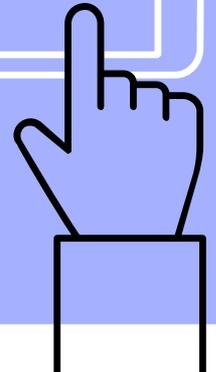
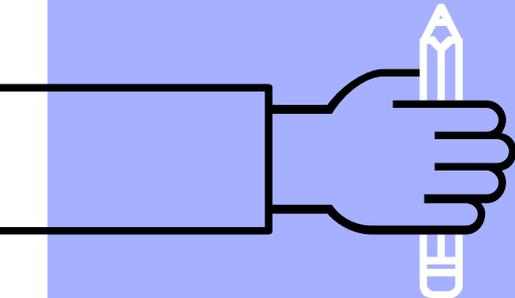
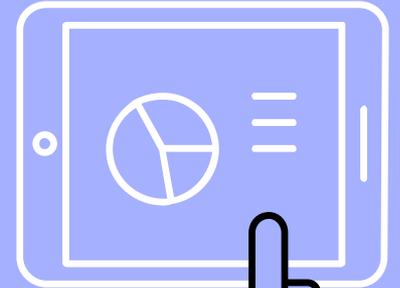
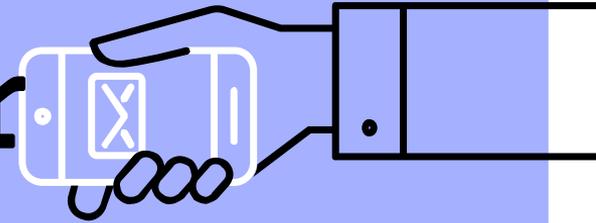
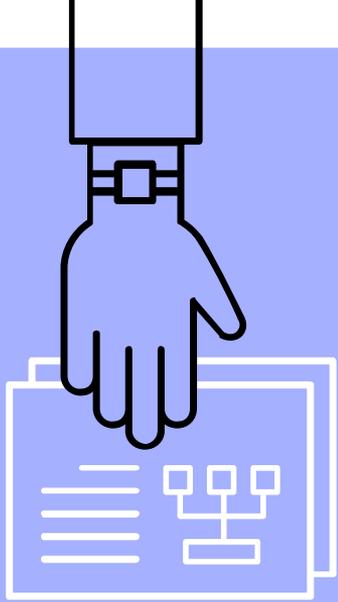


Assessing for Digital Library Reuse

Initial Findings from The Measuring Reuse Project

Genya O'Gara Elizabeth Joan Kelly
Caroline Muglia Ayla Stein Kenfield
Santi Thompson Liz Woolcott



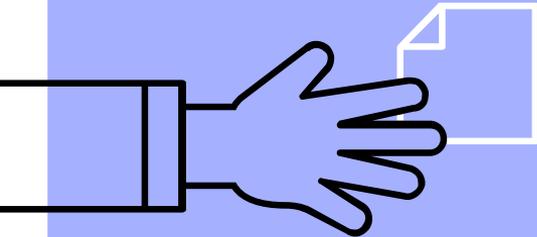
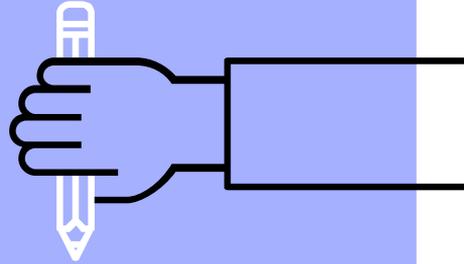
Presentation Outline

- I. Project Background
- II. Initial Survey
- III. Focus Group Sessions
- IV. Use Cases
- V. Follow Up Survey
- VI. Next Steps



Project Background

Santi Thompson



#digreuse

Project Team

reuse.diglib.org

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Assessment Interest Group (AIG)

*Surveying the Landscape: Use and Usability
Assessment of Digital Libraries (2015) white paper*



2017 National Leadership Grant (LG-73-17-0002-17)

July 01, 2017 – June 30, 2018

**Previous
Work and
Current
Support**

Project Deliverables

Functional requirements and use cases for a reuse assessment toolkit

- ▶ Sustainable and vetted assessment techniques
- ▶ Methods to deepen understanding of users
- ▶ Developing approaches and best practices to communicate impact

Final Products

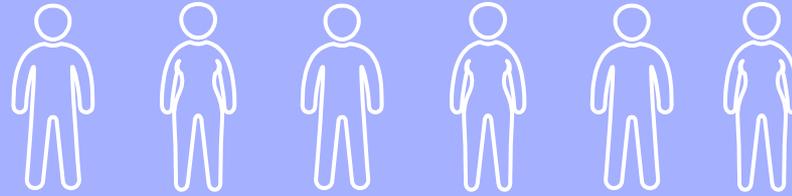
- ▶ White paper
- ▶ Grant Report
- ▶ Project Data

Where to find deliverables

- ▶ Website: <https://reuse.diglib.org>
- ▶ OSF Repository: <https://osf.io/y5tjh>



Advisory Board



Hannah Frost

Emily Gore

Krystyna K. Matusiak

Sandra Phoenix

Dorothea Salo

Ali Shiri

Assessing Use vs. Reuse

Use

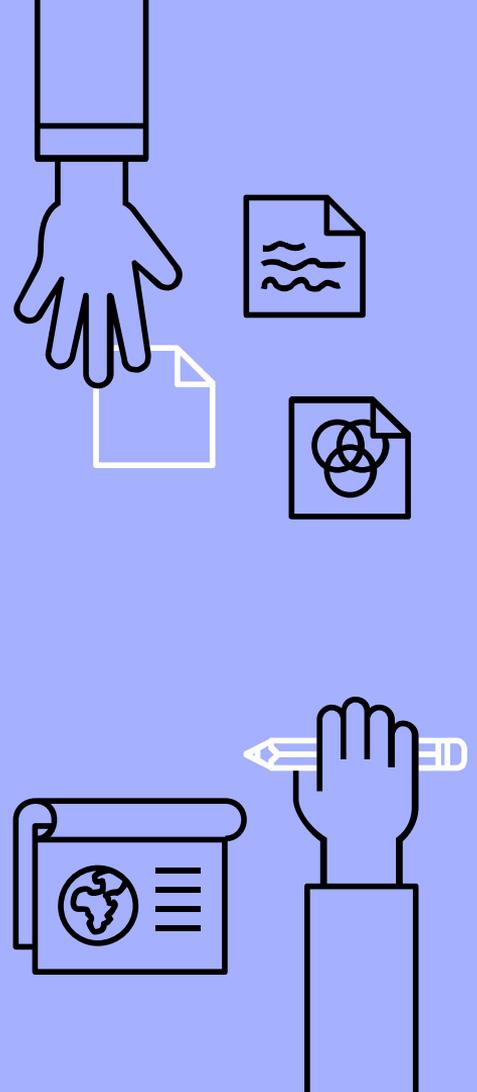
Discovering and browsing objects in a digital repository, often described as “downloads” or “clicks,” without knowing the specific context for the use.

