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Data informed stewardship of search & discovery : a Yale University case study

Sarah J. Tudesco
Yale University, sarah.tudesco@yale.edu

Angela Sidman
Yale University, angela.sidman@yale.edu

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Recommended Citation

Tudesco, Sarah J. and Sidman, Angela, "Data informed stewardship of search & discovery : a Yale University case study" (2020). *Library Staff Publications*. 12.
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Data Informed Stewardship of Search & Discovery

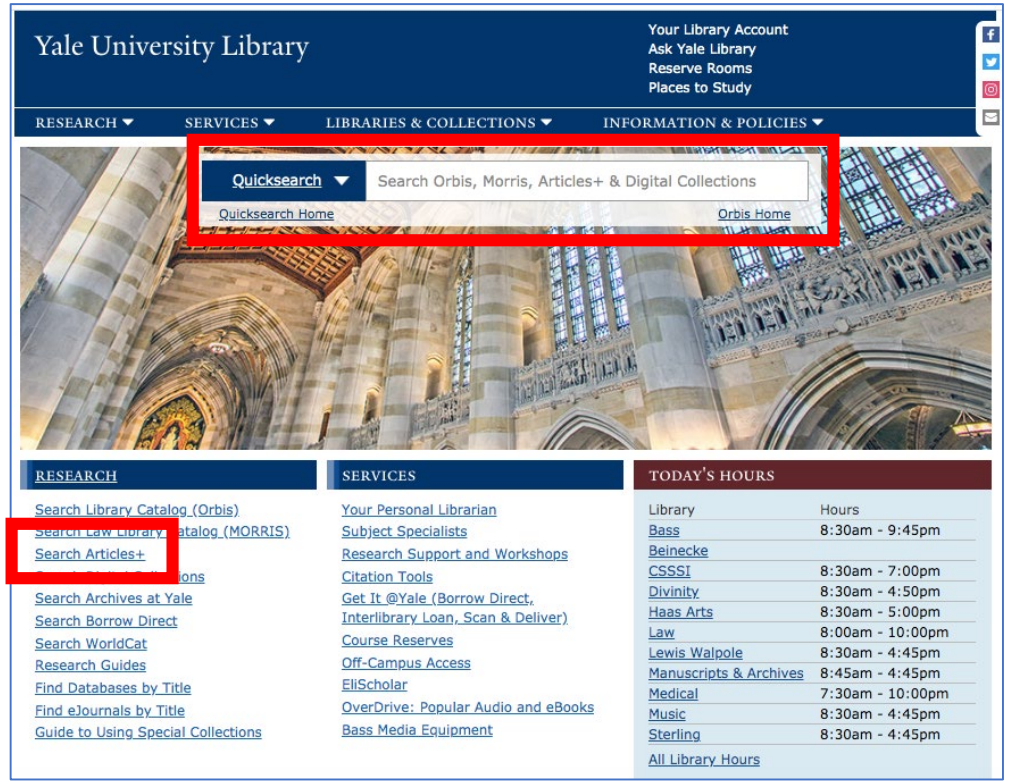
A Yale University Case Study

Angela Sidman and Sarah Tudesco

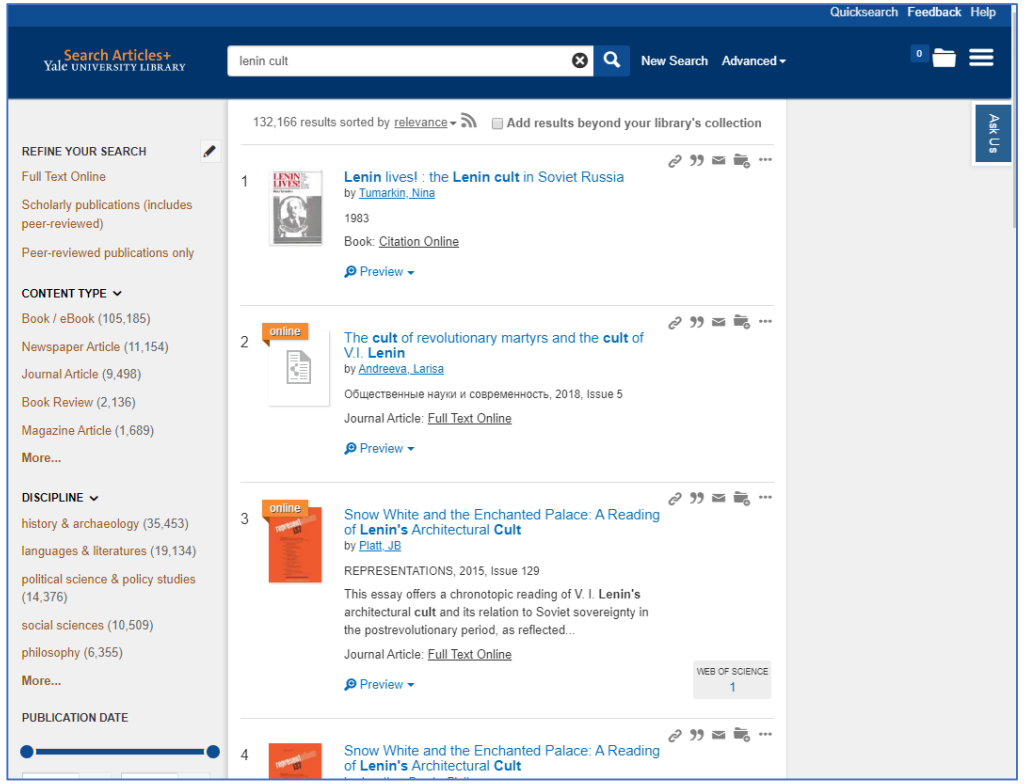
January 22, 2020

Using Summon at Yale: Articles++

Quicksearch: includes results from the Summon API



Native Summon: available as a link from the library homepage



Who we are and how we support discovery

E-Resources & Serials Management

- Department within Tech Services
- Service owner for linking and article discovery products
  - 360Core
  - 360Link
  - 360MARC
  - Summon
- Co-Chair, E-Resource Discovery & Access Advisory Group
- Member, Quicksearch Advisory Group

Assessment & User Experience (AUXR)

- Consultation group
- Team includes
  - User Experience Research Librarian
  - Library Data Business Analyst
- Consultation areas
  - Analytics
  - Data Visualization
  - User Research
  - User Testing
  - Service Design

