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Screaming into the Ether: Assessing E-Resources Outreach through Digital Touchpoints

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Screaming into the Ether: Assessing E-Resources Outreach [through Digital Touchpoints]

— Jamie Hazlitt & John Jackson —
Loyola Marymount University

Who are we?

Jamie Hazlitt

Librarian for Collection Development and
Evaluation

John Jackson

Outreach and Communications Librarian





One year ago...

37 Taming the Social Media Beast

Heather Howard • Sarah Huber

Library Marketing: From Passion to Practice

Jill Heinze • Matthew Ismail

Understanding the Library Market (Description: marketing)

Buzzy Basch • Erin Gallagher • Michael Gruenberg • Taylor & Francis

Show, Don't Tell: Embedding Library Services into the Campus Website and Community (Description: marketing)

Jean-Gabriel Bankier • Stephanie Davis-Kahl

Beyond Vendor Fairs: Partnering with Vendors to Engage End Users

(Description: marketing)

Susan Wald Berkman • Jalyn Kelley • Nancy Linden • William Mischo

Marketing E-resources - There's a Book for That

- Determine purpose of marketing plan
- Fashion marketing plan
- Implement marketing plan
- Construct written marketing plan report
- Assessing marketing plan
- Revising and updating marketing plan

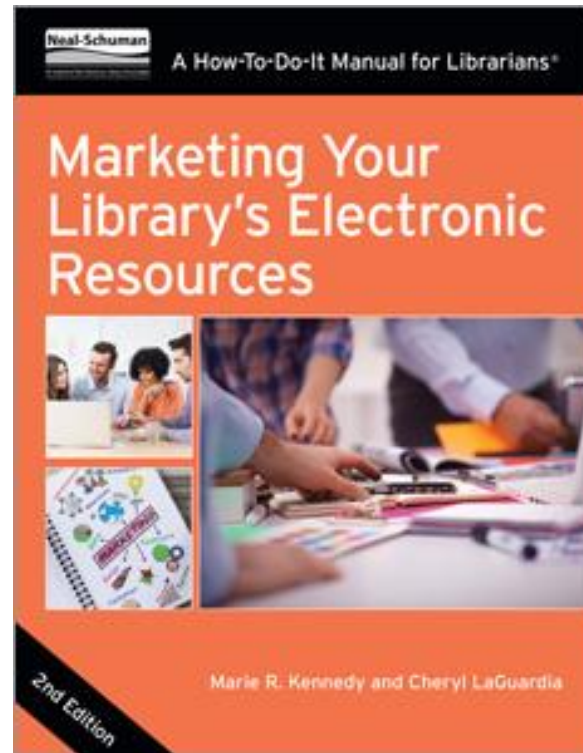
lather, rinse, repeat



Marketing E-resources - There's a Book for That

- Determine purpose of marketing plan
- Fashion marketing plan
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- **Assessing marketing plan**
- Revising and updating marketing plan

lather, rinse, repeat



Marketing and promotion are not the same



Marketing and promotion are not the same

- “A purposeful group of activities which foster constructive and responsive interchange between the providers of library and information services and their actual and potential users. Activities are concerned with the products, costs, methods of delivery, and promotional methods.” (Shontz, M. L., J. C. Parker, and P. Parker, 2004)
- “A social and management process by which individuals and groups obtain what they need and want through creating and exchanging products and value(s) with others” (Owens, I, 2003)

Marketing Assessing Marketing of E-resources

Our research question: To what extent does promotion through digital channels impact use of e-resources?

- “Promotion” : digital touchpoints
- “Digital channels” : mostly social media
- “Use” : varies by platform

Overview of all of the places users might be learning about our e-resources

- Library website
 - Database list
 - Homepage highlights
- LibGuides
- Facebook, Twitter
- Monthly eNewsletter
- Library Instruction
- Reference Desk
- Research Consultations
- Emails to faculty (Liaison network)
- Digital Signage promotion
- Print promotion



What we're talking about today

- Library website
 - Database list
 - Homepage highlights
- LibGuides
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Digital Touchpoints - are they worth the effort?





LMU Library

March 2 · 🌐



March is Women's History Month! And with that, Circulation Services Librarian Rhonda Rosen has a few recommended films from our DVD and streaming collections. With Spring Break only one day away, what better time than now to pick up a few DVDs before the holiday.

Of course, with our [Kanopy](#) streaming collection, LMU students, faculty, and staff can watch these films from the comfort of their own home (or beach or office. No judgment). <http://ow.ly/TbEU309xnQn>



Films to Watch for Women's History Month - LMU Library News

Pioneering Women Who Paved the Way for LGBT Equality; Women in Space; The Passion, Pitfalls and Power of Women's Professional Cycling; Maya...

LIBRARYNEWS.LMU.EDU

👍 Like 💬 Comment ➦ Share 🌐

Watch now: lmu.kanopystreaming.com



LMU Library @LMULibrary · Feb 22

Like this study on old Babylonian writing!