Ex. Web analytics; CMS supplied analytics

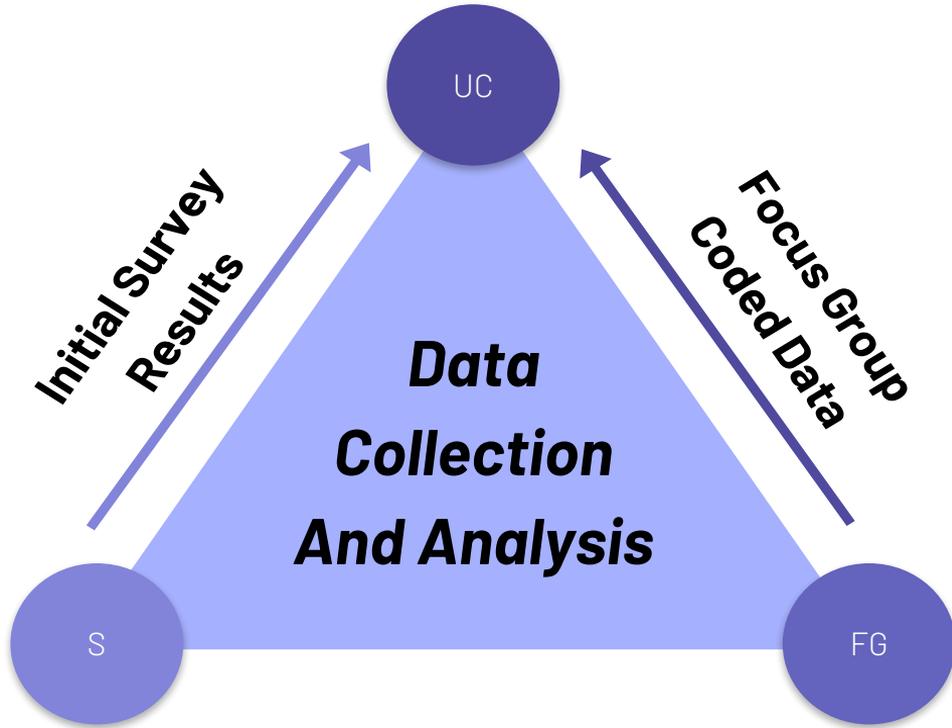
Reuse

How often and in what ways digital repository materials are utilized and/or repurposed, knowing the context of the use.

Ex. Social media use; reverse image lookup

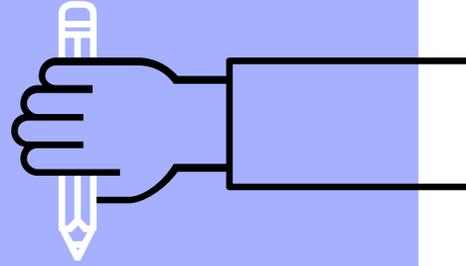
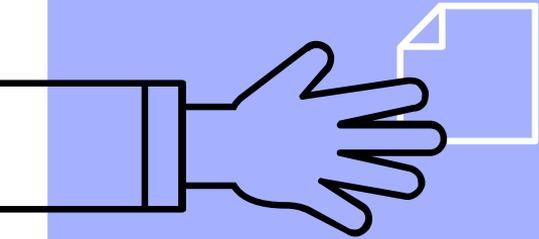


**Prioritized
Reuse Assessment
Use Cases**



**Our
Process**

Initial Survey



Initial Survey Details

Open:

September-October
2017

Questions:

19 total
10 "core"

Respondents:

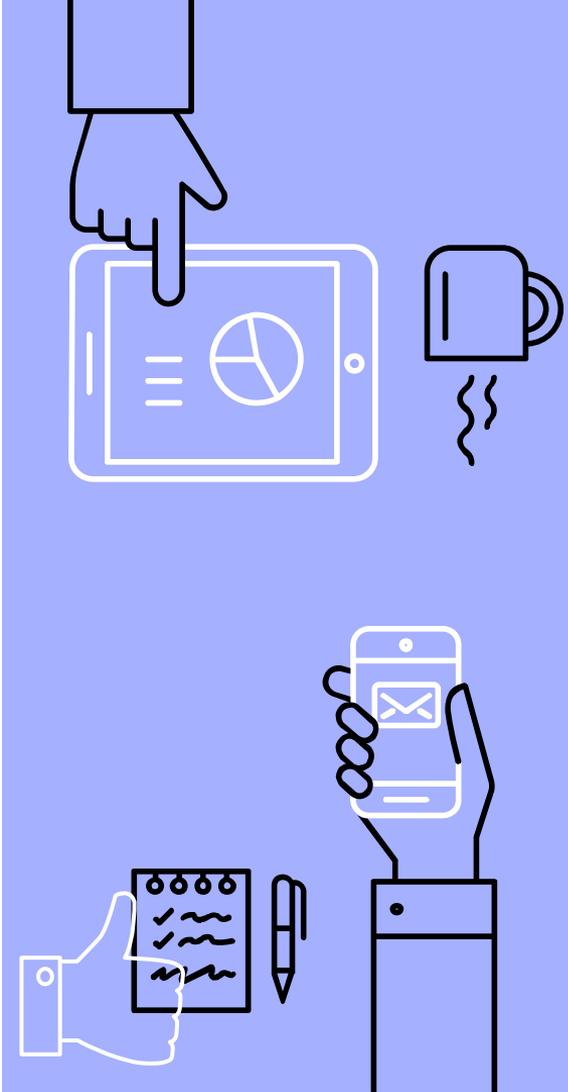
56% academic libraries
10% public libraries
8% museums
(Remaining: archives; government libraries; historical societies; consortium; other)
30% primarily serve under-represented groups

Software:

Qualtrics

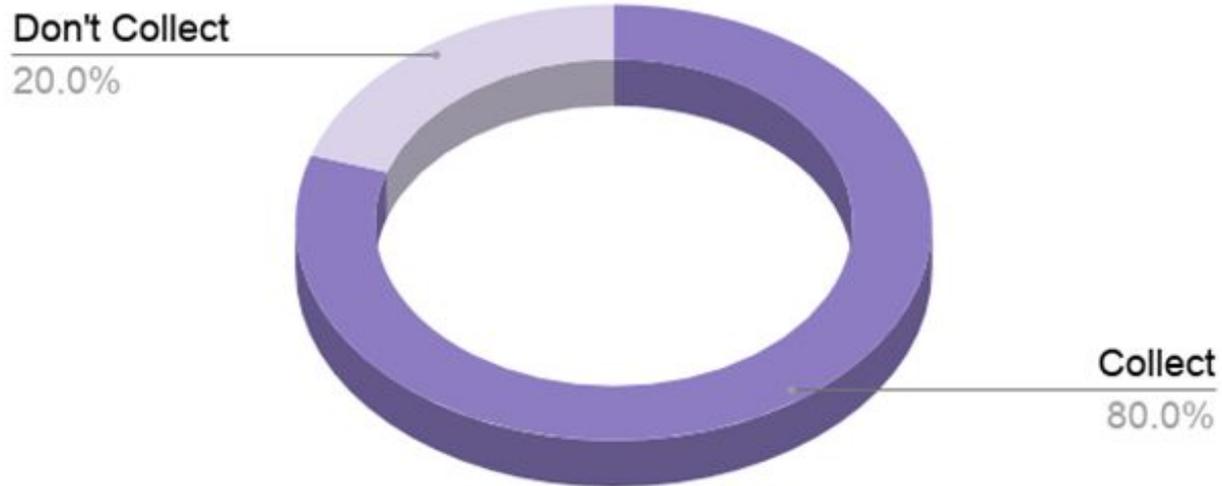
Responses:

409 total
302 usable
130 answered all core questions



Initial findings

Do you collect use statistics?

