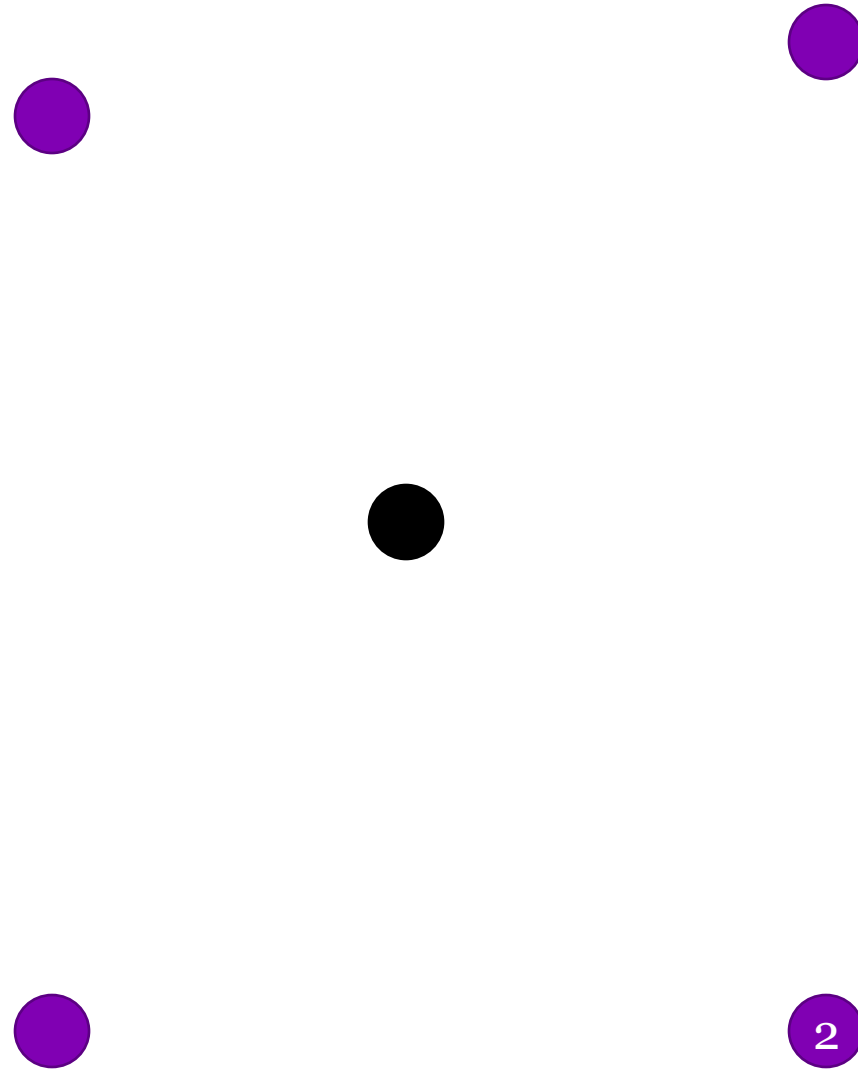
On the edges things are blurry, but you can easily see movement.



Our peripheral vision is poor

Stationary items in muted colors presented in the periphery of people's visual field often will not be noticed