ETHoS @ETHoSBL

'Studies in the syntax of Old Babylonian letters' by Illingworth, Nichola... , 1990: ethos.bl.uk/OrderDetails.d... #ThesisOfTheWeek #phdchat



LMU Library @LMULibrary · Feb 22

With Mango, you can practice Spanish, French, Irish, Cherokee, Korean, Russian, Tagalog, Latin, and more! ow.ly/Pcnd309eq3c



LMU Library @LMULibrary · Feb 22

Did you know the British Library lets you search over 450,000 doctoral theses? And about 160K are free to download ethos.bl.uk



LMU Library is 😊 feeling silly.

February 28 · 🌐

Sorry, we couldn't resist. Did you know you can access our new **Mango Languages** tool (and over 70 languages!) from your mobile device? Learn more at <http://librarynews.lmu.edu/.../learn-a-new-language-with-man.../>



👍 Like 💬 Comment ➦ Share





LMU Library @LMULibrary · Feb 14

This month, our featured resource is the American Civil Liberties Union Papers, 1912-1990



Featured Resource: American Civil Liberties Union ...
 The official blog of the William H. Hannon Library at Loyola Marymount University.
librarynews.lmu.edu

🗨️ ↻ 1 📌 ❤️ 1 ✉️



LMU Library @LMULibrary · Feb 14

A Valentine's Day meditation on "Fall in Love" from @LMUMagazine (with some lovely footage of the Hannon Library!) [magazine.lmu.edu/videos/fall-in...](http://magazine.lmu.edu/videos/fall-in-...)

🗨️ ↻ 📌 ❤️ ✉️

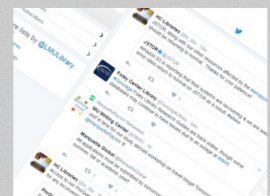


LMU Library @LMULibrary · Feb 14

Technical update: Our catalog (books and database searching) is back up and running!

🗨️ ↻ 📌 ✉️

Library News



Discovering FlipFeed

Many people use Twitter to get the updates on the day's news, but your Twitter feed can also be an echo chamber. With FlipFeed, Twitter users have a new tool to help them manage and engage diverse perspectives. Librarian Aisha explains the benefits of using this new browser extension from MIT Media Lab.

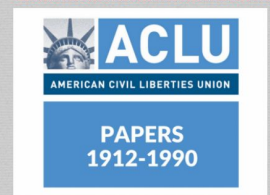
[Learn More](#)



Learn a New Language with Mango Languages

We are excited to announce the recent acquisition of Mango Languages, a leading language and culture learning resource, available online 24/7. LMU students, faculty, and staff can access modules for over 70 languages and English as a second language courses.

[Learn more](#)



American Civil Liberties Union Papers, 1912-1990

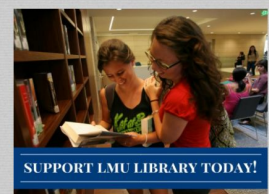
LMU students, faculty, and staff now have access to the American Civil Liberties Union (ACLU) Papers, 1912-1990, an e-resource that draws from the records of the ACLU. It focuses on civil rights, race, gender, and issues relating to the U.S. Supreme Court.

[Learn more](#)

Support Your Library

Your support advances the academic excellence of the William H. Hannon Library and helps to provide for all the great programming and events you can read about below. Please consider becoming a donor today!

[Become a Donor](#)





LMU Library

October 11, 2016 · 0

Happy #NationalComingOutDay! You can find more coming out stories and related primary sources in our Archives of [Sexuality](#) and Gender, such as this 1971 article from the Gay Liberator (Detroit, MI) about coming out to one's co-workers.

The Archives of [Sexuality](#) and Gender includes material drawn from hundreds of institutions and organizations, including both major international activist organizations and local, grassroots groups, presenting important aspects of LGBT life since 1940.

Take a look and let us know what you find! <http://ow.ly/naqP3054H9I>



coming out at work

One of the best experiences in my life has been coming out at work. I write this experience to encourage other guys to do the same. Our silence is submissive and destructive to ourselves and others who may be gay. Our coming out is breaking the societal values and discrimination against us. The gay movement is far afield out. My experience of coming out at work is of special importance to guys in the movement because this is where Gay Power lies, in the working class. This is also where guys are most hidden and also where the majority of guys are. The gay movement must direct its work to guys on the streets (a minority) but to the homosexuals in the work place who have the greatest strength. Most guys are scared on the job, those who have come out are used against the other employees. The gay foreman in the laundry where I work is loud and obnoxious, is talked about like a queer, and the bad jokes never end. Guys are easily used by the system to divide men from other men and women from other women. We must stop the oppression of working class guys. The worst fear about coming out at work is the fear of not being accepted "as you are" from your co-workers. Will my friends turn against me in the worst thought I could. To my surprise, not one of my friends had against me.

My fear of not being accepted was less real than the background of racial discrimination and violence against gay people. When I overcame my own fear of "what they say about gay", I was able to accept myself in an open, sensitive way. Then, instead being ashamed of who I was, I was glad. I was glad to come out and proud to be gay. With this confidence I helped my co-working friends to overcome their prejudice. They have accepted me.

Coming out produced two weeks of curious and critical questions. These questions came from both the strong men and women were about Gay sex, Gay and the opposite sex, gay roles, etc.