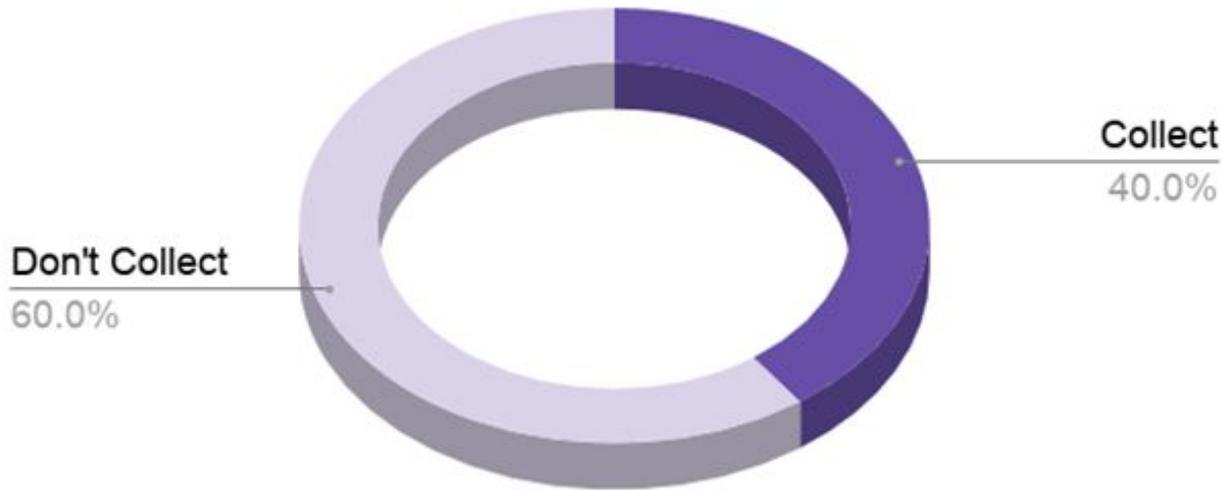


Use statistics



Initial findings

Do you collect reuse statistics?



Reuse statistics



Because...

- ▶ **Improve** digital collections **services**
- ▶ **Demonstrate the impact** of collections on scholarship and research
- ▶ Prove the **return on investment**
- ▶ **Improve** collection **selection** decisions

Assessment
Motivation



Platforms and Methods

Use:

Most common **platforms:**

- ▶ Google Analytics
- ▶ CMS Platform Stats

Most common **data** collected:

- ▶ Number of visitors
- ▶ Number of downloads
- ▶ Number of clicks

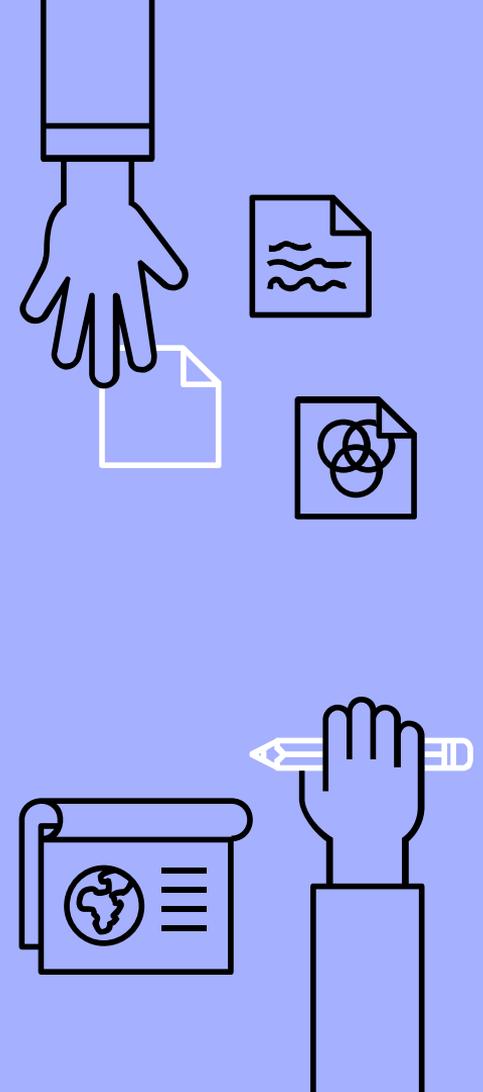
Reuse:

Most common **methods:**

- ▶ Social media metrics
- ▶ Alert services
- ▶ Reverse Image lookup

Most common **data** collected:

- ▶ Citations in scholarship
- ▶ Published or replicated in physical media



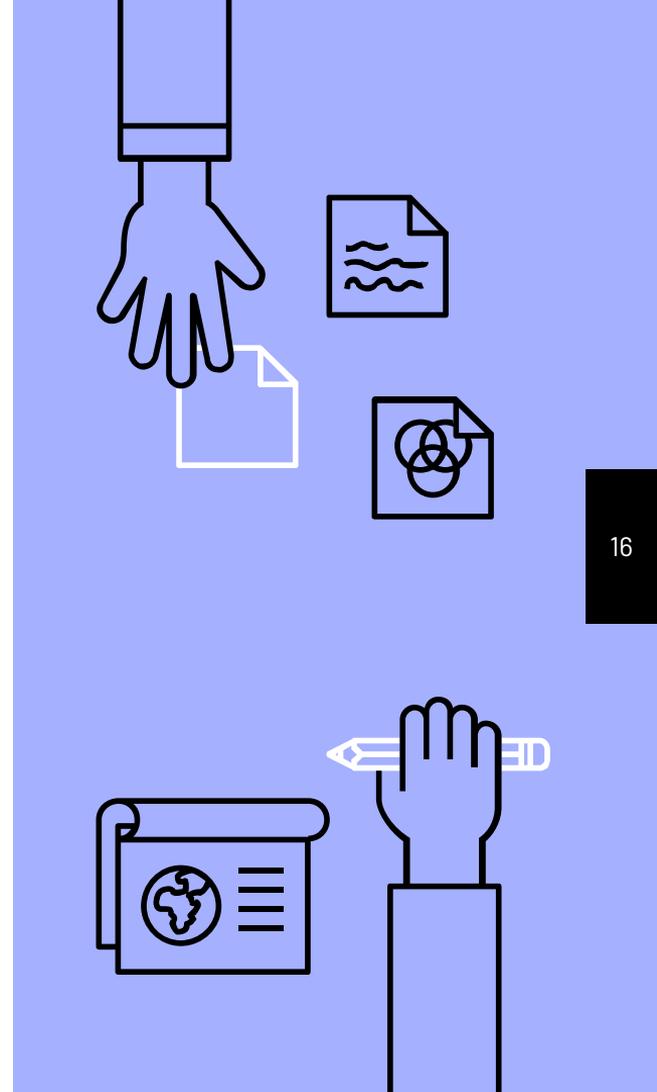
Barriers

Use:

