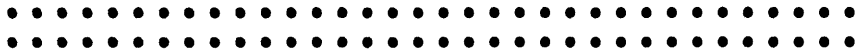


LIBRARY ANALYTICS AND METRICS



Using data to drive decisions and services

Edited by

Ben Showers



facet publishing

Contents

List of figures and tables	xi
Contributors.....	xiii
Acknowledgements.....	xxiii
Introduction: getting the measure of analytics and metrics	xxv
Library analytics.....	xxv
The streetlight effect	xxvi
Learning analytics.....	xxvii
About this book.....	xxviii
Chapter summaries.....	xxviii
Analytics and metrics: a brief note on definitions.....	xxix
References.....	xxx
1 Library data: big and small	1
Chapter overview	1
Defining big and small data	2
Small and big data in libraries	3
CASE STUDY 1.1 The potential of data to inform personalized recommendations at the Open University Library	5
<i>Richard Nurse</i>	
CASE STUDY 1.2 Library ‘big data’: developing a shared analytics service for academic libraries	14
<i>Ben Showers</i>	
Chapter conclusion	20
Big and small data: further resources	21
References	21

- 2 Data-driven collections management23**
 - Chapter overview.....23
 - The collections turn24
 - Managing the local collection.....24
 - Managing the ‘national’ collection.....27
 - CASE STUDY 2.1 Building an analytics toolkit at the Harvard Library28
 - Kim Dulin and Carli Spina*
 - CASE STUDY 2.2 Collection management analytics: the Copac Collection Management tools project.....35
 - Shirley Cousins and Diana Massam*
 - Chapter conclusion44
 - Data-driven collections management: further resources44
 - References45

- 3 Using data to demonstrate library impact and value47**
 - Chapter overview.....47
 - Does library use have an impact on student success?47
 - Taking analytics seriously.....48
 - The ethics of impact.....50
 - CASE STUDY 3.1 Library impact data: investigating library use and student attainment (University of Huddersfield)51
 - Graham Stone*
 - CASE STUDY 3.2 Retention, student success and academic engagement at Minnesota (University of Minnesota).....58
 - Shane Nackerud, Jan Fransen, Kate Peterson and Kristen Mastel*
 - CASE STUDY 3.3 The Library Cube: revealing the impact of library use on student performance (University of Wollongong).....66
 - Brian Cox and Margie Jantti*
 - Chapter conclusion: from knowing to showing!74
 - Library impact and value: further resources75
 - Notes75
 - References76

- 4 Going beyond the numbers: using qualitative research to transform the library user’s experience.....79**
 - Chapter overview.....79
 - Qualitative research and the user experience.....79
 - Qualitative research and emerging user needs81
 - A mix of skills and methodologies.....81
 - CASE STUDY 4.1 Utilizing qualitative research methods to measure library effectiveness: developing an engaging library experience.....82
 - Lynn Silipigni Connaway, Erin M. Hood and Carrie E. Vass*
 - CASE STUDY 4.2 Ethnographic techniques and new visions for libraries.....96
 - Donna Lanclous*

Chapter conclusion	108
Qualitative library research: further resources.....	108
Note	109
References.....	109
5 Web and social media metrics for the cultural heritage sector	113
Chapter overview	113
Web metrics and analytics in the cultural heritage sector	114
The social web	114
The future of web metrics	116
CASE STUDY 5.1 The web impact of cultural heritage institutions.....	117
<i>David Stuart</i>	
CASE STUDY 5.2 Let's Get Real: a Journey Towards Understanding and Measuring Digital Engagement	136
<i>Sejul Malde, Jane Finnis, Anra Kennedy, Elena Villaespesa, Seb Chan and Mia Ridge</i>	
Chapter conclusion.....	150
Web and social media metrics: further resources.....	150
References.....	151
6 Understanding and managing the risks of analytics	153
Chapter overview	153
Redrawing the boundaries of privacy.....	153
Whose data is it anyway?.....	154
The importance of data flows	155
CASE STUDY 6.1 The legal, risk and ethical aspects of analytics.....	157
<i>Ian Chowcat, David Kay and Naomi Korn</i>	
Chapter conclusion	166
Understanding the risks of analytics: further resources.....	166
References.....	166
7 Conclusion: towards a data-driven future?.....	169
Reference.....	170
Index	171