Before I answer these questions here I will describe the events of how I came out. Three days before the Christopher Street West demonstration, I invited all the soiled linen men from the third floor to come to the Gay Dance being held that night. They gay foreman and the big boss were both out in action as I felt myself talking to everyone. I didn't know who would come and who wouldn't. The one employee who did come,

Early the next work, when I was with the soiled linen crew, I was asked about the dance. Did I dance? Did I have a good time? Was I Gay? How long was I Gay? Inviting my friends to the Gay Dance was the answer for me to coming out. I was glad and really and really relieved to be honest about myself to myself and to others. Coming out is the only way. It was also good to know that there were other guys where I work. In the last three weeks I have found several other guys at work, several in the laundry who are potentially gay. The first question with equal criticism was, "How can another man turn you on?" I told several male workers not to tell me who I would love and who not. I asked, "Who said you can't love someone of the same sex?" He said that he wasn't talking to I couldn't, but he couldn't understand how I got turned on to another male. I told him to try it. I also invited him to the next dance. He said laughing that he might come. I broke his hostility. It surprised me how easy it was.

The question about gay sex is a personal question you don't have to answer in terms of what you do in bed. This question will embarrass you sometimes. I found it easier just to say that there are a wide variety of sexual acts that give the mind and body pleasure. Gay love can also be just as meaningful. I also explained that sexual freedom is only one aspect of the gay movement. We realize that to have freedom, to love whom we choose, it is necessary to have a free human society, where people can be themselves.

Another question was, "What role do you play, man or woman?" This question wasn't asked to put me down, I believe, but to understand why guys play the roles they do. It is a well known myth that all guys play the male-female roles. The male-female roles played by guys are just as bad as the roles of heterosexuals. A free human society will liberate men and women who are taught that women are passive and men aggressive.

The question of how long have you been gay was the easiest. "I have been gay for a couple of years, at least as long as I have been at Harlow. Any thought of homosexuality was pushed to the back of my head, as far as it would go. But it always kept coming back."

The next period. All guys should be. Working class guys UNITE!

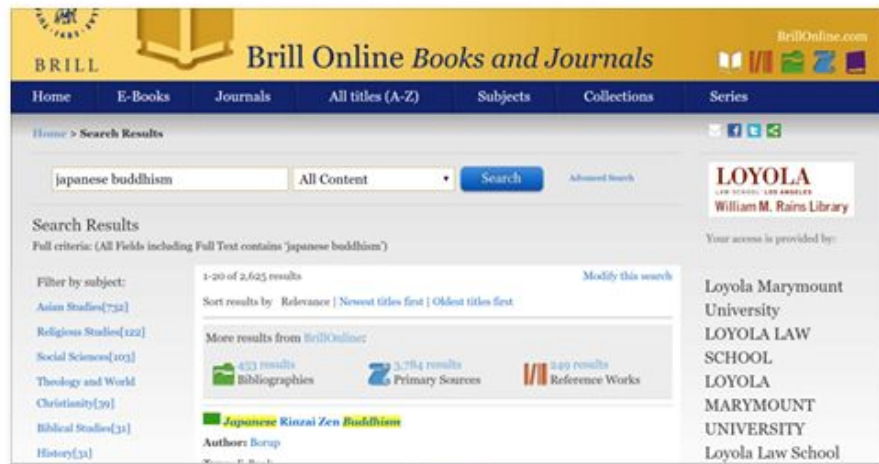
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LMU Library

November 15, 2016 · 0

We've just added more electronic books! Check out the [Brill](#) e-books and journal collection <http://ow.ly/i3gi306bqB6>



Brill Online Books and Journals

Home E-Books Journals All titles (A-Z) Subjects Collections Series

Home > Search Results

Search: All Content Search

Search Results

Full criteria: (All Fields including Full Text contains 'japanese buddhism')

Filter by subject:

- Asian Studies (732)
- Religious Studies (122)
- Social Sciences (103)
- Theology and World Christianity (59)
- Biblical Studies (31)
- History (31)

1-20 of 2,625 results

Sort results by: Relevance | Newest titles first | Oldest titles first

More results from BrillOnline:

- 433 results Bibliographies
- 2,784 results Primary Sources
- 149 results Reference Works

Japanese Kinzai Zen Buddhism

Authors Dorip

Your access is provided by: Loyola Marymount University, LOYOLA LAW SCHOOL, LOYOLA MARYMOUNT UNIVERSITY, Loyola Law School

New Electronic Resource: [Brill](#) E-Books and Journals Collection - LMU...

The [Brill](#) collections allows for unlimited concurrent users (that is, multiple users can access titles at the same time) and is accessible through...