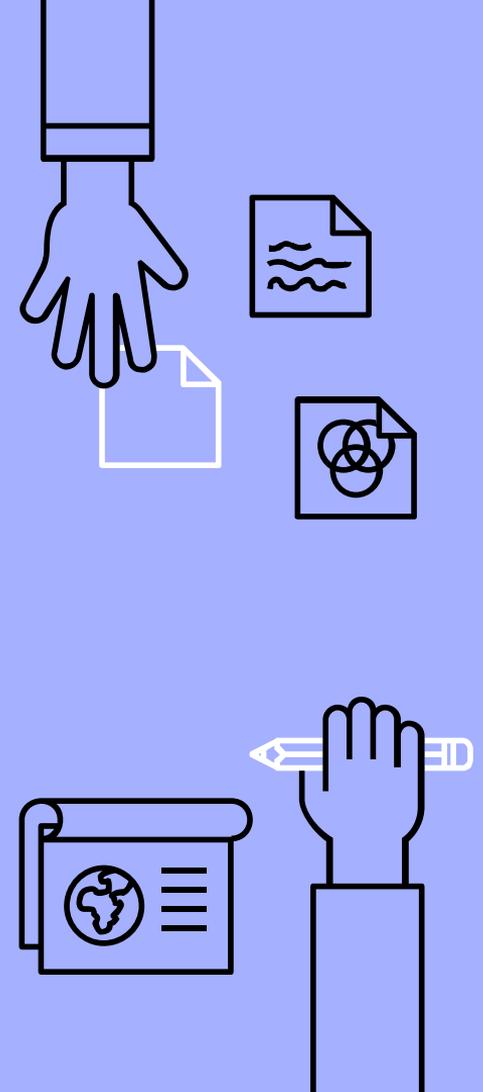
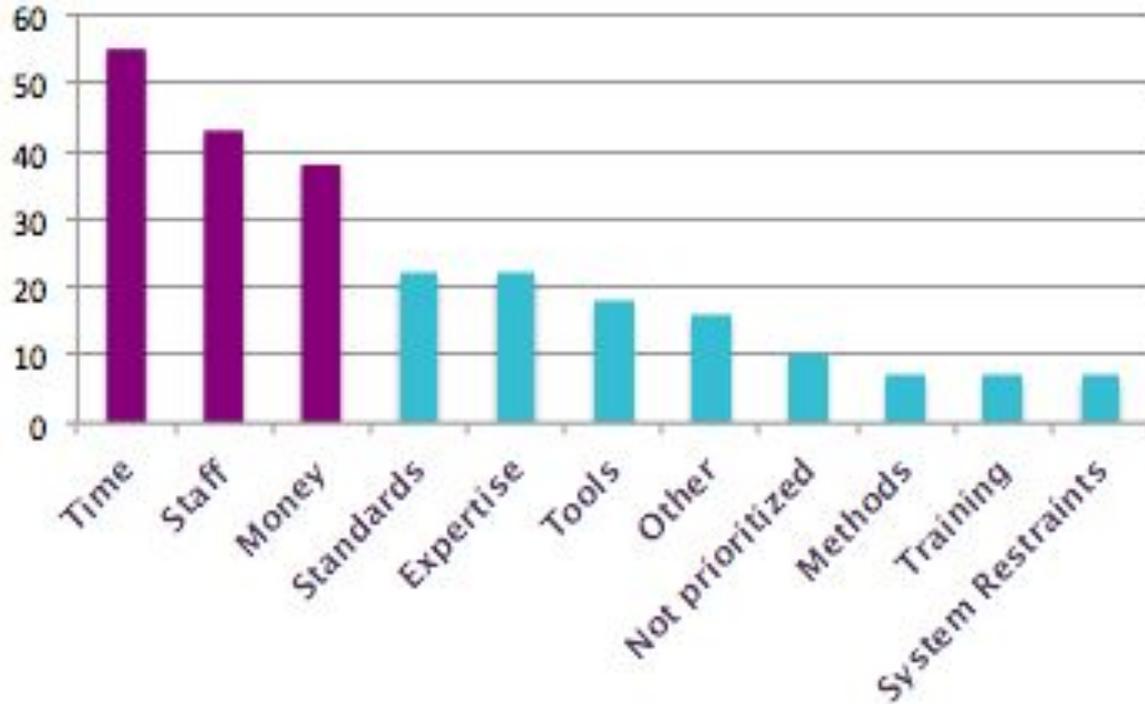
- ▶ No or new digital collections
- ▶ Lack of staff
- ▶ Different department's purview
- ▶ Not a priority

Reuse:

- ▶ Lack of methodology/system
- ▶ Lack of staff/time
- ▶ Not an institutional focus
- ▶ Lack of training/resources

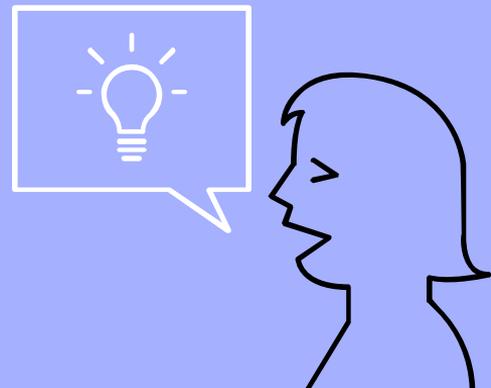
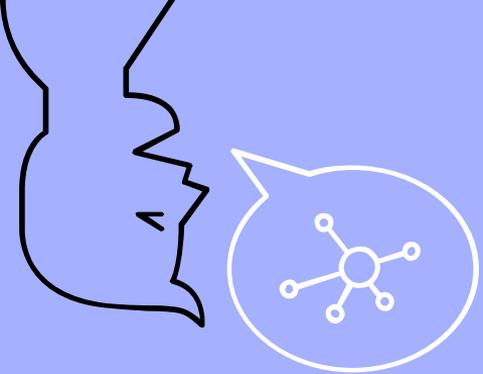


Obstacles to Assessment



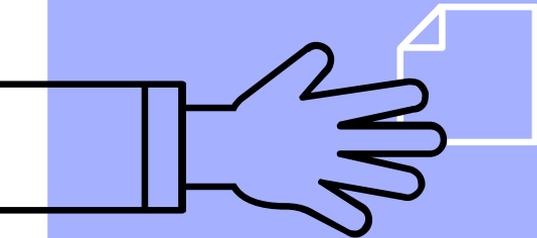
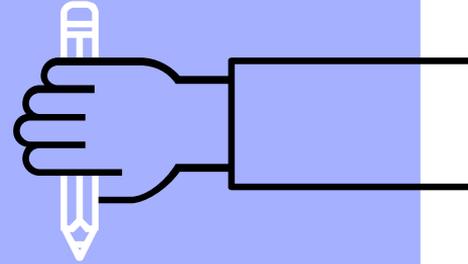
“

Most of our understanding of reuse comes anecdotally. We haven't figured out a good quantitative way to measure reuse that isn't too labor intensive for us. This is a pain point, since reuse is highly valued by stakeholders!

