

Evaluating and Managing **LIBGUIDES** how can we better reach our users?

Lisa Campbell
WILU 2014



In the last 22 days,
we deleted 266+ guides.

How did we get here?

APRIL 2013

We questioned usage statistics.

“LibGuide authors
**interpret the numbers as
significant patron usage** and
quantitative support for the
creation of more LibGuides.”

Castro-Gessner, Wilcox, Chandler, 2013, p. 253

“I am considering hits to indicate that someone arrived at a guide, found it useful, and continued using it or returned later.”

Slemons, 2013, p. 22

JUNE 2013

Springshare announced a
new version of LibGuides

JULY 2013

We hired a web content strategist.

OCTOBER 2012 - PRESENT

We tackled many improvements,
with some success...

Research Guides



MLibrary Home | MyIn Search Tools MGet It Ask a Librarian

University of Michigan Library > Research & Technology Guides > Aerospace Engineering

tlcamp@umich.edu > Guide Admin > Dashboard > Sign Out

Aerospace Engineering

Tags: aerospace_engineering, best_bot_engineering

Provides resources, strategies, and information on conducting research in Aerospace Engineering.

Last Updated: Jul 2, 2012 | URL: <http://guides.lib.umich.edu/aerospace> | [Print Guide](#) | [RSS Updates](#) | [SHARE](#) | [W](#) | [D](#)

[Getting Started](#) [Databases](#) [Journals](#) [Books](#) [Web Resources](#) [Professional Organizations](#) [Standards](#)

Getting Started [Print Page](#) Search: This Guide [Search](#)

News from NASA

- [NASA Renames Radiation Belt Mission to Honor Pioneering Scientist](#)
- [New Space Sensor as a Hoisted Payload to Track Air Pollution Across North America](#)
- [NASA Selects American Small Businesses for Continuation of Innovative Research and Technology Projects](#)
- [NASA, ESA Use Experimental Interplanetary Internet to Test Robot From International Space Station](#)
- [NASA Ceremony to Rename Twin Earth Radiation Belt Spacecraft](#)

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Aerospace Engineering

Use the tabs above to learn more about finding information on Aerospace Engineering.

- **Databases:** Search for journal articles in Aerospace Engineering.
- **Journals:** A quick guide to searching for journals in the U-M Library.
- **Books:** A quick guide to searching for books in the U-M Library.
- **Web Resources:** Links to the web sites of departments, research labs, and organizations involved in Aerospace Engineering.
- **Professional Organizations:** Links to the web sites of professional organizations in Aerospace Engineering.
- **Standards:** A quick guide to finding industrial standards.

NASA Image of the Day

- [Happy Little Crater on Mercury](#)
It looks like even the craters on Mercury have heard of Bob Ross! The central peaks of this complex crater have formed in such a way that it resembles a smiling face. This image taken by the MESSENGER spacecraft is oriented so north is toward the bottom. The MESSENGER spacecraft is the first ever to orbit the planet Mercury, and the spacecraft's seven scientific instruments and radio science investigation are unraveling the history and evolution of the Solar System's innermost planet. Visit the Why Mercury? section of this website to learn more about the key science questions that the MESSENGER mission is addressing. During the one-year primary mission, MESSENGER acquired 88,146 images and extensive other data sets. MESSENGER is now in a yearlong extended mission, during which plans call for the acquisition of more than 80,000 additional images to support MESSENGER's science goals. Image Credit: NASA

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Library Contact

Library Help

Ask a Librarian

Type here to chat. Press ENTER to send.

The current on-duty librarian for the library-wide Ask a Librarian IM service is available when you see a green dot at the top of the box.

See <http://www.lib.umich.edu/ask> for additional contact methods.

Comments (0)

Research Guides



MLibrary Home | MyIn Search Tools MGet It Ask a Librarian

Researchers Help Site > Researchers SearchBot > University of Michigan > Aerospace

karvend@umich.edu > Guide Admin > Dashboard > Sign Out

Aerospace

Tags: aerospace, rocketship, space, aliens

Provides resources about aerospace. Lefteye Rounder tiger shark deepwater cardinalfish sabertooth fish, french angelfish coding grunter finback cat shark albacore sand tiger, Rough scoupin longjawfish spiny shark rudderfish hake slimehead, river stingray.