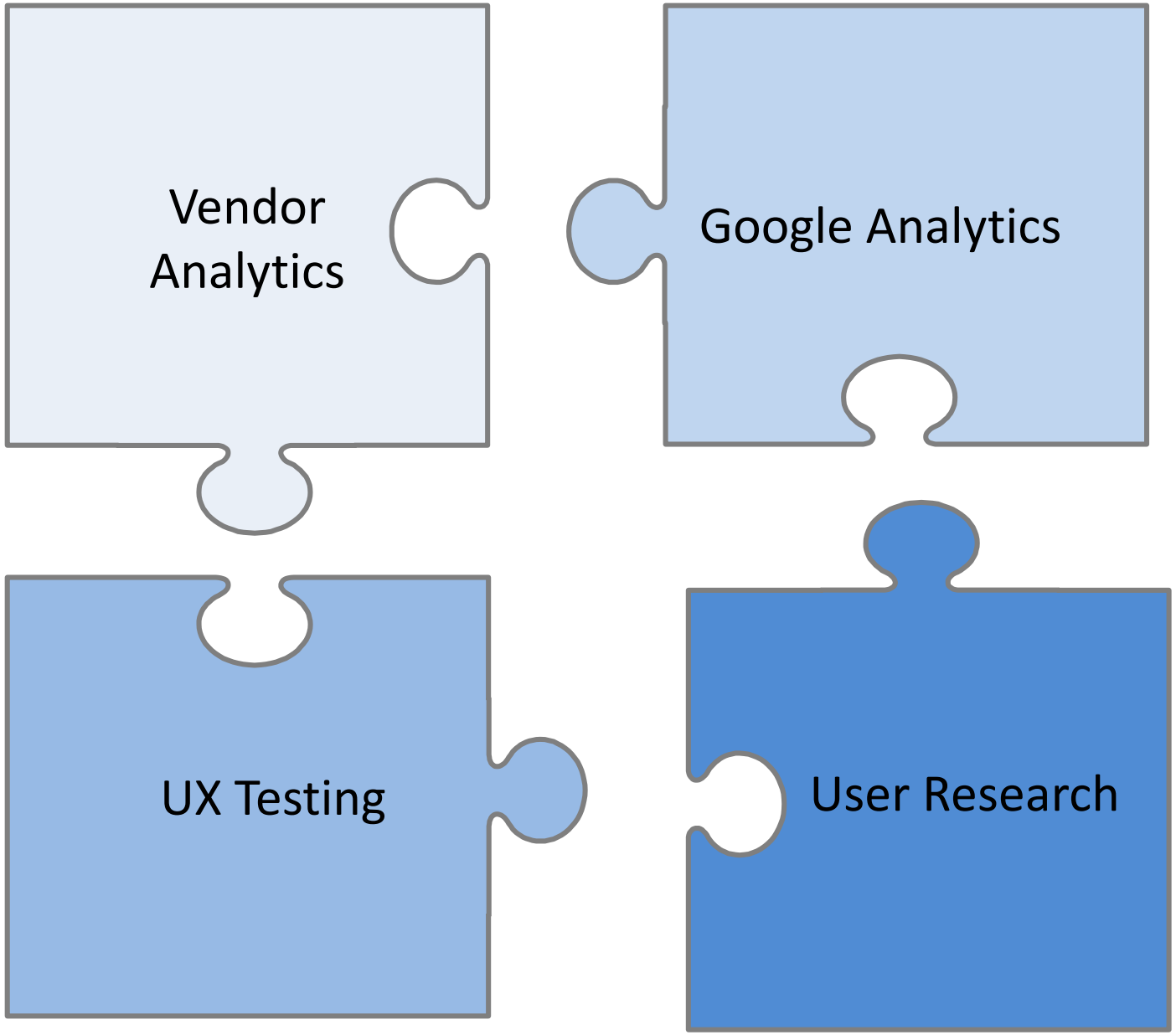
How we get our discovery analytics

Vendor-provided analytics

- Provided by Ex Libris
- Managed by E-Resources
- Interfaces
  - 360Link
  - Native Summon interface
- Tracking
  - Intota: Link resolver click-throughs and referring sources
  - OBI: Example search terms and IEDL usage