LIBRARYNEWS.LMU.EDU

Methodology



	new e-resource alert		LMU library staff	9/7/16
	in-person promotion	screenwriting dept meeting	screenwriting faculty	
	in-person promotion	SFTV faculty meeting	all SFTV faculty	1/25/17
MANGO LANGUAGES	social media	Facebook		2/28/17
	social media	twitter		2/28/17
	social media	Facebook		2/23/17
	social media	twitter		2/23/17
	social media	Facebook		2/22/17
	social media	twitter		2/22/17
	social media	Instagram		2/21/17
	digital signage	Library & Uhall		2/14/17
	library blog			2/22/17
	library home page			2/13/17
	new e-resource alert	email	LMU library staff	2/28/17
	targeted emails	email	study abroad, int'l students, CSA, BCLA	2/13/17
	Happenings @ Hannon	email		3/2/17
NATURE	social media	Facebook		2/6/17
	social media	twitter		2/6/17
	social media	instagram		2/6/17
	in person promotion	table at LSB	Life Sciences faculty/students	2/7/17
	in person promotion	table at LSB	Life Sciences faculty/students	2/8/17
ACLU ARCHIVE	social media	Facebook		2/14/17
	social media	twitter		2/14/17
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	new e-resource alert	email	LMU library staff	2/7/16
	Happenings @ Hannon	email		3/2/17
CQ RESEARCHER	social media	Facebook		1/9/17
	library blog			1/6/17
	library home page			1/5/17
	social media	twitter		1/9/17
FAKE NEWS LIBGUIDE	social media	Facebook		1/20/17
	social media	twitter		2/17/17
	social media	twitter		1/20/17
	in person promotion	workshop	undergraduates	1/20/17
	social media	twitter		1/31/17
	Happenings @ Hannon	email		2/15/17
	targeted emails	email	Political Science faculty	1/31/17
EBSCO DIGITAL ARCHIVES	social media	Facebook		11/1/16
	new e-resource alert	email	LMU library staff	11/1/16
DIGITAL COMMONS	social media	Facebook		10/27/16
	targeted emails	email	Music faculty	10/25/16
ARCHIVES OF HUMAN SEXUALITY & IDENTITY	social media	Facebook		10/11/16
	social media	twitter		10/10/16
	Happenings @ Hannon	email		8/29/16
BRILL E-BOOKS & JOURNALS	social media	twitter		11/15/16
	new e-resource alert	email	LMU library staff	11/8/16

E-resource name

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	social media	Facebook		2/23/17
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	social media	Instagram		2/21/17
	digital signage	Library & Uhall		2/14/17
	library blog			2/22/17
	library home page			2/13/17
	new e-resource alert	email	LMU library staff	2/28/17
	targeted emails	email	study abroad, int'l students, CSA, BCLA	2/13/17
	Happenings @ Hannon	email		3/2/17
NATURE	social media	Facebook		2/6/17
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	social media	twitter		1/9/17
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	social media	twitter		2/17/17
	social media	twitter		1/20/17
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	social media	twitter		1/31/17
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	targeted emails	email	Political Science faculty	1/31/17
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	Happenings @ Hannon	email		8/29/16
BRILL E-BOOKS & JOURNALS	social media	twitter		11/15/16
	new e-resource alert	email	LMU library staff	11/8/16

Category of digital touchpoint

	new e-resource alert			LMU library staff	9/7/16	
	in-person promotion	screenwriting dept meeting		screenwriting faculty		
	in-person promotion	SFTV faculty meeting		all SFTV faculty	1/25/17	
MANGO LANGUAGES	social media	Facebook			2/28/17	
	social media	twitter			2/28/17	
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	social media	Instagram			2/21/17	
	digital signage	Library & Uhall			2/14/17	
	library blog				2/22/17	
	library home page				2/13/17	
	new e-resource alert	email		LMU library staff	2/28/17	
	targeted emails	email		study abroad, int'l students, CSA, BCLA	2/13/17	
		Happenings @ Hannon	email			3/2/17
NATURE	social media	Facebook			2/6/17	
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	new e-resource alert	email		LMU library staff	2/7/16	
		Happenings @ Hannon	email			3/2/17
CQ RESEARCHER	social media	Facebook			1/9/17	
	library blog				1/6/17	
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Specific outlet for digital touchpoint

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Target audience

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	Happenings @ Hannon	email		8/29/16
BRILL E-BOOKS & JOURNALS	social media	twitter		11/15/16
	new e-resource alert	email	LMU library staff	11/8/16