Last Updated: Oct 2, 2012 | URL: <http://handbook.campusguides.com/content.php?ref=070764> | [Print Guide](#)

[GETTING STARTED](#) [DATABASES](#) [JOURNALS](#) [BOOKS](#) [WEB RESOURCES](#) [PROFESSIONAL ORGANIZATIONS](#) [STANDARDS](#)

Getting Started [Print Page](#) Catalogue Search: This Guide [Catalogue Search](#)

News from NASA

- [NASA's Curiosity Rover Provides Clues to Changes in Martian Atmosphere](#)
- [Spot The Space Station Over Your Backyard With New NASA Service](#)
- [NASA Selects Contract for Safety, Environmental, Medical Services](#)
- [NASA Seeks Contracts For 16 Cargo Payload Manifests And 100000](#)
- [NASA's Farm Measures Cosmic Year Produced By Ancient Starburst](#)

NASA Image of the Day

- [100th Test Flight](#)
The Boeing X-45 Bended Wing Body subsonic research aircraft made its 100th flight in late October at NASA's Dryden Flight Research Center at Edwards Air Force Base. Call the milestone occurred Oct. 30 when the unmanned X-45C aircraft was flown on two separate 25-minute flights — the seventh and eighth flights for the X-45C since it began flying Aug. 7, between 2007 and 2010, the aircraft, then in the X-45B configuration, made 92 flights. Pictured here, Boeing's X-45C Bended Wing Body research aircraft is scheduled again in the morning sky over Edwards Air Force Base on Oct. 16, 2012. Image Credit: NASA/Carla Thomas

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However, some challenges persisted.

Unclear titles and descriptions

Similar

- ENGLISH_125_2
- ENGLISH_125
- English 125 Winter 2013
- English 125

Ambiguous

- Read Read Read
- Eat, Pray, Love
- Writing, Citing, & Research

Acronymic

- UROP Fall 2012
- UC 107: WISE RP
- PEM
- ULAM

Inconsistent

- History 202: Doing History
- ANTHR BIO 368/PSYCH 338: Fall 2012
- Library Guide for ARTDES 399: Writing in Art and Design: Critical Issues in Art and Design

Confusing search/browse results

GOOGLE

[guides.lib.umich.edu/citation](#) ▾ University of Michigan Library ▾
This guide is designed for those who need information on how to use library resources for **citation** analysis. This includes information about impact factors, ...

Citation Analysis - Research & Technology Guides

[guides.lib.umich.edu/content.php?pid...](#) ▾ University of Michigan Library ▾
This guide is designed for those who need information on how to use library resources for **citation** analysis. This includes information about impact factors, ...

Introduction - Citation Help - Research & Technology ...

[guides.lib.umich.edu/citationhelp](#) ▾ University of Michigan Library ▾
The tabs for APA and MLA style have a number of examples. Under Bibliography help, there are links to **citation** generators that will format your **citations** for you.

Citation Guides - Research Guides - University of Michigan

[guides.lib.umich.edu/content.php?pid...](#) ▾ University of Michigan Library ▾
Having trouble formatting your **citations**? Use one of these tools to automatically generate a **citation** books, journals, newspapers and more in APA, MLA, ...

MLA Style - Citation Help - Research & Technology Guides ...

[guides.lib.umich.edu/content.php?pid...](#) ▾ University of Michigan Library ▾
Examples of preparing reference **citations** and the list of works cited are taken from chapters 5 and 6 of MLA Handbook for Writers of Research Papers by ...

3. Google Scholar - Citation Analysis Guide - Research ...

[guides.lib.umich.edu/content.php?pid...](#) ▾ University of Michigan Library ▾
This guide is designed for those who need information on how to use library resources

U-M LIBRARY WEBSITE

Highly Recommended Research Guides

1 - 4 of 4

[Chinese Studies](#)

A guide to selected digital resources for conducting research in Chinese Studies at the University of Michigan

[East Asian Studies](#)

An introductory guide to East Asian studies (Humanities and Social Sciences) English language resources

[Japanese Studies](#)

Selected information resources on Japanese Studies at University of Michigan

[Korean Studies](#)

Provides selected research resources in the area of Korean Studies, with a particular focus on social sciences and h

Other Research Guides

1 - 6 of 6

[Central Asian and Caucasian Studies](#)

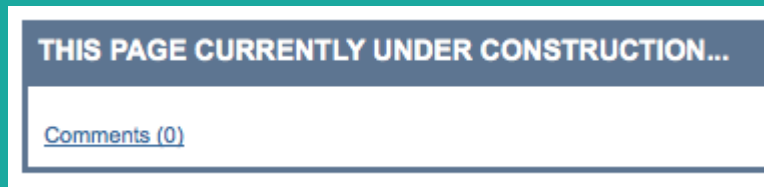
This guide covers Armenia, Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan, Mongolia, Tajikistan, Turkmenistan, Uzbek

[Digital Humanities](#)

An introduction to tools and projects in the field of digital humanities.