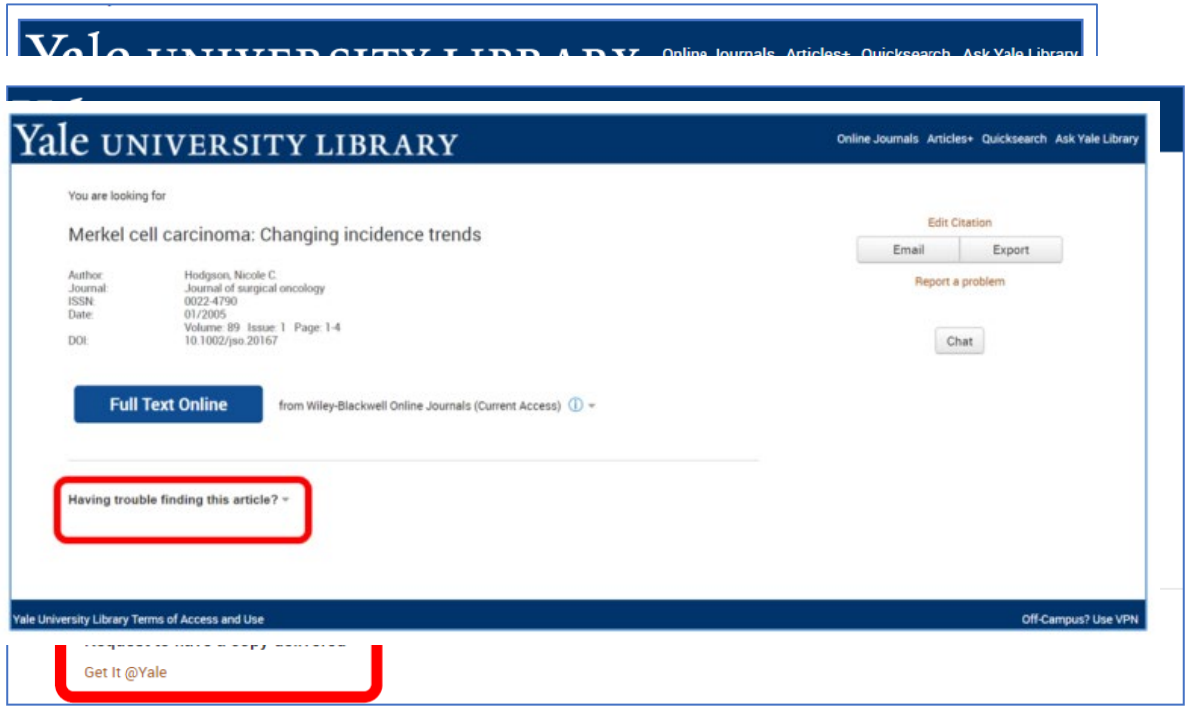
Local analytics

- Provided by Google
- Set-up and managed by AUXR
- Interfaces
  - Quicksearch
  - Link menu
  - Native Summon
- Tracking
  - Google Analytics / Google Tag Manager
  - Use event tracking to monitor platform engagement