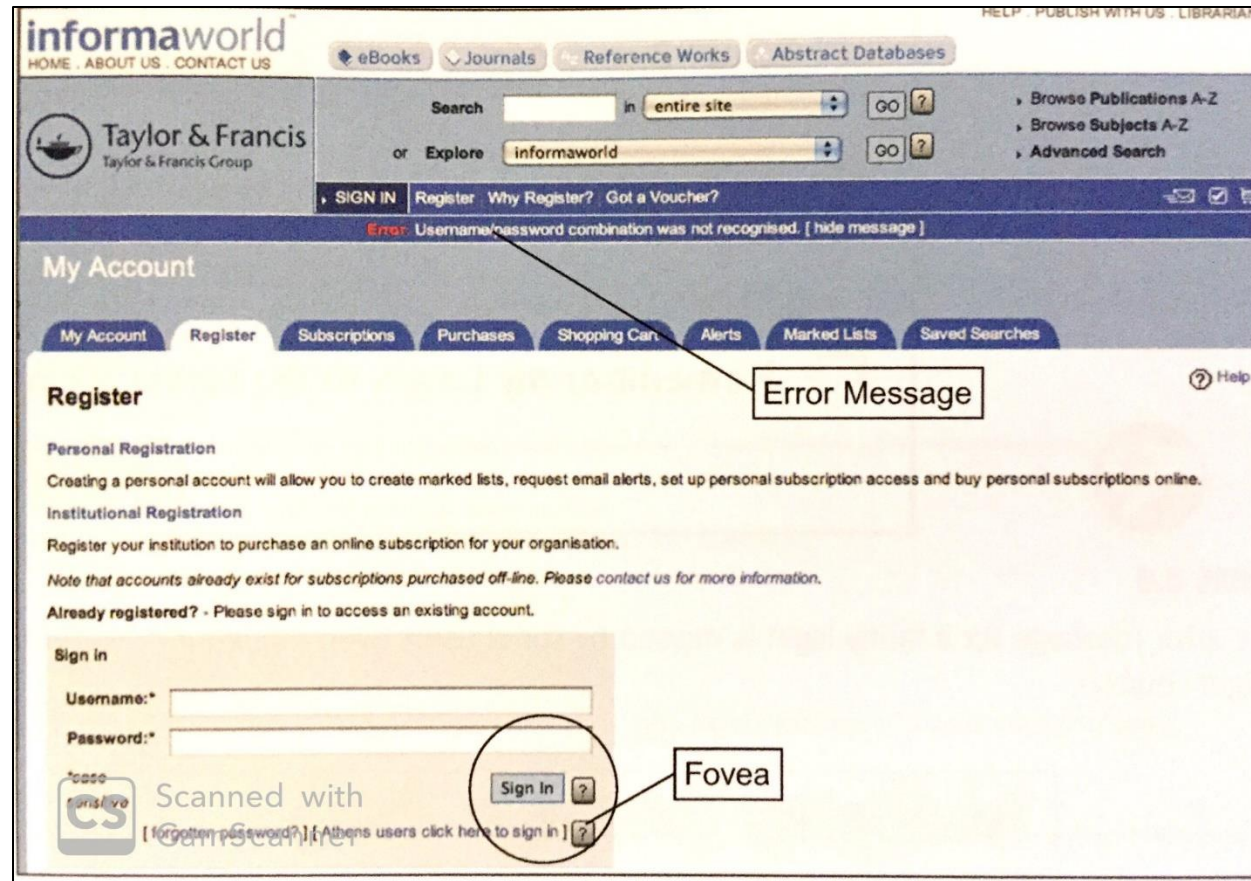
Motion in the periphery is usually noticed.



What the visual periphery is good for?

- Function 1: Guide fovea
- Function 2: Detects motion
- Function 3: Lets us see better in the dark

Example from computer user interfaces



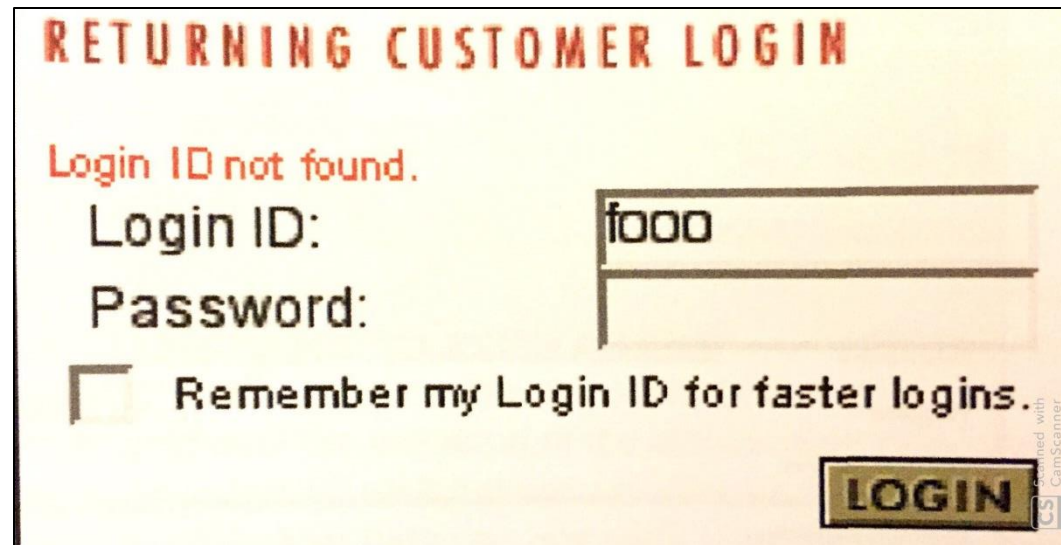
This error message for a faulty sign-in appears in peripheral vision, where it will probably be missed. – (from J Johnson “Designing with the mind in mind”, p 55)

Think-pair-share

- Look at the image below.

