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Analyzing Discoverability in an MPLP World: How Levels of Description Impact Findability

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Analyzing Discoverability in an MPLP World

How Levels of Description
Impact Findability

DLF Forum
October 11, 2022
Baltimore, MD



University Libraries
UtahStateUniversity

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Thank You!!





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01 BACKGROUND



DISCOVERABILITY RESEARCH PROJECTS

Multi -year phased research into user search behavior for all metadata standards employed by USU's Cataloging and Metadata Services unit

- Phase 1: MARC records
- Phase 2: EAD
- Phase 3: Dublin Core



CURRENT EAD WORKFLOWS

- EAD finding aid creation and remediation done by staff in both the SCA & CMS units
- CMS created finding aids first generated in XML, with the <dsc> populated from an Excel spreadsheet using a mail merge process
- Once created, the finding aid is loaded into two separate locations:
 - ArchivesSpace (staff only viewing)
 - Archives West (consortia site for public viewing and searching)



EAD RESEARCH PROJECT BASICS



STEP 1

Create two versions of same finding aid with one described at the file (box/folder) level and the other at the item level



STEP 2

Post both finding aids online at the same time and leave up for at least a year



STEP 3

After time is up, pull analytics for each guide and assess which descriptive level was most frequently accessed





02 | METHODOLOGY

DUELING FINDING AIDS

- Five total collections
- Two EAD Finding Aids created for each collection
 - Identical finding aids EXCEPT the collection inventory
 - One at the box level of description
 - One at the item level of description
 - Posted online and left untouched for a minimum of 1 year



BOX-LEVEL DESCRIPTION

Detailed Description of the Collection ▾

Container(s)		Description	Dates
Box	Folder		
1	1	Utah Agricultural College football program	1904
1	2	Utah Agricultural College football program	1913
1	3	Utah Agricultural College football programs	1922- 1972
1	4	Utah Agricultural College football programs	1922-1927
1	5	Utah Agricultural College football programs	1933-1939
1	6	Utah State Agricultural College football programs	1945-1949
1	7	Utah State Agricultural College football programs	1949
1	8	Utah State Agricultural College football programs	1950

ITEM-LEVEL DESCRIPTION

Detailed Description of the Collection ▼

[↑ Return to Top](#)

Container(s)		Description	Dates
Box	Folder		
1	1	Item 1: Utah Agricultural College versus University of Washington Washington Line-up: Crim, Babcock, Pullen, Sigsworth, Railsback, Shoudy, Tibbals, Brinker, Shaw, Dean, Clark, McElmon, Tilley Utah Line-up: Peterson, Mortensen, Nelsen, Matesen, Nelsen, Roberts, Jamisen, Fenn, Engersoll, Madsen, Waingard	1904 October 22
1	2	Item 1: Utah Agricultural College versus University of Utah 3 copies University of Utah Line-up: Summer, McIntyre, Naylor, Briggs, Petersen, Barker, Wartham, Sutherland, Hamilton, Gardner, Travers Utah Agricultural College Line-up: Jones, Price, Griffin, Owen, Snow, Green, Egbert, Laurensen, E.Brossard, H. Brossard, Peterson, Williams, Doutrie, Caine, Perry, Frew, Lewis, Hendricks, Mohr. Officials: W. Hughes, Bown, D. A. Callahan	1913
1	3	Item 1: Letter from Jack Croft organizing 1922 football team 50th reunion	1972 April 17
1	3	Item 2: Utah State University Football Team Roster Adamson, Herb; Barker, Elwood; Bowman, Will W.; Brolinbroke, Bert; Church, Rudolph; Conroy, Maurice; Cooley, Walter; Croft, Jack; Evans, James; Gardner, Bert; Gardner, Dave; Harris, S. R.; Hendricks, C.D.; Jeffs, Armond; Kirk, Harvey; Knowles, Willard B.; Leddingham, Clarence; Lindsay, Claude; Maughn, Joseph; Nelson, George (Trainer); Peterson, Venal; Romney, E.L. (Coach); Schaub, Wesley; Seigfried, Joshua; Stanger, A. G.; Whitney, Byron; Williams, Jack; Woodside, Howard; Wooley, Ray; Wrencher, John	1922
1	4	Item 1: Utah Agricultural College versus Wyoming Aggie Line-up: "Rete" Conroy; "Butch" Knowles; "Jack" Croft; "Bun" Wooley; Leddingham; "Wes" Shaub; B. Gardiner; Harvey Kirk; V. Petersen; "Snail" Harris; "How" Woodside; "Jim" Evans; "Jack" Williams; Church; "Hash" Bingham; "Jack" Seigfried; D. Gardner; D. Hendricks; "Sprotto" Bowman; "Pinky" Jeffs; Adamson; "Shanty" Lindsay; Rencher; Baker; "Joe" Maughan; Whitney; Balinkbroke; Stanger; Cooley.. Wyoming Line-up: Hegewald; Alerss; Ducker; Highleyman Johnstone; Gilbert; Thompson; Pierson; Hobbs; G. Smith; C. Smith; Blanchard; Madden; King; Wittenbroker; Vandaveer; Corbett; Desmond; Coach Corbett; Manager Schlosser	1922 November 11