Date

	new e-resource alert		LMU library staff	9/7/16
	in-person promotion	screenwriting dept meeting	screenwriting faculty	1/25/17
	in-person promotion	SFTV faculty meeting	all SFTV faculty	2/28/17
MANGO LANGUAGES	social media	Facebook		2/23/17
	social media	twitter		2/23/17
	social media	Facebook		2/23/17
	social media	twitter		2/23/17
	social media	Facebook		2/22/17
	social media	twitter		2/22/17
	social media	Instagram		2/21/17
	digital signage	Library & Uhall		2/14/17
	library blog			2/22/17
	library home page			2/13/17
	new e-resource alert	email	LMU library staff	2/28/17
	targeted emails	email	study abroad, int'l students, CSA, BCLA	2/13/17
	Happenings @ Hannon	email		3/2/17
NATURE	social media	Facebook		2/6/17
	social media	twitter		2/6/17
	social media	instagram		2/6/17
	in person promotion	table at LSB	Life Sciences faculty/students	2/7/17
	in person promotion	table at LSB	Life Sciences faculty/students	2/8/17
ACLU ARCHIVE	social media	Facebook		2/14/17
	social media	twitter		2/14/17
	library blog			2/13/17
	library home page			2/13/17
	new e-resource alert	email	LMU library staff	2/7/16
	Happenings @ Hannon	email		3/2/17
CQ RESEARCHER	social media	Facebook		1/9/17
	library blog			1/6/17
	library home page			1/5/17
	social media	twitter		1/9/17
FAKE NEWS LIBGUIDE	social media	Facebook		1/20/17
	social media	twitter		2/17/17
	social media	twitter		1/20/17
	in person promotion	workshop	undergraduates	1/20/17
	social media	twitter		1/31/17
	Happenings @ Hannon	email		2/15/17
	targeted emails	email	Political Science faculty	1/31/17
EBSCO DIGITAL ARCHIVES	social media	Facebook		11/1/16
	new e-resource alert	email	LMU library staff	11/1/16
DIGITAL COMMONS	social media	Facebook		10/27/16
	targeted emails	email	Music faculty	10/25/16
ARCHIVES OF HUMAN SEXUALITY & IDENTITY	social media	Facebook		10/11/16
	social media	twitter		10/10/16
	Happenings @ Hannon	email		8/29/16
BRILL E-BOOKS & JOURNALS	social media	twitter		11/15/16
	new e-resource alert	email	LMU library staff	11/8/16

Methodology



Book Report 2 (R4) Number of Successful Section Requests by Month and Title																
Loyola Marymount U Section Type:																
5143 Chapter																
Period covered by Report:																
2016-01-01 to 2017-05-31																
Date run:																
6/2/2017																
	Publisher	Platform	Book DOI	Proprietar	ISBN	ISSN	Reporting	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Total for all titles		BOPI					30	0	0	0	0	0	0	1	0	3
An Intellectual Histo	Brill	BOPI	10.1163/97890474250		9.79E+12		1	0	0	0	0	0	0	0	0	0
Ancient Worlds in Fi	Brill	BOPI	10.1163/97890042419		9.79E+12		1	0	0	0	0	0	0	0	0	0
Arab Painting	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	0
Bene Israel	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	0
Converting Cultures	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	1
Handbook of Hyper-	Brill	BOPI	10.1163/97890042269		9.79E+12		1	0	0	0	0	0	0	0	0	0
Hosea	Brill	BOPI	10.1163/97890042478		9.79E+12		4	0	0	0	0	0	0	0	0	0

Publisher	Platform	User Activity	Period Total	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017
Gale Cengage	GOLD	Regular Searches	70	24	12	15	18	1
Gale Cengage	GOLD	Searches-federated and automated	0	0	0	0	0	0
Gale Cengage	GOLD	Result Clicks	48	3	13	17	13	2
Gale Cengage	GOLD	Record Views	53	13	14	11	13	2

Period covered by report:

2016-01-01 to 2017-05-31

Date Run:

6/2/2017

Journal	Publisher	Platform	Journal DOI	Proprietary	Print ISSN	Online ISSN	Reporting	Reporting	Reporting	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
CQ Researcher	CQ Press	library.cqpress.com			1056-2036	1056-2036	4989	4773	216	583	806	560	346	80	15	8	28	95

Book Report 2 (R4) Number of Successful Section Requests by Month and Title

Loyola Marymount U Section Type:

5143 Chapter

Period covered by Report:

2016-01-01 to 2017-05-31

Date run:

6/2/2017

	Publisher	Platform	Book DOI	Proprietary	ISBN	ISSN	Reporting	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Total for all titles		BOPI					30	0	0	0	0	0	0	1	0	3
An Intellectual Hist	Brill	BOPI	10.1163/97890474250		9.79E+12		1	0	0	0	0	0	0	0	0	0
Ancient Worlds in Fi	Brill	BOPI	10.1163/97890042419		9.79E+12		1	0	0	0	0	0	0	0	0	0
Arab Painting	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	0
Bene Israel	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	0
Converting Cultures	Brill	BOPI	10.1163/ej.97890041		9.79E+12		1	0	0	0	0	0	0	0	0	1
Handbook of Hyper-	Brill	BOPI	10.1163/97890042269		9.79E+12		1	0	0	0	0	0	0	0	0	0
Hosea	Brill	BOPI	10.1163/97890042478		9.79E+12		4	0	0	0	0	0	0	0	0	0

Publisher	Platform	User Activity	Period Total	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017
Gale Cengag	GOLD	Regular Searches	70	24	12	15	18	1
Gale Cengag	GOLD	Searches-federated and automated	0	0	0	0	0	0
Gale Cengag	GOLD	Result Clicks	48	3	13	17	13	2
Gale Cengag	GOLD	Record Views	53	13	14	11	13	2

Course	2017/2	2017/3	2017/4	2017/5
TOTAL	74	148	53	38

Period covered by report:

2016-01-01 to 2017-05-31

Date Run:

Alamar	0	0	0	0
Arab Etiquette Arabic	0	0	0	0

Guide Name	Page Id	Page Name	2016-01	2016-02	2016-03	2016-04	2016-05	2016-06	2016-07	2016-08	2016-09	2016-10	2016-11	2016-12
RHET 1000: Rhetorical Arts	2171424	Find Sources	107	70	24	30	4	0	0	3	59	71	25	1
	3005335	[Deleted]	51	61	2	2	0	0	0	1	8	0	0	0
Need a Topic?	2864273	Need a Topic?	2	5	3	1	0	0	0	4	98	6	4	1
	3063043	[Deleted]	0	0	45	5	0	0	0	0	0	0	0	0
BADM 4950: Business & Social Responsibility	2170728	Databases	0	20	0	1	0	0	0	0	0	0	0	0
ENGL 110: College Writing	2172893	2. Need a Topic?	3	5	4	1	2	5	1	0	0	0	0	0
Communication Studies	2166208	Databases (Articles)	1	2	13	3	0	0	0	0	0	0	0	0
Communication Studies	2166202	Home	0	0	0	0	0	0	0	0	5	3	0	4
[Non-guide click]	0	[Non-guide click]	6	2	2	0	0	0	0	0	0	0	0	1
Political Science	2166065	Databases (Articles)	0	4	1	1	0	0	0	0	4	0	1	0
			170	169	94	44	6	5	1	8	174	80	30	7
Guide Name	Page Id	Page Name												
Need a Topic?	2864273	Need a Topic?												
RHET 1000: Rhetorical Arts	2171424	Find Sources	0.958381	91.84937										
[Non-guide click]	0	[Non-guide click]												
Communication Studies	2166202	Home												
Communication Studies	2166211	Background Info												
Political Science	2166059	Background Info												
Political Science	2166065	Databases (Articles)												

Jun-16	Jul-16	Aug-16	Sep-16
644	811	569	1,46
90	91	109	22
38	22	50	14
56	26	41	8
13	61	10	4
24	35	26	10
24	35	26	10
51	44	58	5
3	4	7	
18	20	7	4
6	18	18	2
20	46	1	1
10	6	8	1
31	64		
7	6	26	1
31	64		
9	14	3	2
35	77	18	
3	3	1	
3	2	2	
4	2	9	1
10	3	2	1
7	12	5	1

Publisher	Platform	2016-01	2016-02	2016-03	2016-04	2016-05	2016-06	2016-07	2016-08	2016-09	2016-10	2016-11	2016-12
Corpo Celeste		0											
Croatian		0											
Czech		0											
Danish		0	0	0	0	70	24	12	15	18	1		

Gale Cengage	GOLD	Searches-federated and automated	0	0	0	0							
Gale Cengage	GOLD	Result Clicks	48	3	13	17	13						
Gale Cengage	GOLD	Record Views	53	13	14	11	13						

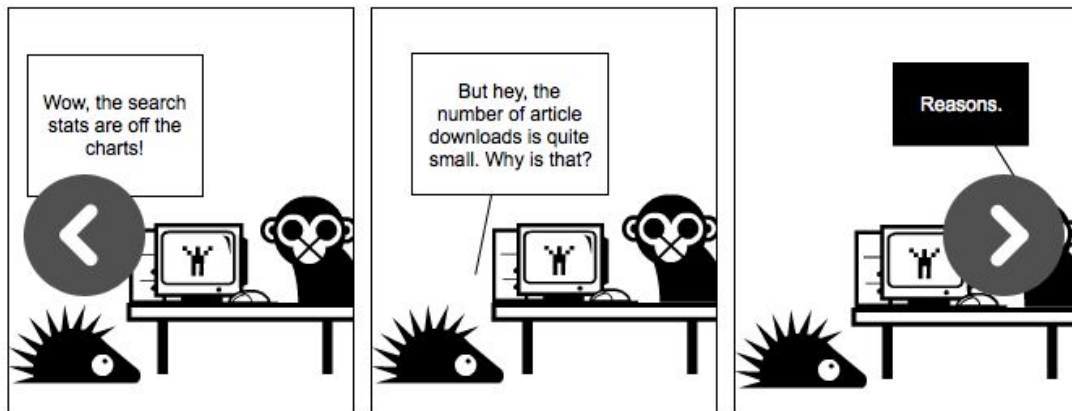


1

ThumbsUp

What usage statistics can't tell us

orgmonkey on 21. Apr, 2013 — Lang: English



Glossary - e-resources

COUNTER Database Report 1 (DB1) highlights the total number of searches, result clicks and record views by month and database.

Publisher	Platform	User Activity	Period Total	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017
Gale Cengag	GOLD	Regular Searches	70	24	12	15	18	1
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Gale Cengag	GOLD	Result Clicks	48	3	13	17	13	2
Gale Cengag	GOLD	Record Views	53	13	14	11	13	2

Record View reports the number of times the detailed metadata (not the full text) of records within the database is viewed, irrespective of whether these records are reached from a set of search/browse results from the platform or via a link from an external source. Typical examples of record views counted in COUNTER Database Reports are views of abstracts and other descriptive data.