Can you think of any reasons people might not initially see the error message?

- Pair with your neighbor
- Share your thinking with your partner



RETURNING CUSTOMER LOGIN

Login ID not found.

Login ID: fooo

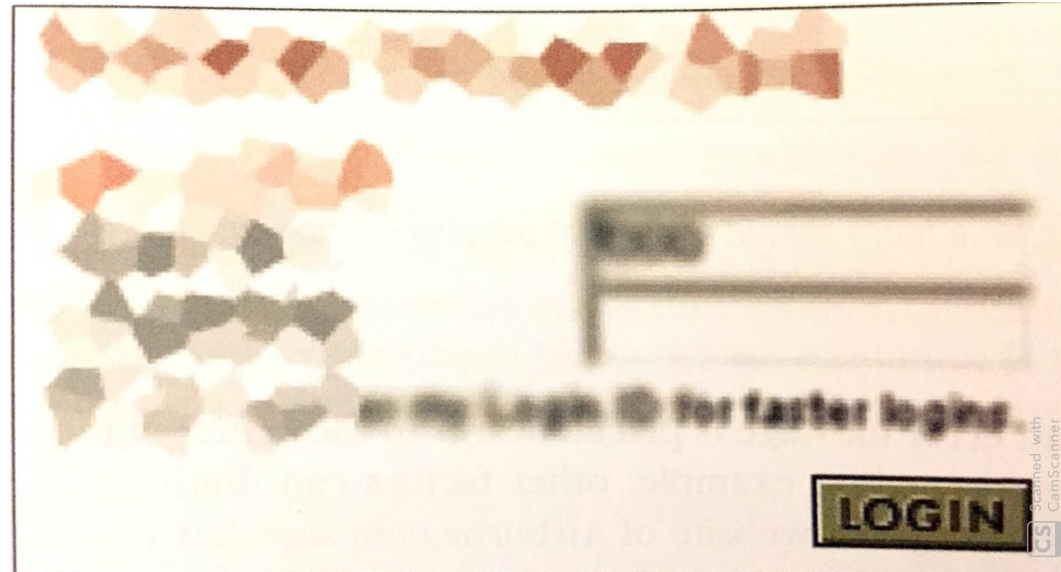
Password:

☐ Remember my Login ID for faster logins.

LOGIN

This error message for a faulty login is missed by some users even though it is not far from the “Login” button. – (from J Johnson “Designing with the mind in mind”, p 56)

Simulation of a user's visual field



Simulation of a user's visual field while the fovea is fixed on the "Login" button. – (from J Johnson "Designing with the mind in mind", p 56)

Common methods of making messages visible

- Put it where users are looking
- Mark the error
- Use an error symbol
- Reserve red for error



Example

The screenshot shows the InformaWorld website interface. At the top, there's a navigation bar with links like HOME, ABOUT US, CONTACT US, and categories like eBooks, Journals, Reference Works, and Abstract Databases. Below this is a search bar with a dropdown menu set to 'entire site' and a 'GO' button. To the left of the search bar is the Taylor & Francis logo. Below the search bar, there's a 'My Account' section with tabs for My Account, Register, Subscriptions, Purchases, Shopping Cart, Alerts, Marked Lists, and Saved Searches. The 'Register' tab is currently selected. Under the 'Register' tab, there's a 'Sign in' section with fields for Username and Password. A red error message is displayed below the sign-in fields: 'Username/password combination was not recognised.' The error message is accompanied by a red triangle icon. To the right of the error message, there's a vertical text 'Scanned with CamScanner' and a 'CS' logo.

informaworld™
HOME ABOUT US CONTACT US eBooks Journals Reference Works Abstract Databases

Search in ?
or Explore ?

My Account

Register

Personal Registration
Creating a personal account will allow you to create marked lists, request email alerts, set up personal subscription access and buy personal subscriptions online.