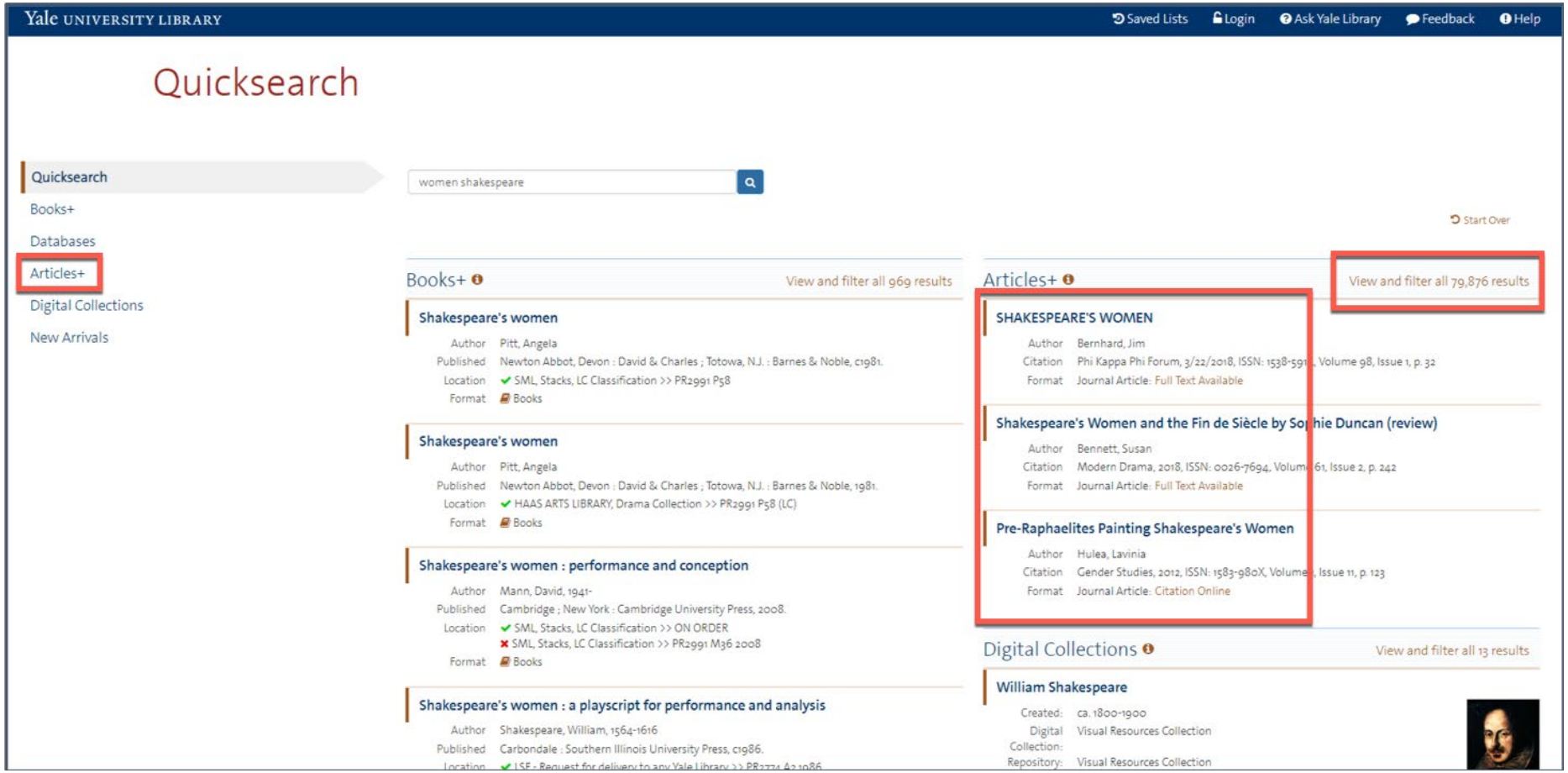

Vendor Analytics
Google Analytics
UX Testing
User Research

Case study: Using vendor statistics and Google Analytics with Link 2.0

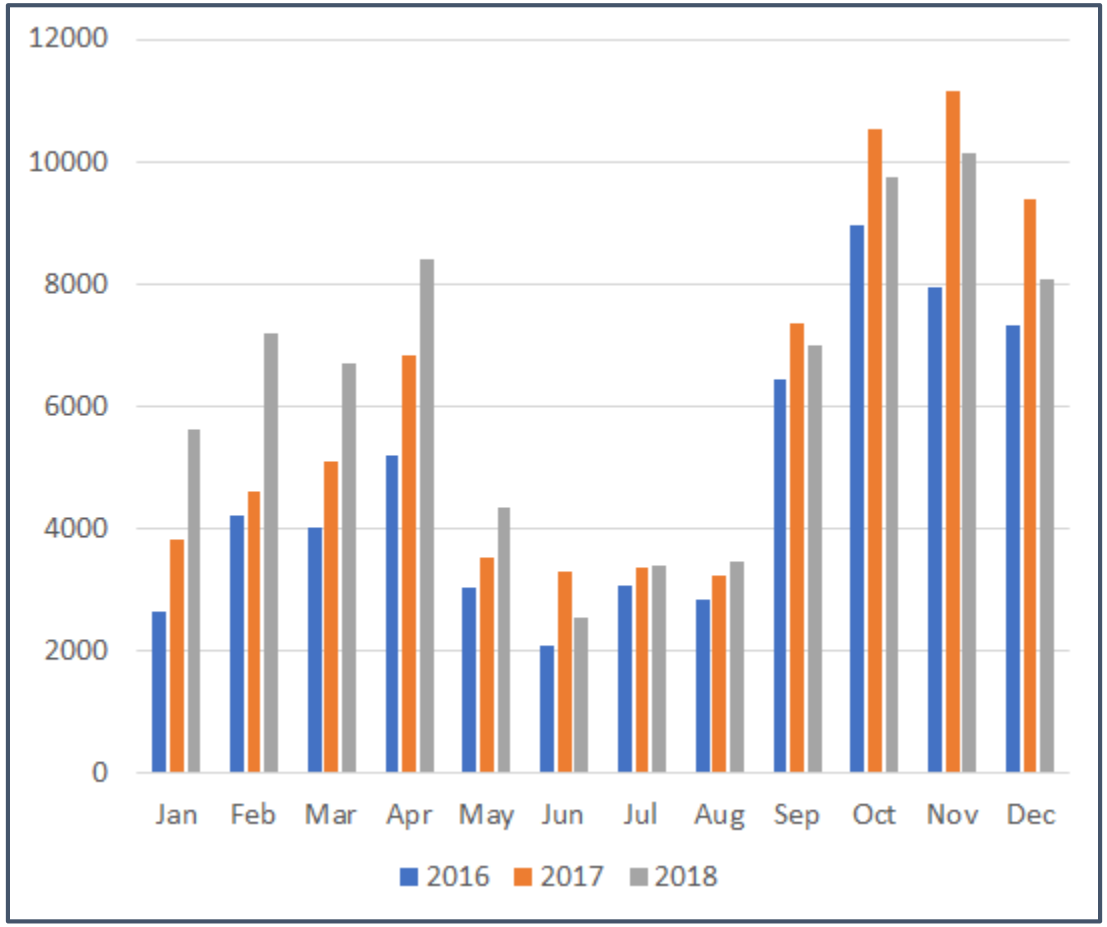
- Move to Link 2.0 in 2018
- Vendor statistics:
  - Establish baseline click-through numbers
  - Track referring sources over time so that we could see changes in patterns
- Google Analytics
  - Understand use of new menu
  - Identify and adjust pain points in an iterative manner



