

Deep Blue

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Research Collections

Library (University of Michigan Library)

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Information Resources: Justifying the Expense

Varnum, Kenneth J.

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Information Resources: Justifying the Expense

Ken Varnum

Senior Program Manager for Discovery, Delivery, and Learning Analytics

University of Michigan Library

varnum@umich.edu | @varnum



Overview

Best Practices in Gauging Usage

Impact of Discovery Systems

Assessing Value

Conversation

Best Practices in Gauging Usage

External-to-the-Library Data

- COUNTER (usage)
 - Detailed specification for reporting, with auditing in place
 - Dozens of publishers at least partially meet compliance standards
 - <http://www.projectcounter.org/compliantvendors.html>
- ODI (discovery content)
 - High-level recommendations for transparency of data indexing and display
 - Most discovery services in conformance; some content & indexing services are, too
 - http://www.niso.org/workrooms/odi/conformance_statements/
- Analytics Tools

Internal-to-the-Library Data

Usage statistics based on what library users do:

- On the library website (search queries, clicks)
- Through the proxy server (from off-campus)

User interviews and behavioral studies

- What they say they do (or what we observe them doing)
- What we see them citing in class work

.... But these are scant breadcrumbs

Caveats and Questions

Does access equate to use?

Is all use equally valuable?

How can we tell the difference?

Impact of Discovery Systems

Discovery Layers and Resource Use

A discovery system is “just a database”... or is it?

- Generally large investments of resources
- Can generate (through mass of usage data across silos) deep understanding
- Systems have biases (content, relevancy ranking, etc.) that need to be understood

Non-Licensed Discovery Services

There are many discovery tools with no connection to the library

Traffic from somewhere, to somewhere, by someone in your community

Scope of this usage is therefore hard to measure

Assessing Value

Context: Learning Analytics

Higher education wants to know, what makes a student a success

Library usage is an “input” that institutions can analyze

Could help “justify the expense” to the campus

Context: Library Analytics

Focus on use of our resources

“Discovery happens elsewhere” (Lorcan Dempsey)

Opportunity for richer data sharing along lines started by COUNTER/ODI

Context: Print Collections

Use data can lead to acquisition & storage improvements

- Use of existing materials
- Analysis of interlibrary loan requests

Questions & Conversation

varnum@umich.edu

@varnum