Institutional Registration
Register your institution to purchase an online subscription for your organisation.
Note that accounts already exist for subscriptions purchased off-line. Please contact us for more information.

Already registered? - Please sign in to access an existing account.

Sign in

Username:*
Password:*

*case sensitive ?

?

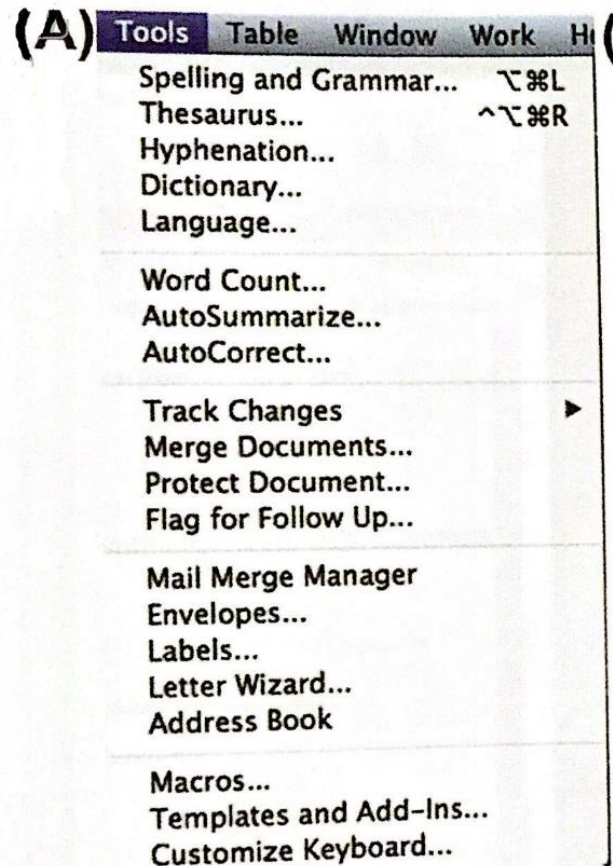
Username/password combination was not recognised.

Scanned with CamScanner
CS

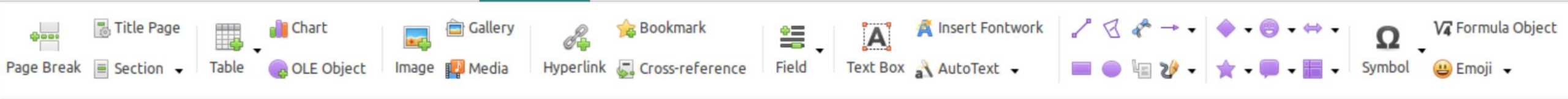
This error message for a faulty sign-in is displayed more prominently, near where users will be looking. – (from J Johnson “Designing with the mind in mind”, p 57)

Using peripheral “pop” in design

- *When there are many possible targets* – design icons that can be distinguished in the periphery

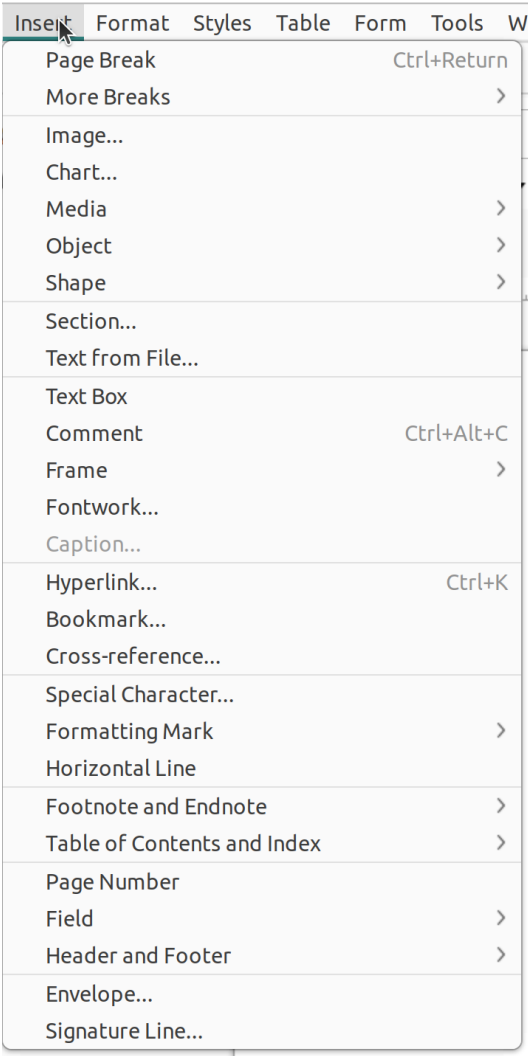


(A) Microsoft Word Tools menu, and (B) MacOS application pallet - (from J Johnson “Designing with the mind in mind”, p 66)



LibreOffice Writer Menu vs Ribbon

Icons make it easier for the eye to "see" things in the periphery that it is looking for.