Glossary - social media

Reach: The number of users (followers) that had the potential to see our content

Impressions: The number of users who likely saw our content

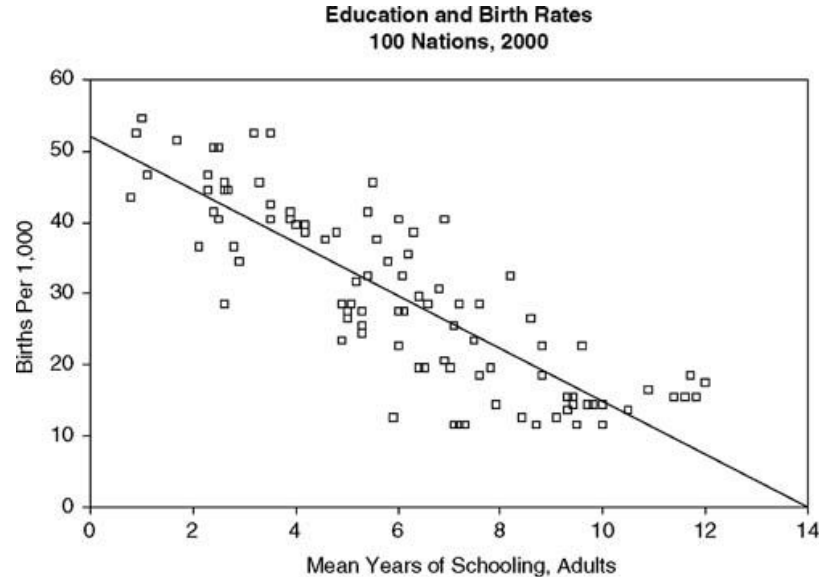
Engagement: The number of users who did something with our content

Any of these could be used to measure “awareness” of e-resources, but...



Glossary - statistical test

Pearson's r shows the degree of linear relationship between two variables that have been measured on interval or ratio scales.



Data

Database usage for :

- Mango
- Kanopy
- ACLU
- Archives & Sexuality

Social media touchpoints on:

- Twitter
- Facebook
- Library Blog (Wordpress)
- Digital Signage
- Homepage
- Email

Homepage													Digital signage				CBA email	
liaison email	PoliSci email			FP post	SFTV email			TW post Fb post X 3	FB post	FB post	SFTV email FB post	TW post Blog post	TW post FB post					
Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17		
192	1,454	786	577	397	644	811	569	1,403	1,418	1,381	1,058	1,003	1,363	1,264	1,157	866		
12	134	70	103	128	90	91	109	229	333	214	161	131	146	124	238	165		
3	182	92	91	23	38	22	50	149	262	107	97	54	151	104	50	23		
4	64	39	19	20	56	26	41	88	179	118	128	58	252	146	43	46		
9	68	41	41	37	13	61	10	46	67	39	29	81	100	106	231	50		
10	101	29	20	14	24	35	26	101	33	100	60	31	75	32	56	49		
10	101	29	20	14	24	35	26	101	33	100	60	31	75	32	56	49		
7	104	31	25	30	51	44	58	50	32	51	51	35	33	19	16	100		
19	77	191	54	10	3	4	7	5	19	11	5	17	115	109	32	29		
1	69	31	32	1	18	20	7	46	58	48	15	48	18	35	81	9		
5	31	28	8	6	6	18	18	21	7	73	20	9	9	17	12	14		
6	8	16	4	3	20	46		10	12	16	10	28	4	5	19	1		
12	9	2	9	13	10	6	8	13	10	31	12	16	9	28	10	5		
3	22			2	31	64			11		1	32	22		2	9		
41	15	0	2	4	7	6	26	10	11	6	12	51	6	8	8	1		

Daily usage data

Analytics > Video: *The Battle of Algiers*

05 Oct 2017

to

03 Nov 2017

Apply



The Battle of Algiers

This video is currently available to you via PDA. It has triggered 1 month ago. Current PDA plays: 34

One of the most influential political films in history, THE BATTLE OF ALGIERS, by Gillo Pontecorvo, vividly re-creates a key year in the tumultuous Algerian struggle for independence from the occupying French in the 1950s. As violence escalates on both sides, children shoot soldiers at point-blank range, women plant bombs in cafes, and French soldiers resort to torture to break the will of the insurgents. Shot on the streets of Algiers in documentary style, the film is a case study...

