

Hvað virkar
og hvað ekki?

Tilgangurinn

Lykiltölur

- Takið saman lista yfir allar aðgerðir / verkefni sem notandi þarf að geta leyst á vefnum
- Merkið við þau atriði sem hjálpa ykkur að taka ákvarðanir í rekstri
- Og þá eruð þið komið með fyrsta vísi að lykiltölum

Útvíkkum gögnin

Slóð	Síðuflettingar
/you-could-never-guess-what-happened-next	10972
/practical-guide-to-living	1234

Bætum við

- Höfund
- Flokk
- Orð per grein
- Meðal lestrartíma (300 orð per mínútu er meðaltal)
- Meðaltíma sem fólk eyðir á síðunni
- Til að finna út hvað fólk les mikið af greininni

Slóð	Síðuflettingar	Höfundur	Flokkur	Fjöldi orða	Meðal lestrartími	Meðal tími á síðu	Lesið
/you-could-never-guess-what-happened-next	10972	Persóna A	Clickbait	450	1.5	0.5	33.33%
/practical-guide-to-living	1234	Persóna B	Nytsamlegt	1900	6.5	5.5	84.62%

Gagnrýnin hugsun

„Gagnrýnin er sú hugsun sem fellst ekki á neina skoðun eða fullyrðingu nema hún hafi fyrst rannsakað hvað í henni felst og fundið fullnægjandi rök fyrir henni“

– Páll Skúlason

„I think it's important to reason from first principles rather than by analogy. The normal way we conduct our lives is we reason by analogy. We are doing this because it's like something else that was done, or it is like what other people are doing. [With first principles] You boil things down to the most fundamental truths...and then reason up from there.“