Humans are surprisingly bad at reading text and very good at pattern matching

When skimming, users don't read, they pattern match (words can be patterns)

Then they read once they find something that looks worth reading

You don't need to
be able to read
something to
know what it
means



ከባለፉት



ጋዴል ሆር
ጥያቄናጽጽ
ልዩልጋል ለፎርጥሩሲኦር ዕልጋሲኤሪ

Ի՞նչ Ե՞րբ
 Վերհեծե՞ս
 Ժողովուրդի

94

Annual Report from the Inuit People in Canada



Board of Directors



Natan Obed
President
Inuit Tapiriit Kanatami

Natan Obed is the President of Inuit Tapiriit Kanatami. He is originally from Nain, the northernmost community in Labrador's Nunatsiavut region, and now lives in Ottawa. For 10 years he lived in Iqaluit, Nunavut, and worked as the Director of Social and Cultural Development for Nunavut Tunngavik Inc. He has devoted his career to working with Inuit representational organizations to improve the wellbeing of Inuit in Canada.



Duane Smith
Chair and CEO
Inuvialuit Regional Corporation

Duane Smith is the Chair and CEO of the Inuvialuit Regional Corporation, whose mandate is to receive Inuvialuit lands and financial compensation resulting from the 1984 Inuvialuit land claims settlement. From 2002 to 2016, he was President of Inuit Circumpolar Council Canada, and served as Chair of the Inuvik Community Corporation for six terms starting in 2004.



Cathy Towtongie
President
Nunavut Tunngavik Incorporated

Cathy Towtongie first entered politics in 1973 as Secretary Treasurer of Inuit Tapirisat of Canada. In 2001, she was elected President of Nunavut Tunngavik Incorporated, the organization responsible for ensuring that promises made under the Nunavut Land Claims Agreement are carried out.

Proximity and the overlapping of the photo naturally make you group the two bits of text with the photo



The two bits of text are also different colors causing a natural grouping even without the line

ბილგარც



**ბეატი დამაძე, პრეზიდენტი, ადგილი ბატი
დარეგისტრირებული, დამაძე ცალკე ბეატი**

ადგილი ბატი დამაძე ცალკე ბეატი დარეგისტრირებული. ადგილი ბატი დამაძე, ბეატი დამაძე-
დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე
(10) ბატი დამაძე, დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე
ბატი დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე
ბატი დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე



**ბეატი დამაძე
დარეგისტრირებული
დამაძე დამაძე დამაძე დამაძე დამაძე**

ბეატი დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე
ბეატი დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე
ბეატი დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე დამაძე



**ბი ბეატი
დარეგისტრირებული
დამაძე დამაძე**

ბი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი
ბი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი
ბი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი ბეატი

We are also good at scanning (reading rapidly to find specific facts)

Example:

I wanted to figure out where a bit.ly link went because it was in a suspicious email (I'm paranoid)

I remembered that bit.ly has statistics pages for all URLs that list the destination URL

So I used DuckDuckGo to search for:

“bit.ly url number of click statistics”

And found this page:

How to see number of clicks statistics of bitly URLs

Written by Davinder Singh Kainth

bit.ly is hugely popular [URL shortening service among others](#) like tinyurl. Besides the basic functionality of shortening URLs, it also provide feature for URL analysis. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just **add "+" sign** in the end. For example, for url "<http://bit.ly/7GidPK>", open url "<http://bit.ly/7GidPK+>", this will redirect to "<http://bit.ly/info/7GidPK>" and show all the statistics for this shortened url.

Info +

Download Avatar movie Windows 7 theme

17 Clicks

The bit.ly link [bit.ly/7GidPK](#) was added by [tweetdeckapi](#)

17 Total Clicks

All clicks on the aggregate bit.ly link [bit.ly/4OUQzv](#)

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>

Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link

Share

Copy



Ghostery blocked comments powered by Facebook Connect.