26
VISITS

36
PAGES

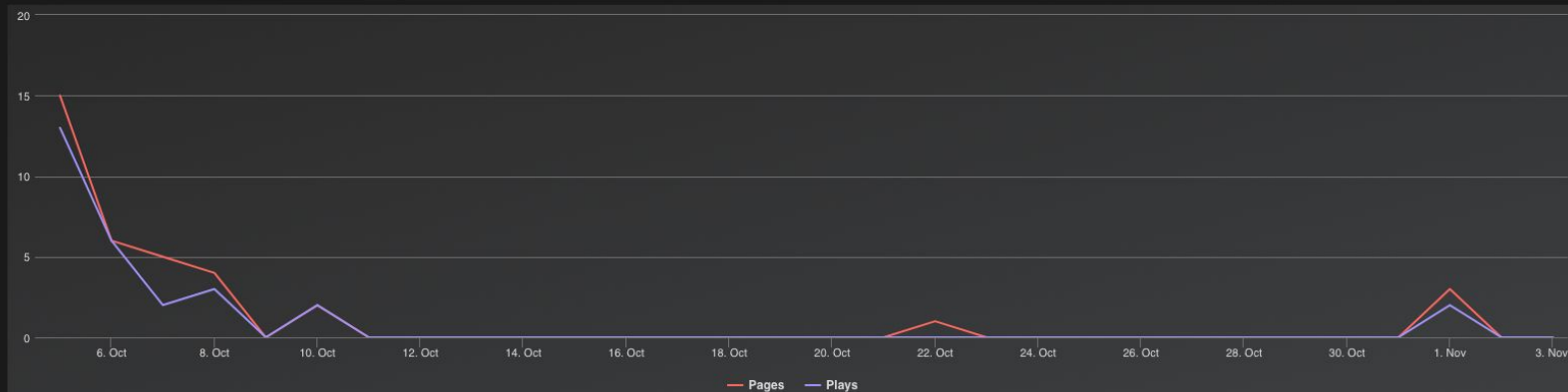
28
TOTAL PLAYS

1,327
MINUTES

1.38
PAGES/VISIT

1.08
PLAYS/VISIT

Daily Activity



Minutes Viewed

Results / Analysis

E-Resource	Pearson's r
Kanopy	.58
Archives of Human Sexuality	.01
Mango	.01
ACLU Papers	.53*

So many questions

John Jackson
@johnxlibris

Following

Ok. Let's dig into these social media data some more. Looking for correlations with e-resources use...



9:04 PM - 5 Oct 2017

4 Likes



John Jackson @johnxlibris · Oct 5

Bad news: it also showed almost no (.01) relationship between the other sets (1/2)



John Jackson @johnxlibris · Oct 5

Good news: Pearson's R showed med-high association between one set of variables. (1/3)



John Jackson @johnxlibris · Oct 5

That moment when you look at the data and find no connection

38% Need more data

62% Everything is meaningless

8 votes · Final results



John Jackson

@johnxlibris

Following

So: either there's another variable not accounted for, the data isn't granular enough, or it's all completely meaningless



10:35 PM - 5 Oct 2017

So many questions



John Jackson
@johnxlibris

Following

Ok. Let's dig into these social media data some more. Looking for correlations with e-resources use...



9:04 PM - 5 Oct 2017

4 Likes



John Jackson
@johnxlibris

Following

So: either there's another variable not accounted for, the data isn't granular enough, or it's all completely meaningless



10:35 PM - 5 Oct 2017

What next?

	ERIC	PsycInfo	Vogue	Etc.	Etc.
Instruction Sessions					
Social Media Posts					
Reference					
Web Traffic (LibGuides, Homepage)					
Assigned Texts					
What else?					

What next?

FY 2017 Usage		Links																											
<table border="1"><caption>FY 2017 Usage by Month</caption><thead><tr><th>Month</th><th>Number of Uses</th></tr></thead><tbody><tr><td>June</td><td>28,000</td></tr><tr><td>July</td><td>35,000</td></tr><tr><td>August</td><td>15,000</td></tr><tr><td>September</td><td>55,000</td></tr><tr><td>October</td><td>105,000</td></tr><tr><td>November</td><td>120,000</td></tr><tr><td>December</td><td>82,000</td></tr><tr><td>January</td><td>30,000</td></tr><tr><td>February</td><td>88,000</td></tr><tr><td>March</td><td>92,000</td></tr><tr><td>April</td><td>80,000</td></tr><tr><td>May</td><td>35,000</td></tr></tbody></table>		Month	Number of Uses	June	28,000	July	35,000	August	15,000	September	55,000	October	105,000	November	120,000	December	82,000	January	30,000	February	88,000	March	92,000	April	80,000	May	35,000	<ul style="list-style-type: none">• Site glossary• FY2017 title-by-title usage statistics• FY2016 title-by-title usage statistics• FY2014 title-by-title usage statistics• FY2013 title-by-title usage statistics	
Month	Number of Uses																												
June	28,000																												
July	35,000																												
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January	30,000																												
February	88,000																												
March	92,000																												
April	80,000																												
May	35,000																												
Quick Facts	Top 10 Databases	Top 5 Database Providers																											
<ul style="list-style-type: none">• Number of databases with active subscriptions in our collection (as of June 2017): 292	<ol style="list-style-type: none">1. PsycInfo2. ERIC3. Research Library4. Academic Search Complete5. Morningstar Investment Research Center6. ProQuest Historical Newspapers7. Sociological Abstracts8. ProQuest Civil War Era9. Music Periodical Database10. The Vogue Archive	<ol style="list-style-type: none">1. EBSCOhost2. ProQuest3. Morningstar4. Thomson Reuters5. Gale Cengage																											
	<i>List compiled June 2017</i>	<i>List compiled June 2017</i>																											

Getting back to what we're missing

LibGuides

Library Instruction

Resource record hits

Gimlet data



What next? A plea for vendors.



What's next for libraries?

What recommendations/feedback/questions do you have on what we've presented today?

What are you doing at your institutions to assess the promotional efforts of e-resources?