Case study: Google analytics in Quicksearch



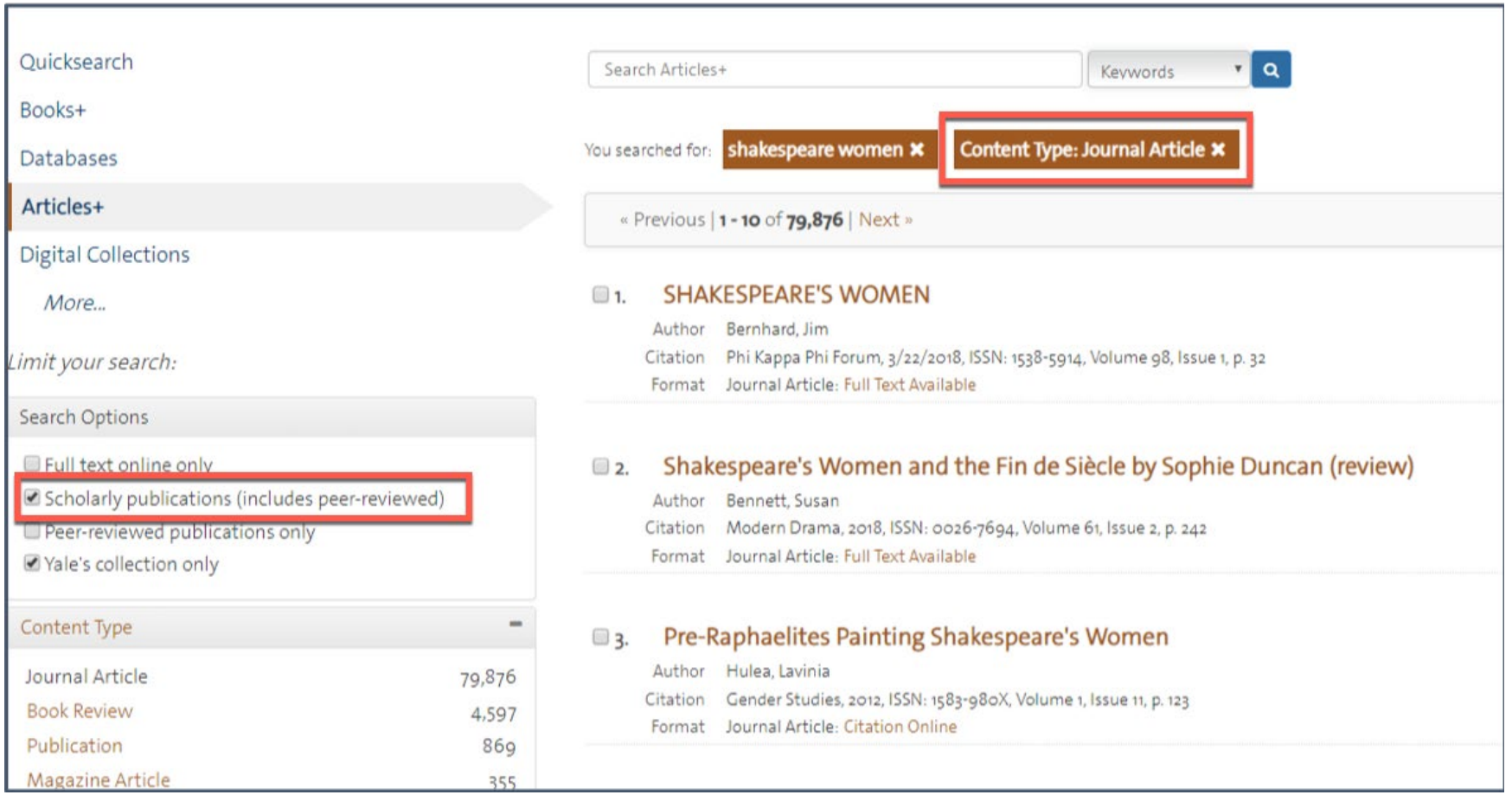
Quicksearch: user interaction with Articles+