Except I'm trying to solve a problem, not read a website. What I saw looked more like this:

How to see bitly URLs

Written by: [Name] | [Date]

Bitly is a popular website [URL shortening service](#) among others like Dribbble. Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrals, time of clicks for any bitly URL, without having to register, login or install any software.

View clicks stats of any Bitly URL

To view stats of any bitly url, just add "/v" sign to the end. For example, for url "http://bit.ly/1H0d9P8", open up "http://bit.ly/1H0d9P8/v", this will redirect to "http://bit.ly/info/1H0d9P8" and show all the statistics for this shortened url.

URL: [http://bit.ly/1H0d9P8](#)

Download Audible movie Windows 7 theme

17

Clicks

From [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)

17

Total Clicks

From [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)

Location: [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)
 Referrer: [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)
 Country: [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)
 Date: [http://bit.ly/1H0d9P8](#) via [http://bit.ly/1H0d9P8](#)

number of clicks statistics

bit.ly



How to see number of clicks statistics of bitly URLs

Written by: [Gmail PC](#)

Bit.ly is a highly popular [URL shortening service](#) among others like Dribbble. Besides the basic functionality of shortening URLs, it also provides features for URL analytics. You can track number of clicks, locations, referrals, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just add "/v/" sign to the end. For example, for url "http://bit.ly/7H0a9P0", open up "http://bit.ly/7H0a9P0/v/", this will redirect to "http://bit.ly/info/7H0a9P0" and show all the statistics for this shortened url.

URL:

Download Avatar movie Windows 7 theme

17
Clicks
[View stats for http://bit.ly/7H0a9P0/v/](#)

17
Total Clicks
[View stats for http://bit.ly/7H0a9P0/v/](#)

[View stats for http://bit.ly/7H0a9P0/v/](#)