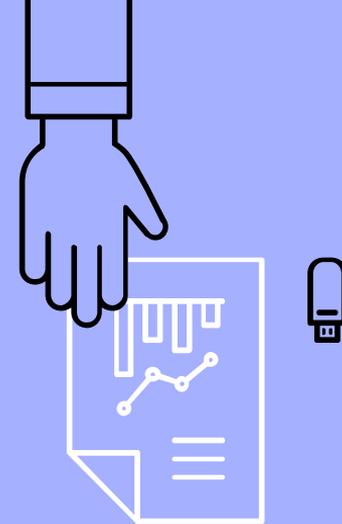


Focus Group Sessions

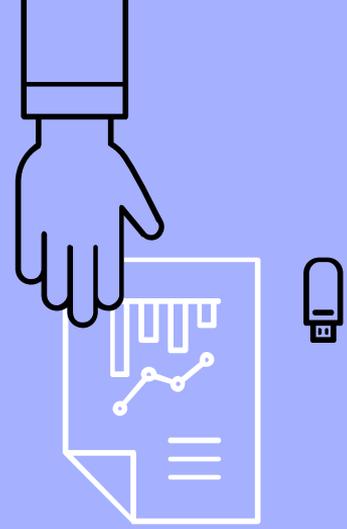
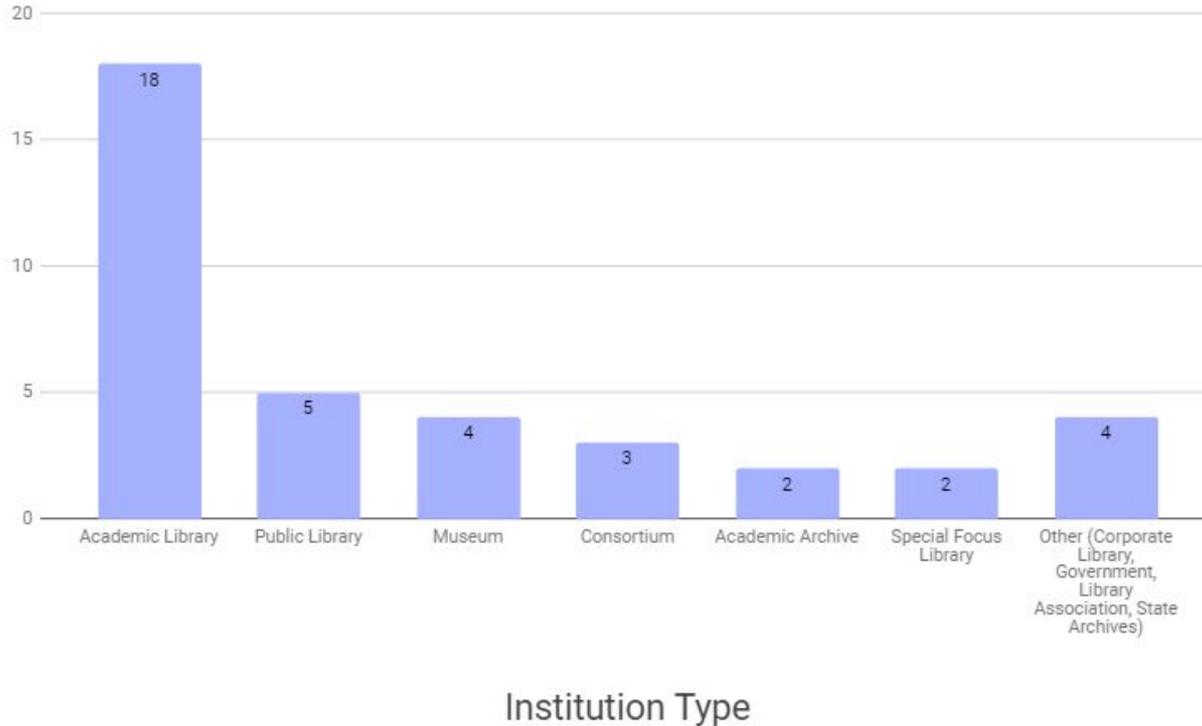
Genya O'Gara



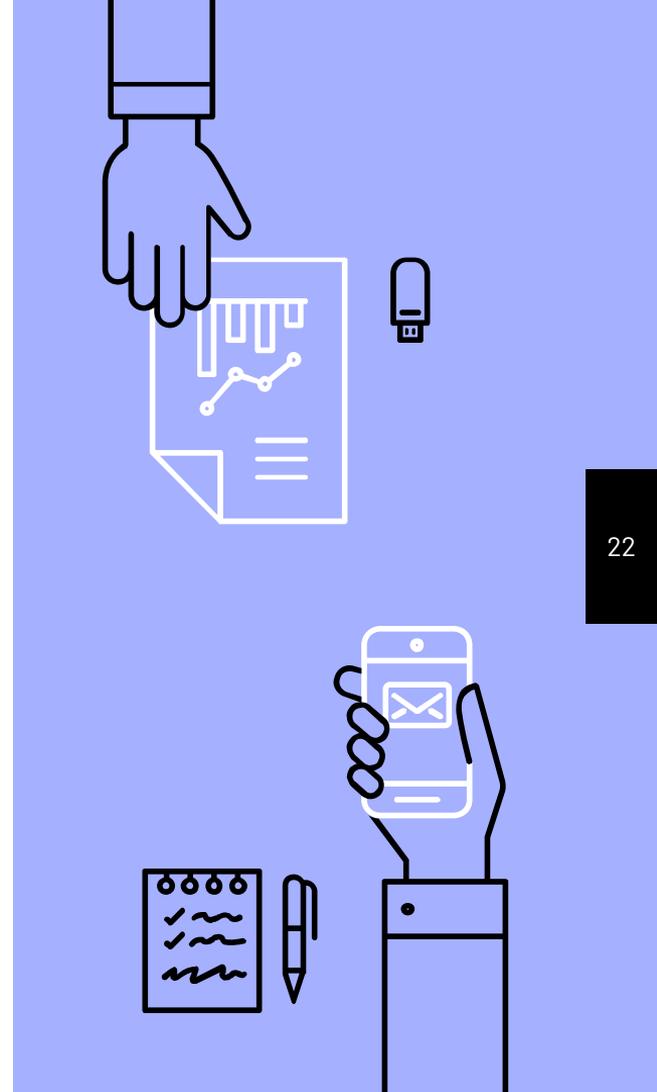
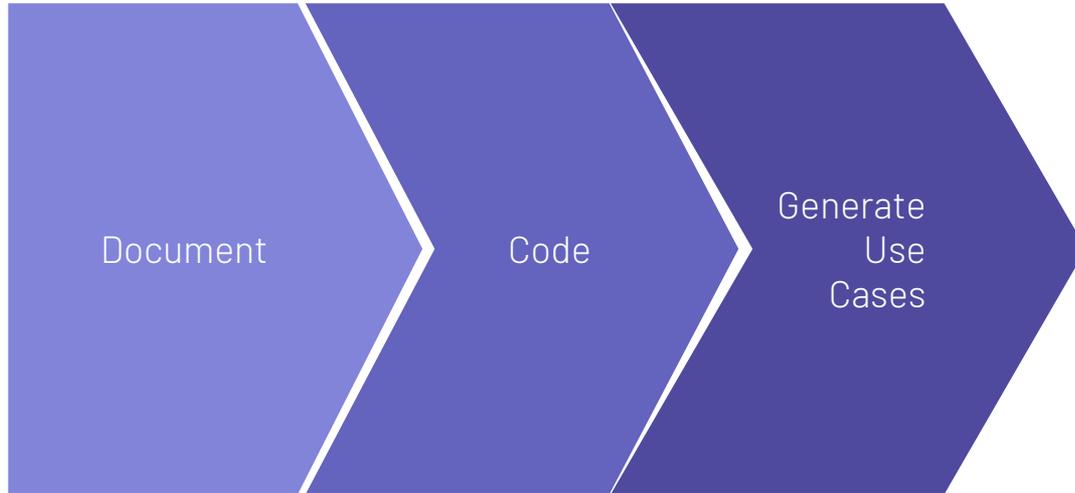
Focus Group	Type	Sessions	When	Participants	Topic
Group 1	In person	2	October 2017	9	Information Gathering
Group 1	Virtual	2	December 2017	7	Information Gathering
Group 2	In person	2	February 2018	8	Technology & Standards
Group 2	Virtual	2	March 2018	7	Technology & Standards
Group 3	In person	1	April 2018	5	Cultural & Privacy
Group 3	Virtual	1	June 2018	4	Cultural & Privacy