– Elon Musk

1	2	3	4	5	6	11	12	13	14	15	17	18	19	
21	22	23	24	26	27	28	31	33	34	35	43	44		

1	2	3	4	5	6	11	12	13	14	15	17	18	19	
21	22	23	24	26	27	28	31	33	34	35	43	44		



1 2 3 4 5 6 11 12 13 14 15 17 18 19
21 22 23 24 26 27 28 31 33 34 35 43 44



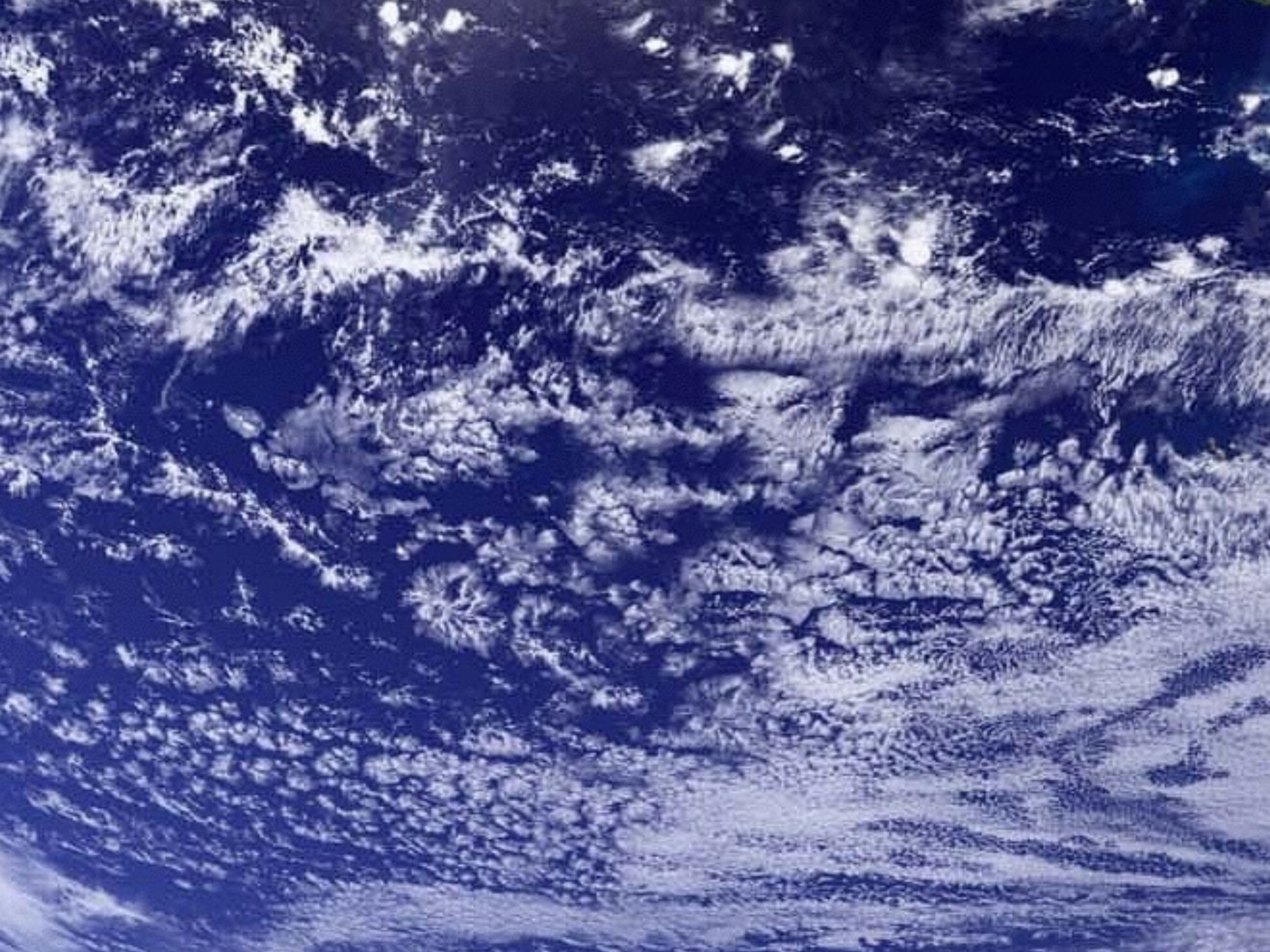














50% meira
12 oz

Upprunalega
8 oz



20% meira
12 oz

Upprunalega
10 oz



80% kött

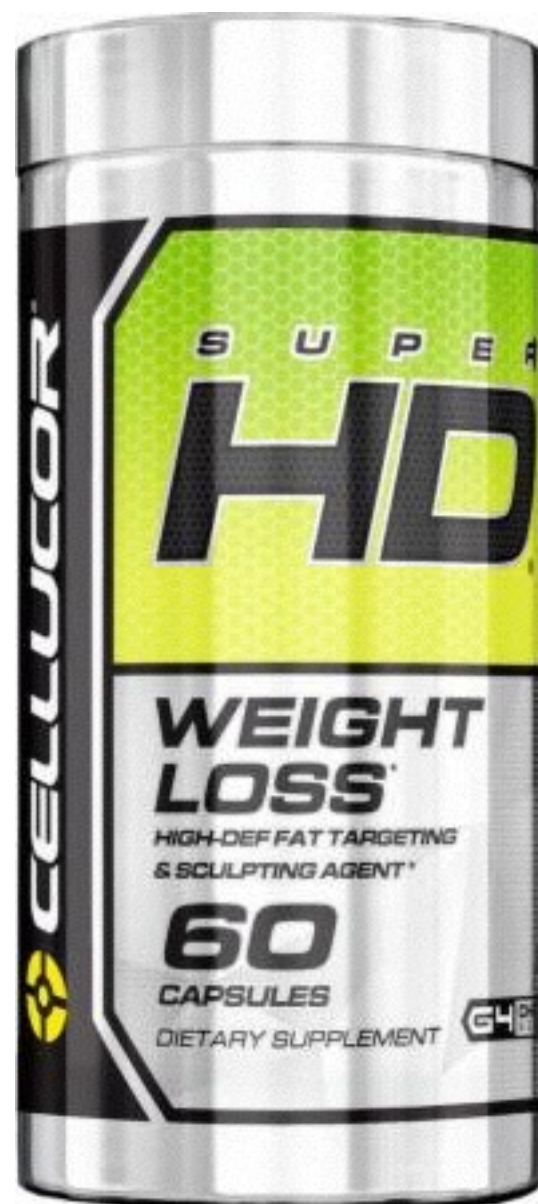
900gr = 1608 kr

1kg = 1866 kr

100% kött

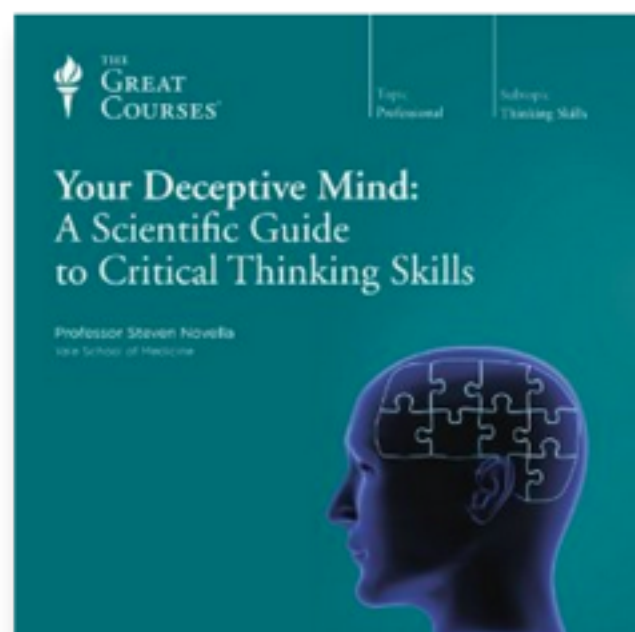
900gr = 2010 kr

1kg = 2332 kr









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“The **Dunning–Kruger effect** is a cognitive bias wherein unskilled individuals suffer from illusory superiority, mistakenly assessing their ability to be much higher than is accurate.”

– Wikipedia

John Cleese - Dunning-Kruger effect

<https://www.youtube.com/watch?v=wvVPdyYeaQU>

Takk