COLLECTIONS



UNIVERSITY ARCHIVES

- **Utah State University College Journal Index (USU 10.02:27):** Collection of 16 boxes of newspaper clippings covering the University from 1890 to 1954
 - **Utah State University Football Programs (USU 16.1/2:55):** Collection of 16 boxes of programs for football games (including team and biographies of players/coaches) from 1904-2012
 - **Utah State University Basketball Programs (USU 16.1/3:55):** Collection of 11 boxes of programs for basketball games (including team rosters) from 1948-1991
- 

FIFE FOLKLORE ARCHIVES

- **Adam's Elementary Valentine's Tea Fieldwork (FOLK COLL 69):** Collection of 3 boxes of interviews, slides, and cassette tapes documenting a Valentine's Tea at a local elementary school from 1995-2012
- **Bear River Heritage Barn Survey (FOLK COLL 29a):** Collection of 14 boxes of interviews, photographs, and fieldnotes documenting historic barns in the Bear River Heritage Area from 2002-2016

PULLING AND CODING URLs



<https://archiveswest.orbiscascade.org/>

<ark:/80444/xv901763>



[https://archiveswest.orbiscascade.org/ark:/80444/xv901763/
op=fstyle.aspx/t=k&q=barn+survey&f_repo=US-ula](https://archiveswest.orbiscascade.org/ark:/80444/xv901763/op=fstyle.aspx/t=k&q=barn+survey&f_repo=US-ula)