Focus Group Participants



Focus Group Analysis

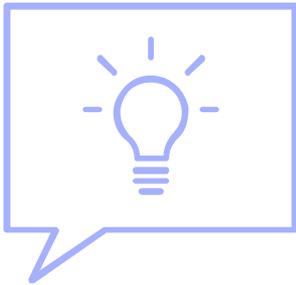


Examples of Reuse

- ▷ **metadata**
- ▷ **aggregators**
- ▷ **digital exhibits**
- ▷ **archiving websites**
- ▷ **social media**
- ▷ **commercializing content**
- ▷ **blogs/other online publishing**
- ▷ **scholarly citations**
- ▷ **support cultural or political statements**
- ▷ **games**
- ▷ **commentary/annotation**
- ▷ **remixes**
- ▷ **presentations**
- ▷ **digital humanities project/research**
- ▷ **virtual reality environment**
- ▷ **genealogical research**
- ▷ **institutional history**
- ▷ **educational lesson plans/instruction**
- ▷ **research for historic preservation**
- ▷ **Wikipedia citations**
- ▷ **documentary footage and/or research**
- ▷ **workshop and training sessions**
- ▷ **marketing materials**



Needs



Technology

"Sticky" metadata, Data dashboards, Unique identifiers for all digital objects

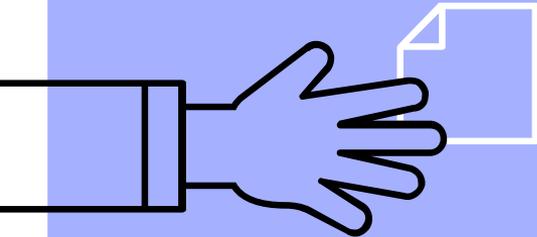
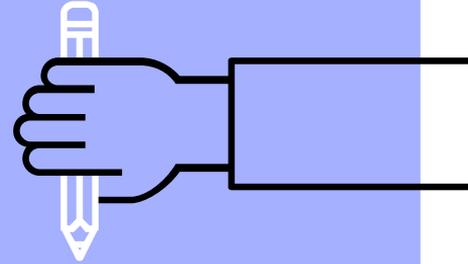
Standards & Training

...for gathering data, turning data into impact statements and stories, in using data to make decisions, in weighing the importance of data, in respecting user privacy

Sharing

Collections data, success and failures, usage/reusage data repositories

Reuse Assessment Use Cases



Use Cases

Data Collection, Analysis, and Reporting

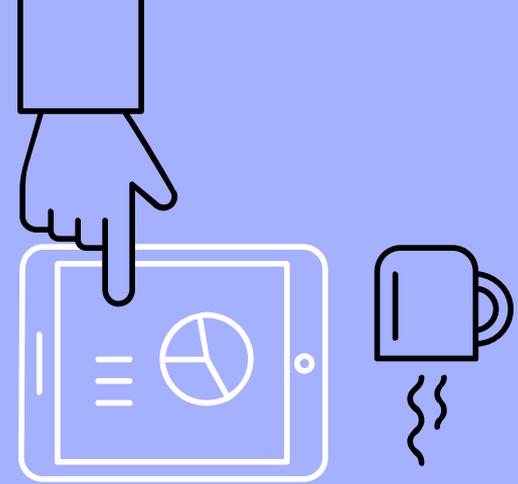
Use cases that address how reuse data is being assembled, interpreted, and communicated to various audiences and stakeholders.

Privacy, Rights Management, and Ethics

Use cases that address the assessment of reuse through legal, ethical, and culturally-aware perspectives

Collection Development

Use cases that address how to assess aspects of a digital collection based on reuse data.



Data Collection, Analysis, and Reporting (1 of 2)

The practitioner:

- ▶ assesses quality and quantity of items reused from peer institutions for benchmarking
- ▶ wants to tell stories of impact with the reuse data they've captured and tailor them to various audiences/stakeholders
- ▶ generates reports of collection item reuse for analysis



Data Collection, Analysis, and Reporting (2 of 2)

The practitioner:

- ▶ employs qualitative and quantitative methods to collect reuse data
- ▶ understands how content is being reused in a variety of contexts by various audiences.
- ▶ can find best practice documentation for collecting, analyzing, and reporting re-use data
- ▶ is able to articulate the similarities and differences between use and reuse



Privacy, Rights Management, and Ethics (1 of 2)

The practitioner:

- ▶ wants to know who their users are without violating user privacy
- ▶ can identify appropriative reuses of materials from marginalized communities
- ▶ can identify platforms/venues where reuse content is occurring for commercial or marketing gain



Privacy, Rights Management, and Ethics (2 of 2)

The practitioner:

- ▶ wants to enable/encourage attribution of materials from their collection in various reuse contexts
- ▶ provides ability for marginalized communities to report incidents of reuse that the community perceives as culturally exploitive
- ▶ uses a code of ethics/conduct for assessing the reuse of content from diverse communities



Collection Development

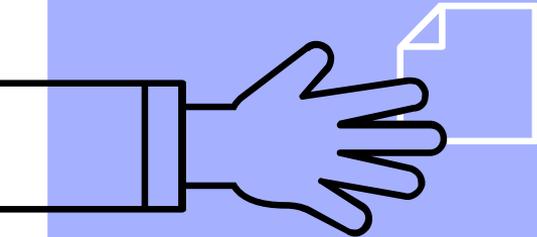
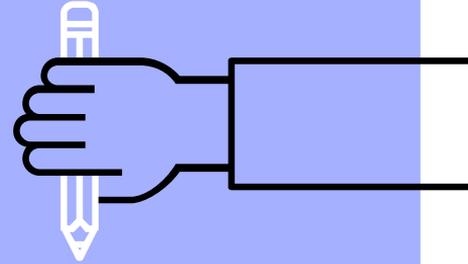
The practitioner:

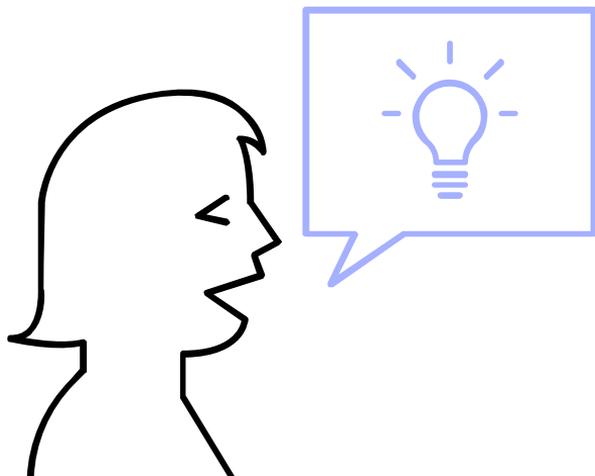
- ▶ assesses quality and quantity of items reused to identify strengths and gaps in digital collections
- ▶ assesses quality and quantity of items reused to inform digitization projects and priorities
- ▶ update existing access records with value-added content made by re-users
- ▶ develop outreach services based on reuse data
- ▶ implement DAMS/DLS with specific functionality for enabling reuse