Broken content

- Broken links
- HTML errors
- Outdated media
- Empty space
- Browser or device issues
- Time-sensitive statements



- [Getting Started with Photoshop](#) *(coming soon)*

OCTOBER 2013

We conducted a content inventory.

Methods

ALL GUIDES INDEX + EXTRAS

	A	B	C	D	E	F	J	K	L
1	Guide ID	Guide Name	Tags	Subjects	Friendly URL	Owner	Status	Published date	Created
2	6469	Pharmacy	best_bet, drugs, health sciences, pharm, pharmacogenomics, pharmacy, pharmacy and pharmacology	Health Sciences	/pharmacy	Carol Shannon	Published	4/29/08 12:27	4/28/08
3	6471	Nuclear Engineering and Radiological Sciences	engineering, nuclear_engineering_and_radiological_sciences	Engineering		Paul Grochowski	Published	4/24/08 13:30	3/26/08
4	6473	Communication Studies	best_bet, communication, communication_studies, communications, film, health_communications, international_news, journalism, mass_media, media, movies, news_and_current_events, social_sciences, television, tv	Humanities, News & Current Events, Social Sciences	/commstudies	Shevon Desai	Published	4/28/08 20:55	3/14/08

GOOGLE ANALYTICS

The screenshot shows the Google Analytics Reporting interface. The top navigation bar includes Home, Reporting, Customization, and Admin. The main content area is titled 'Explorer' and shows a line chart for 'Pageviews' in April 2013. The chart shows a fluctuating trend with a peak around 10,000 pageviews. Below the chart, the 'Primary Dimension' is set to 'Page' and the 'Secondary dimension' is set to 'Page Title'. A table below the chart lists the top pages by pageviews.

Page	Pageviews	% of Total
1. /guides.lib.umich.edu/content.php?pid=245394&sid=2028054	32,849	(2.31%)
2. /guides.lib.umich.edu/	32,321	(2.27%)