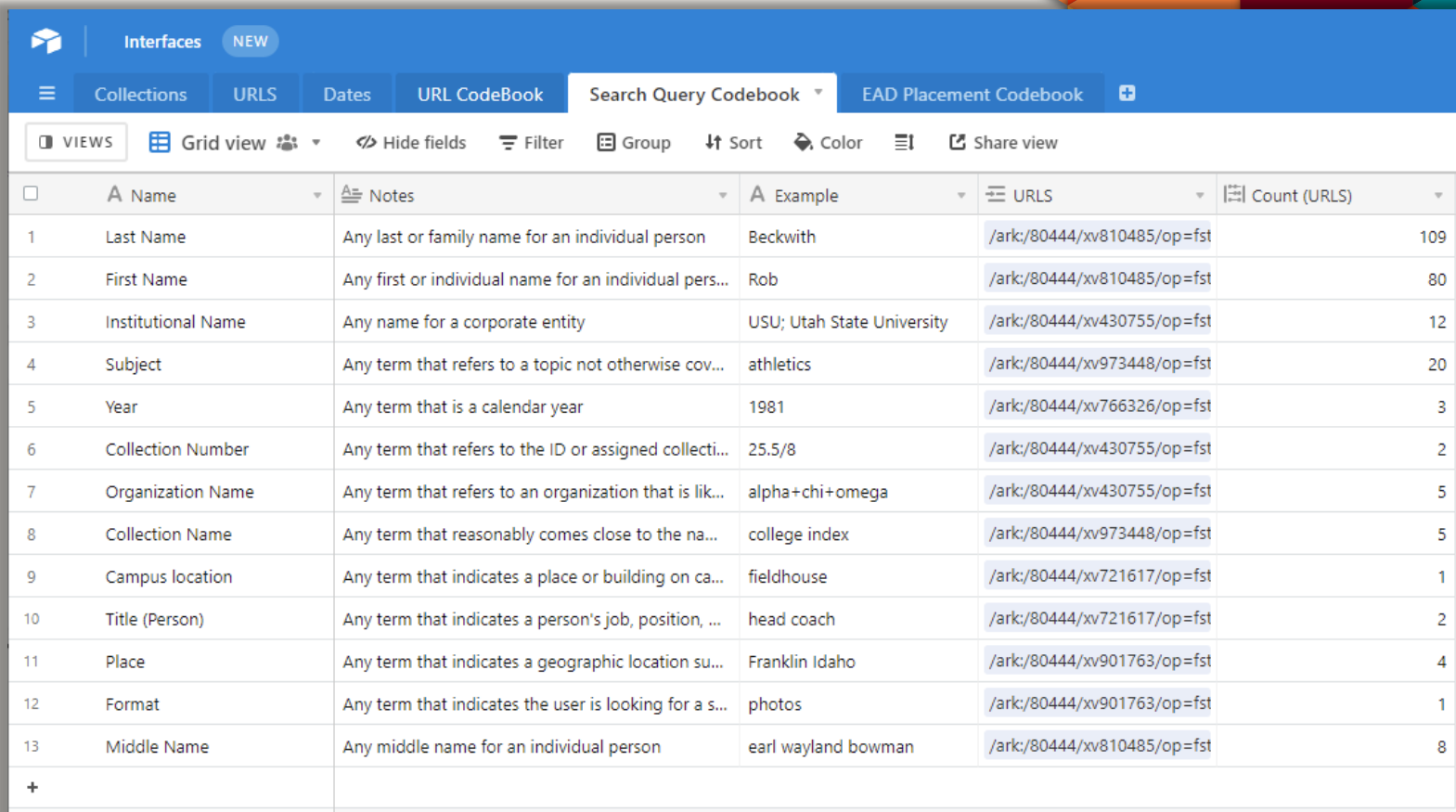
SEARCH TERMS



USU REPOSITORY



AIRTABLE CODING BASE



Interfaces **NEW**

Collections URLs Dates URL CodeBook Search Query CodeBook EAD Placement Codebook

VIEWS Grid view Hide fields Filter Group Sort Color Share view

<input type="checkbox"/>	Name	Notes	Example	URLS	Count (URLS)
1	Last Name	Any last or family name for an individual person	Beckwith	/ark:/80444/xv810485/op=fst	109
2	First Name	Any first or individual name for an individual pers...	Rob	/ark:/80444/xv810485/op=fst	80
3	Institutional Name	Any name for a corporate entity	USU; Utah State University	/ark:/80444/xv430755/op=fst	12
4	Subject	Any term that refers to a topic not otherwise cov...	athletics	/ark:/80444/xv973448/op=fst	20
5	Year	Any term that is a calendar year	1981	/ark:/80444/xv766326/op=fst	3
6	Collection Number	Any term that refers to the ID or assigned collecti...	25.5/8	/ark:/80444/xv430755/op=fst	2
7	Organization Name	Any term that refers to an organization that is lik...	alpha+chi+omega	/ark:/80444/xv430755/op=fst	5
8	Collection Name	Any term that reasonably comes close to the na...	college index	/ark:/80444/xv973448/op=fst	5
9	Campus location	Any term that indicates a place or building on ca...	fieldhouse	/ark:/80444/xv721617/op=fst	1
10	Title (Person)	Any term that indicates a person's job, position, ...	head coach	/ark:/80444/xv721617/op=fst	2
11	Place	Any term that indicates a geographic location su...	Franklin Idaho	/ark:/80444/xv901763/op=fst	4
12	Format	Any term that indicates the user is looking for a s...	photos	/ark:/80444/xv901763/op=fst	1
13	Middle Name	Any middle name for an individual person	earl wayland bowman	/ark:/80444/xv810485/op=fst	8
+					

SEARCH TERMS IN EAD

Utah State University men's basketball programs, 1948-1991

[Print](#)[View XML](#)[QR Code](#)

Overview of the Collection ▼

Creator Utah State University

Title Utah State University men's **basketball** programs

Dates 1948-1991 (inclusive)

Quantity 11 boxes, (5.5 linear feet)

Collection Number USU_16.1/3:55a

Summary This collection contains highlights of the Utah State University men's **basketball** programs.