Showing related comments powered by Facebook Connect

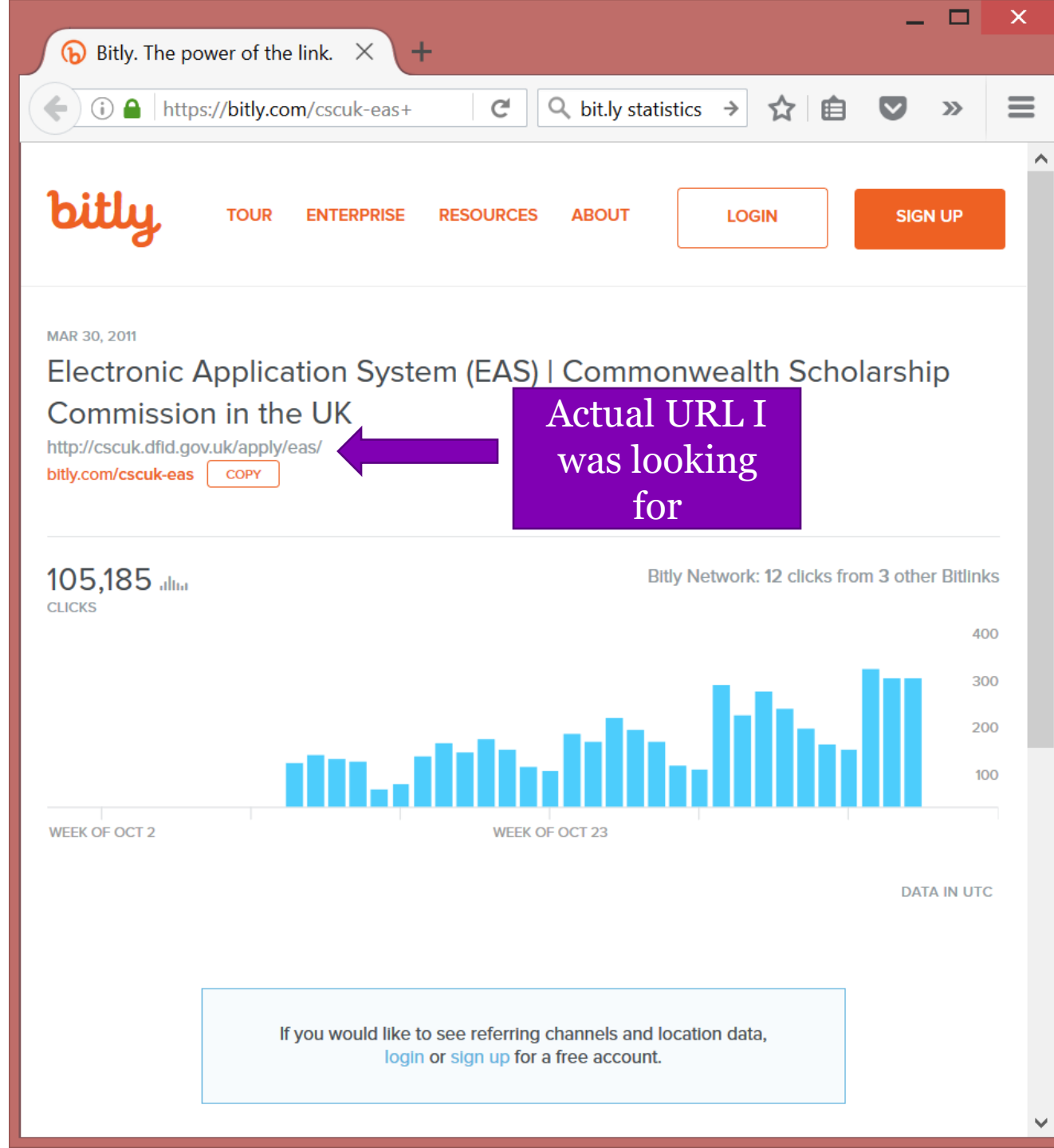


just add "+" sign

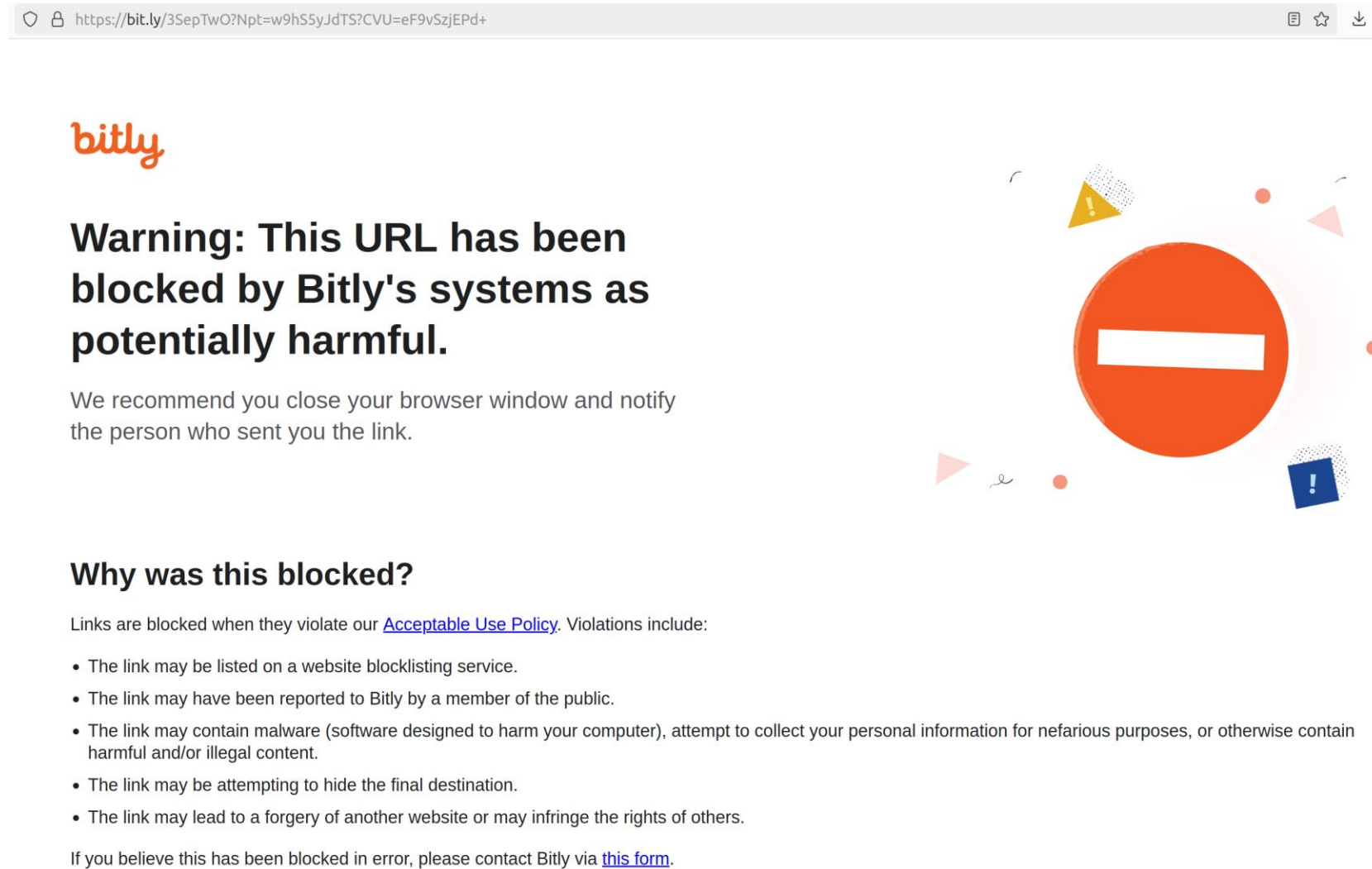
"http://bit.ly/7GidPK+"