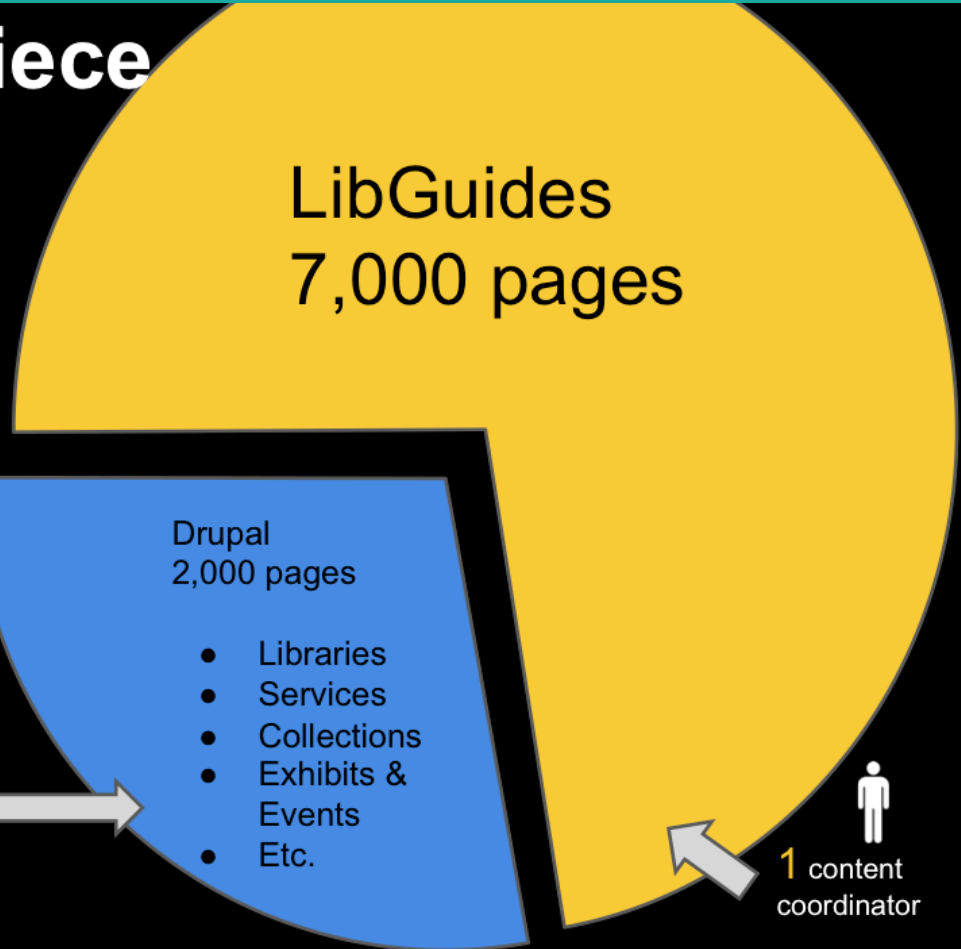
Findings

LibGuides have become the biggest piece of our web presence.

- Nearly 1,000 guides with ~7,000 pages of content.
- 120 account holders from dozens of library units
- creating an average of 164 new guides per year — more than 1,100 pages

An important piece of the content puzzle

... that has historically received less attention.



8 content coordinators
& bulk of UX / Web
Systems' attention



1 content
coordinator

Findings

Much of our content is not reaching its intended audience.

- Out of over 1 million views in 2013:
 - Google was the top referral source
 - Five guides accounted for more than a quarter of total traffic, much of it coming from users outside the U-M community
 - Average user visited 2 guide pages for less than 2 minutes
 - “home” page for many guides received 50-80% of all views

Findings

We struggle to define LibGuides, their purpose, and what makes them effective.

- Most guides were subject, course, and outreach guides, but there were many other uses.
- Format issues
- Best practices outdated or in conflict

Findings

We aren't taking advantage of many useful features.

- Only around 30% of boxes were collecting click-through statistics and being crawled by the link checker.
- Only 8.3% of boxes were linked copies (vs duplicates)
- Low use of comments, feedback, user-submitted links

FEBRUARY-APRIL 2014

We presented our results to various stakeholder meetings.

MAY 2014

We launched a library-wide cleanup initiative.

1	Guide Name	Owner	Status	Created	Updated (more than 1 year ago highlighted)	5/1/13-4/21/14 (less than 300 views highlighted)	Unit	Type	Disposition	Priority for Summer / Fall?
2	SLEAT: GIS for Undergraduate Humanities Research	Adam Jasait	Unpublished	10/14/2013	10/14/2013	0	User Information & Discovery Services	Course Guide	RETIRE	
3	Aswith Collection	Aswith Media Library Staff	Published	3/21/2013	3/28/2014	25323	User Information & Discovery Services	Collection/Physical Location	KEEP	
4	Testine name	Aswith Media Library Staff	Unpublished	4/19/2013	4/19/2013	0	User Information & Discovery Services	Other/Unknown	RETIRE	
5	Aswith Media Library LibGuide	Aswith Media Library Staff	Unpublished	6/20/2013	6/20/2013	0	User Information & Discovery Services	Collection/Physical Location	RETIRE	
6	Mike's Recommendations	Aswith Media Library Staff	Unpublished	6/20/2013	6/20/2013	0	User Information & Discovery Services	Other/Unknown	RETIRE	NO
7	Primary Sources Primer	Barbara Beaton	Published	8/26/2013	4/6/2014	529	User Information & Discovery Services	General Library Info/Instruction	KEEP	YES
8	University of Michigan Information	Barbara Beaton	Published	1/17/2012	2/18/2014	244	User Information & Discovery Services	General Library Info/Instruction	KEEP	
9							User Information &			

What's next?

Questions?

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References

Castro-Gessner, G., Wilcox, W., Chandler, A. (2013). Hidden patterns of LibGuides usage: Another facet of usability. *ACRL 2013 Conference Proceedings*. Retrieved from http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/2013/papers/CastroChandlerWilcox_Hidden.pdf

Castro-Gessner, G., Wilcox, W., Chandler, A. (2014). *Reaching your audience: LibGuides part 2, author and user practices* [PowerPoint slides]. Retrieved from <http://hdl.handle.net/1813/36268>

Slemons, M. *Design standards for LibGuides: Does better design lead to greater use?* (Master's thesis). Retrieved from <https://cdr.lib.unc.edu/record/uuid:e9704531-bcd4-4c00-8124-821247be010a>

Springshare (2014, January 9). *Getting ready for the transition to LibGuides 2*. Retrieved from <http://blog.springshare.com/2014/01/09/transition-to-libguides2/>