Repository Utah State University, Merrill-Cazier Library, Special Collections and Archives Division
Special Collections & Archives
Merrill-Cazier Library
Utah State University
Logan, UT
84322-3000
Telephone: 4357978248
Fax: 4357972880
scweb@usu.edu

Access Restrictions No restrictions on use, except: not available through interlibrary loan.

Languages English

Use of the Collection ▼

[↑ Return to Top](#)

Restrictions on Use

It is the responsibility of the researcher to obtain any necessary copyright clearances.

Permission to publish material from the Utah State University men's **basketball** programs must be obtained from the [University Archivist](#) and/or the Special Collections Department Head.

Preferred Citation

Initial Citation: Utah State University men's **basketball** programs USU_16.1/3:55a. Special Collections and Archives. Utah State University Merrill-Cazier Library. Logan, Utah.

Following Citations: UUS_16.1/3:55a, USUSCA.

03

RESULTS & TAKEAWAYS



MAJOR THEMES



NAMES

Are the most common searches



PAGEVIEW S

Are driven by the Collection Inventory



INVENTORY

Lack of robust Collection Inventory negatively impacts discoverability

RESEARCH QUESTION

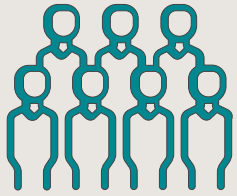


1



WHAT TYPE OF SEARCH TERMS
ARE MOST COMMONLY USED BY
PATRONS AND WHERE ARE THEY
FOUND IN THE FINDING AID?

RESEARCH QUESTION 1



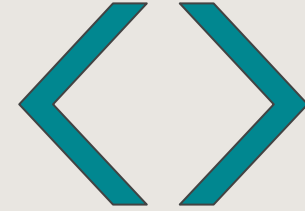
77.86 %

Of search terms were names



95%

Of all search terms were found in the Collection Inventory



76%

Of URLs with search terms, matched only the `<scopecontent>` and `<unittitle>` tags



RESEARCH QUESTION



2



IS THERE A MEASURABLE DIFFERENCE IN DISCOVERABILITY AND USER INTERACTIONS BETWEEN FINDING AIDS DESCRIBED TO THE ITEM-LEVEL AND FINDING AIDS DESCRIBED TO THE BOX OR FOLDER LEVEL?

RESEARCH QUESTION 2



6,100 %

Item-level descriptions were 61x more discoverable



98.39 %

Of all pageviews occurred in item-level description finding aids



3,750 %

Item-level finding aids were accessed on 37.5x more days than file-level finding aids



RESEARCH QUESTION



3



HOW DO SEARCH PARAMETERS
IMPACT DISCOVERABILITY FOR
FILE-LEVEL DESCRIPTION VS.
ITEM-LEVEL DESCRIPTION?



RESEARCH QUESTION 3



1,020%

Item-level finding aids averaged 1,020% more pageviews for instances where **search parameters are known** (database searches)



20,420%

Item-level averaged 20,420% more pageviews for instances where **search parameters are unknown** (browser-driven traffic)



90%

Of URLs with search terms matched with item-level, only 5% matching with file-level



WHAT DO WE DO WITH THIS?

NAME

Use personal names wherever feasible



IDENTIFY

Existing collections that could improve with item-level description



COMBINE WORKFLOWS

Use the item-level metadata created during digitization to expand collection inventories



INVESTIGATE

Conduct further research





RESOURCES

Results published in the *Journal of Archival Organization*

Research project procedures:

[https://usulibrary.atlassian.net/wiki/spaces/ULC/pages/1077706774/Disc
overability+Research+Projects](https://usulibrary.atlassian.net/wiki/spaces/ULC/pages/1077706774/Discoverability+Research+Projects)

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QUESTIONS?

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