Google Analytics data showing the number of unique users who clicked on one of the following from the main results page:

- The sidebar link to Articles+
- View full results
- An article

Quicksearch: default search results



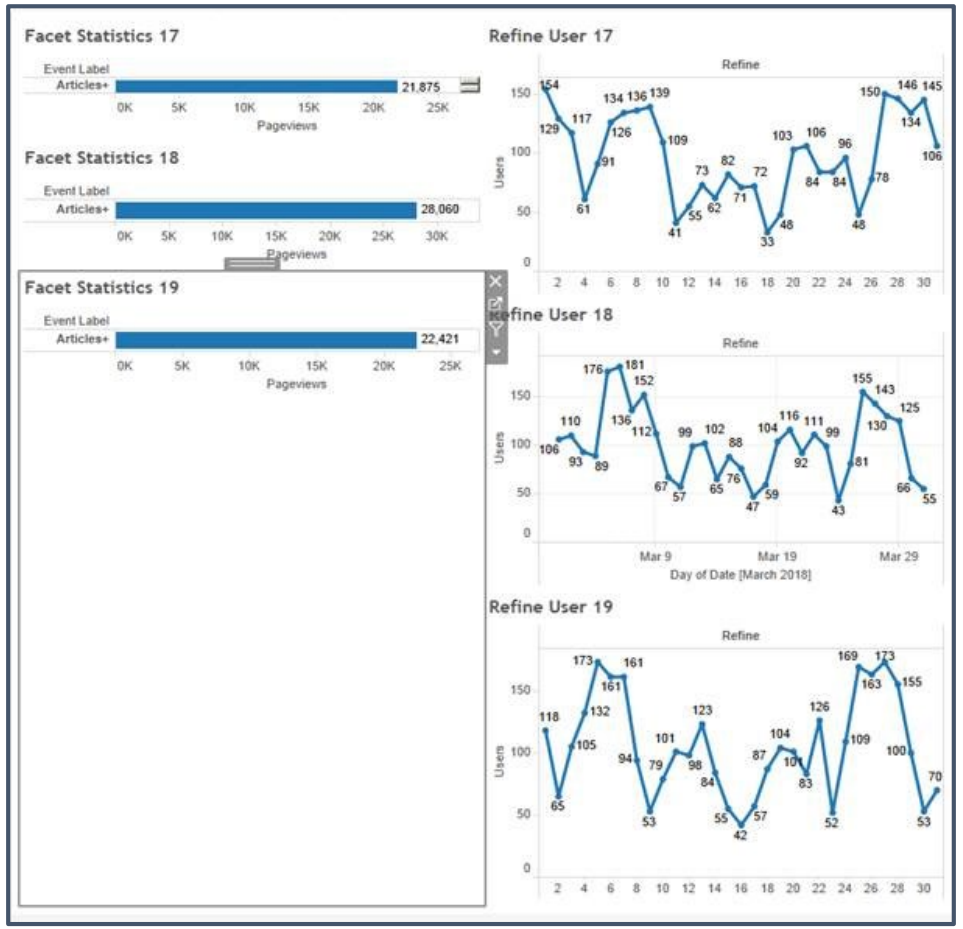
Quicksearch: facet analysis

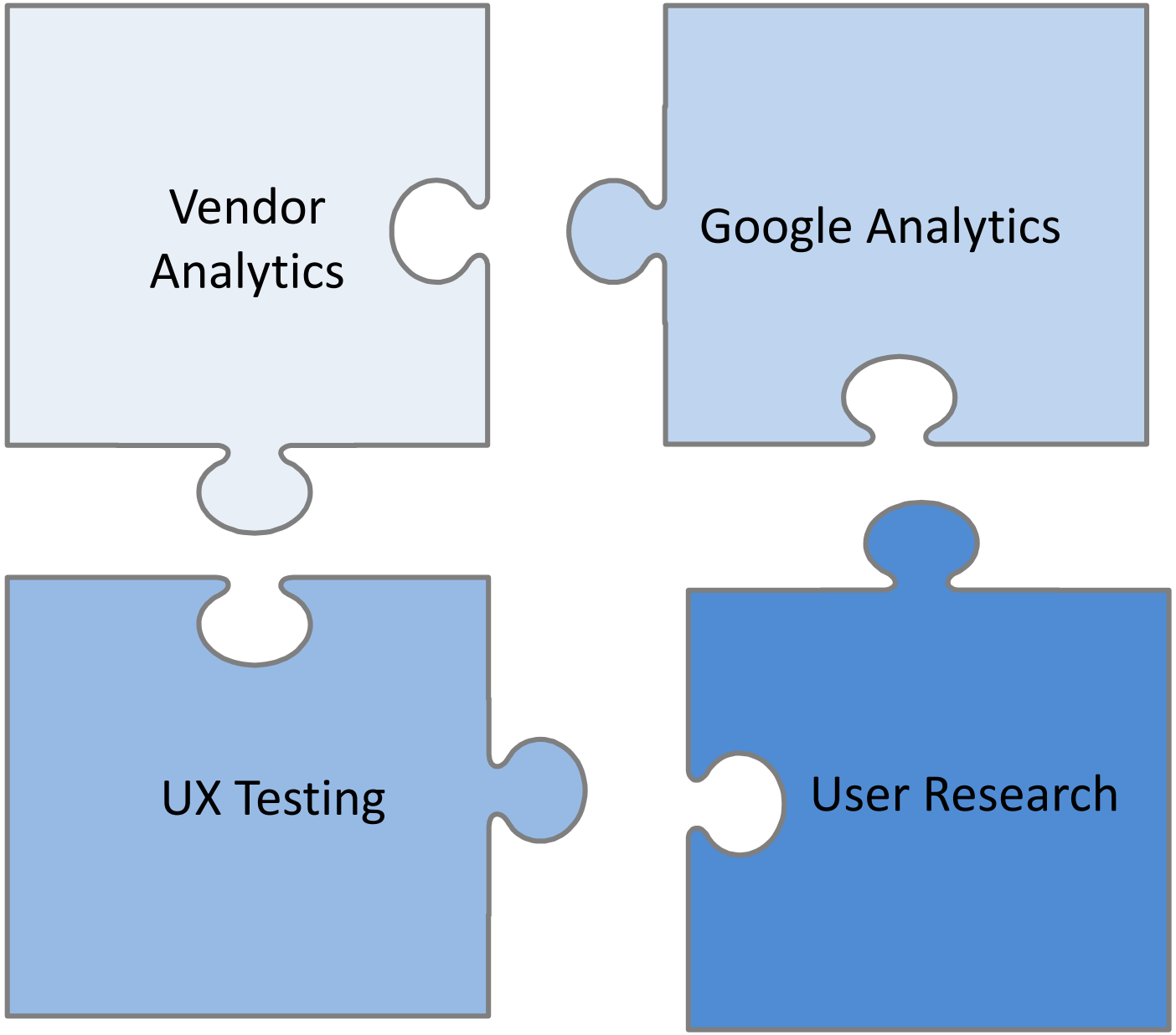
Comparison of users refining their search with facets:

- Snapshot of March traffic
- 2017, 2018, and 2019

Patterns:

- Numbers slightly higher in 2017
- All three years within same range

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Conclusion

- All of these pieces working together can help you better understand your users and your interfaces
- Use of data, in partnership with user testing, leads to better decisions and better services
- The process of talking about the data was crucial in our complex discovery environment. There were benefits to both staff and users in having this be a collaborative group process.

Thank you!

Angela Sidman: angela.sidman@yale.edu

Sarah Tudesco: sarah.tudesco@yale.edu