Follow Up Survey

Caroline Muglia





14 questions

7 demographic, 7 topical questions

80% completion

232 completed responses, 289 total

54% Academic

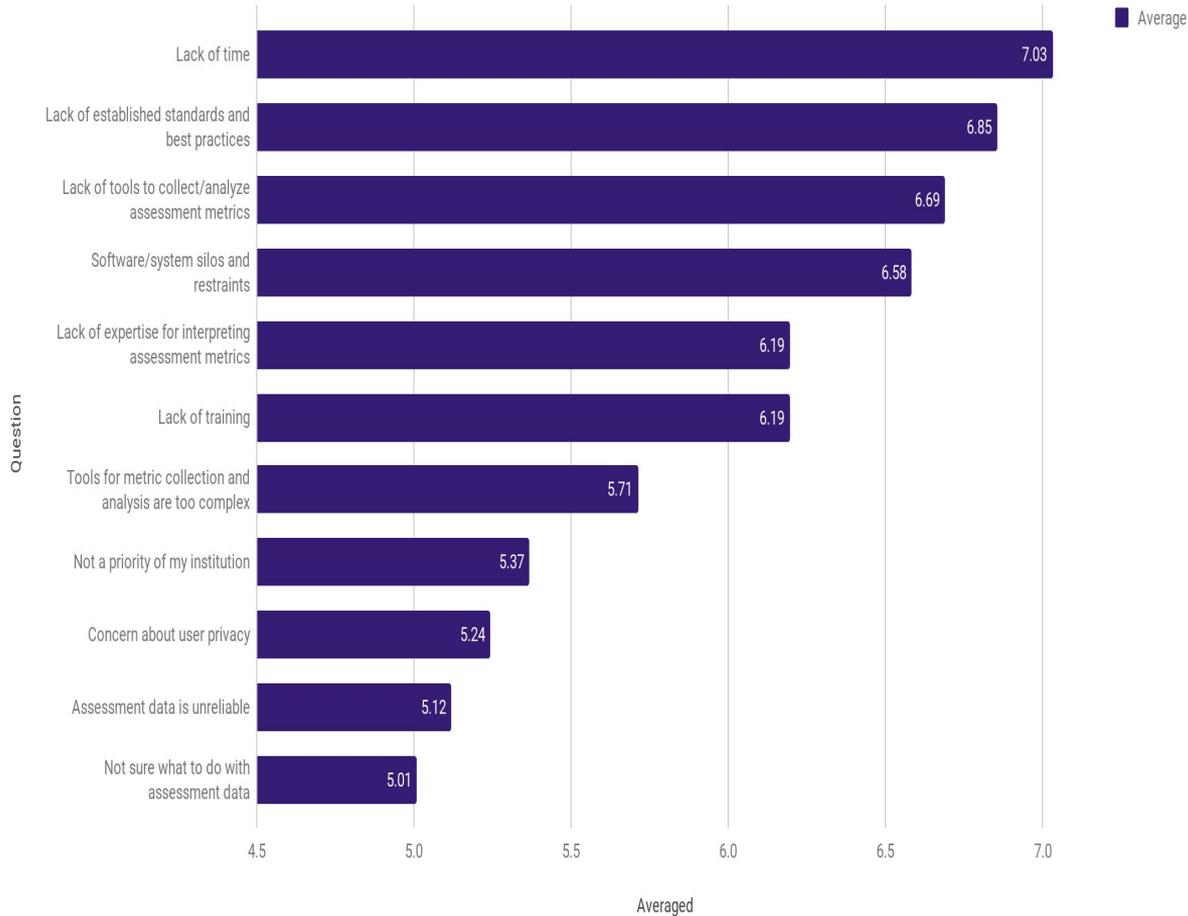
Largest response group

Next largest: 18% public libraries

Comparison to Initial Survey

	Total Questions	Usable Responses	Respondents				Under-served populations
			Academic	Public	Museums	All Others	
Initial	19	302	56.3%	10.3%	8%	25.3%	30%
Follow-Up	14	232	54%	18%	6%	22%	51%

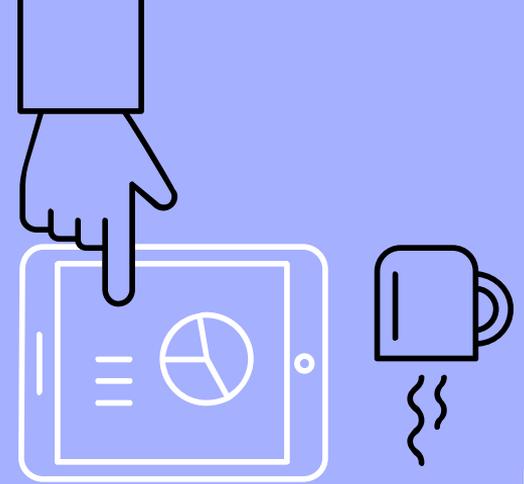
Barriers to Digital Collection Assessment