Shutterstock.com

So I added a + to my URL and landed here which is what I was looking for



BTW
If bitly knows a link
is dangerous this is
what it displays
instead of statistics



The screenshot shows a web browser window with the address bar displaying a Bitly URL. The page features the Bitly logo in orange. A large, bold warning message states that the URL has been blocked by Bitly's systems as potentially harmful. Below this, a recommendation is given to close the browser window and notify the sender. To the right of the text is a decorative graphic consisting of a large orange circle with a white horizontal bar, surrounded by various geometric shapes like triangles and squares in yellow, pink, and blue, some containing exclamation marks. A section titled 'Why was this blocked?' follows, explaining that links are blocked if they violate the Acceptable Use Policy. A bulleted list details five reasons for blocking: being on a blocklisting service, being reported by the public, containing malware or illegal content, attempting to hide the final destination, or leading to a forgery. The page concludes with a link to a form for reporting errors.

https://bit.ly/3SepTwO?Npt=w9hS5yJdTS?CVU=eF9vSzjEPd+

bitly

Warning: This URL has been blocked by Bitly's systems as potentially harmful.

We recommend you close your browser window and notify the person who sent you the link.

Why was this blocked?

Links are blocked when they violate our [Acceptable Use Policy](#). Violations include:

- The link may be listed on a website blocklisting service.
- The link may have been reported to Bitly by a member of the public.
- The link may contain malware (software designed to harm your computer), attempt to collect your personal information for nefarious purposes, or otherwise contain harmful and/or illegal content.
- The link may be attempting to hide the final destination.
- The link may lead to a forgery of another website or may infringe the rights of others.

If you believe this has been blocked in error, please contact Bitly via [this form](#).

For me this was a very usable webpage

- I could quickly see it was the correct place
- Section title used language that matched my search
- Data I needed was bolded and had an example which was also bold

How to see number of clicks statistics of bitly URLs

Written by Davinder Singh Kainth

bit.ly is hugely popular [URL shortening service](#) among others like tinyurl. Besides the basic functionality of shortening URLs, it also provide feature for URL analysis. You can track number of clicks, locations, referrers, time of clicks for any bitly URL without having to register, login or install any software.



View clicks stats of any Bit.ly URL

To view stats of any bit.ly url, just **add "+" sign** in the end. For example, for url "**http://bit.ly/7GidPK**", open url "**http://bit.ly/7GidPK+**", this will redirect to "**http://bit.ly/info/7GidPK**" and show all the statistics for this shortened url.

Info +

Download Avatar movie Windows 7 theme

17

Clicks

The bit.ly link [bit.ly/7GidPK](#) was added by [tweetdeckapi](#)

17

Total Clicks

All clicks on the aggregate bit.ly link [bit.ly/4OUQzv](#)

Long Link: <http://www.tothepc.com/archives/download-avatar-movie-windows-7-theme/>

Conversations: [Tweets 5](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: [United States 12](#); [Other 2](#); [Indonesia 1](#) [View All](#)

Share / Copy Link:

Share

Copy

We don't read, we scan

- We typically want something
- We know that we don't need to read everything
- We are good at scanning

Questions?