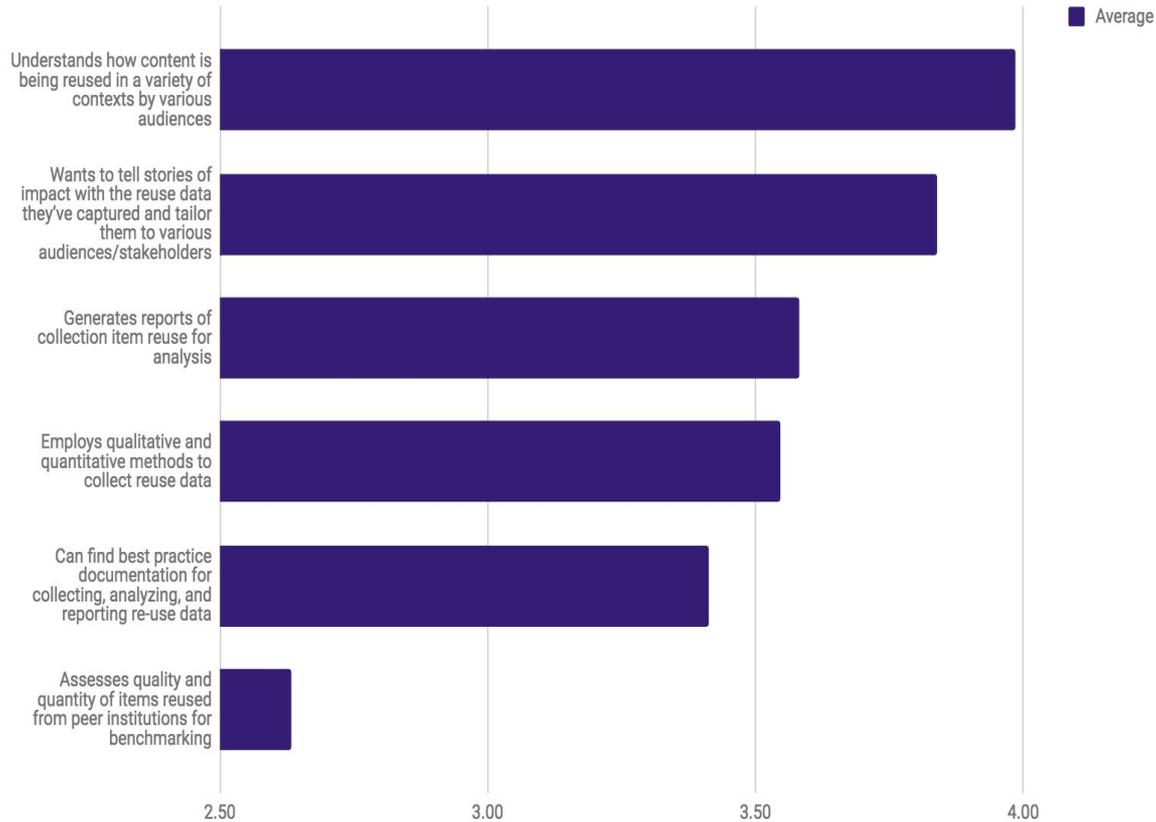


*weighted and averaged
(n=226, range 5.01-7.03)*

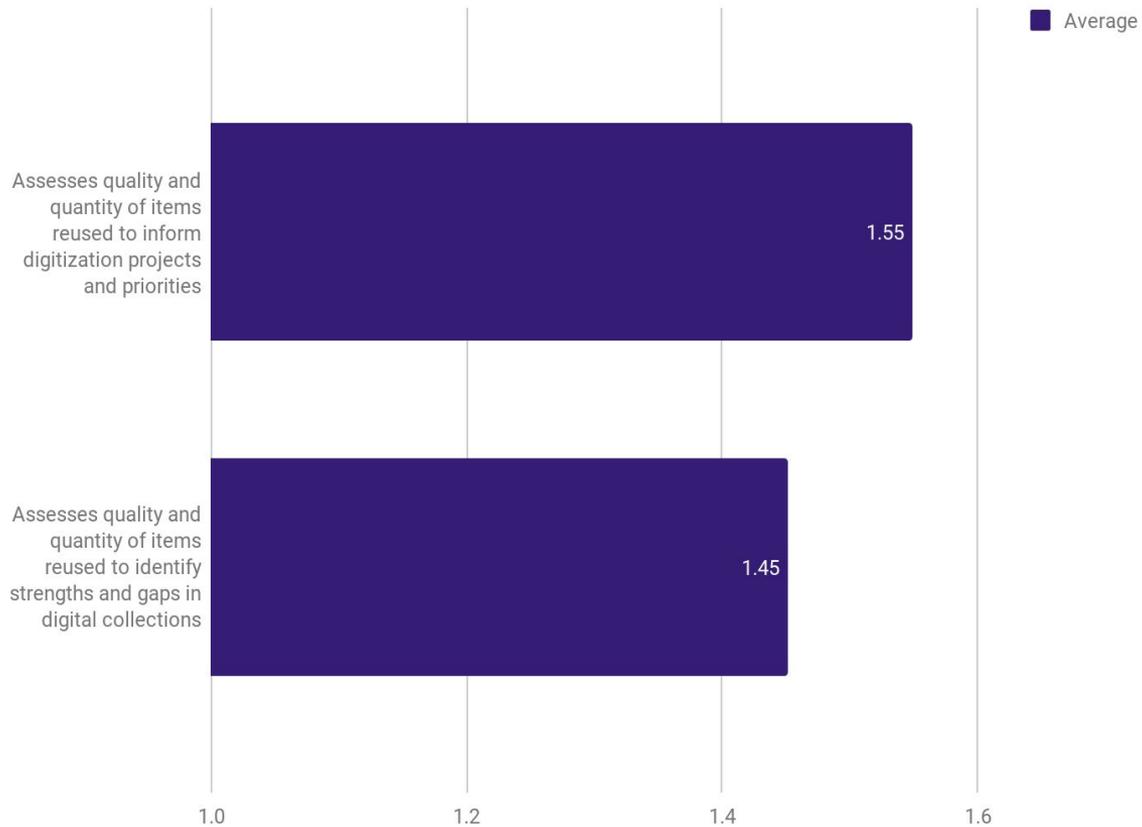
Use Cases

- ▶ Data Collection, Analysis, and Reporting
- ▶ Collection Development
- ▶ Privacy, Rights Management, & Ethics

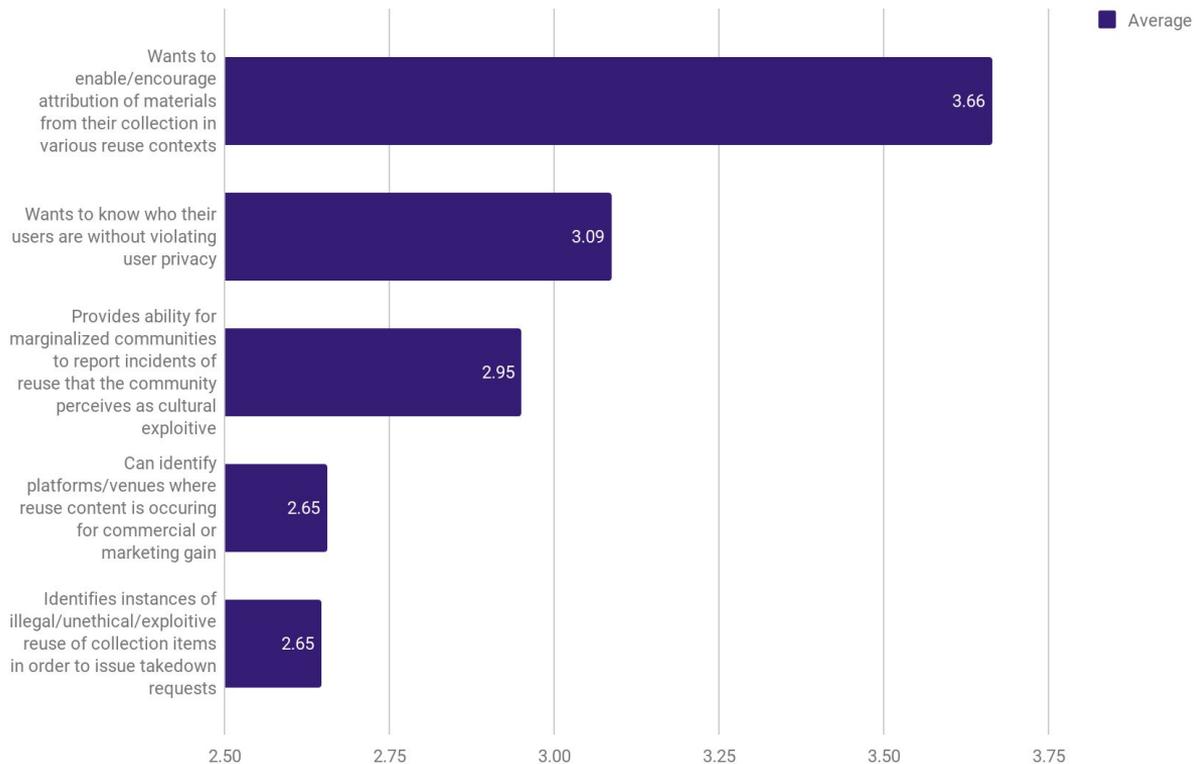




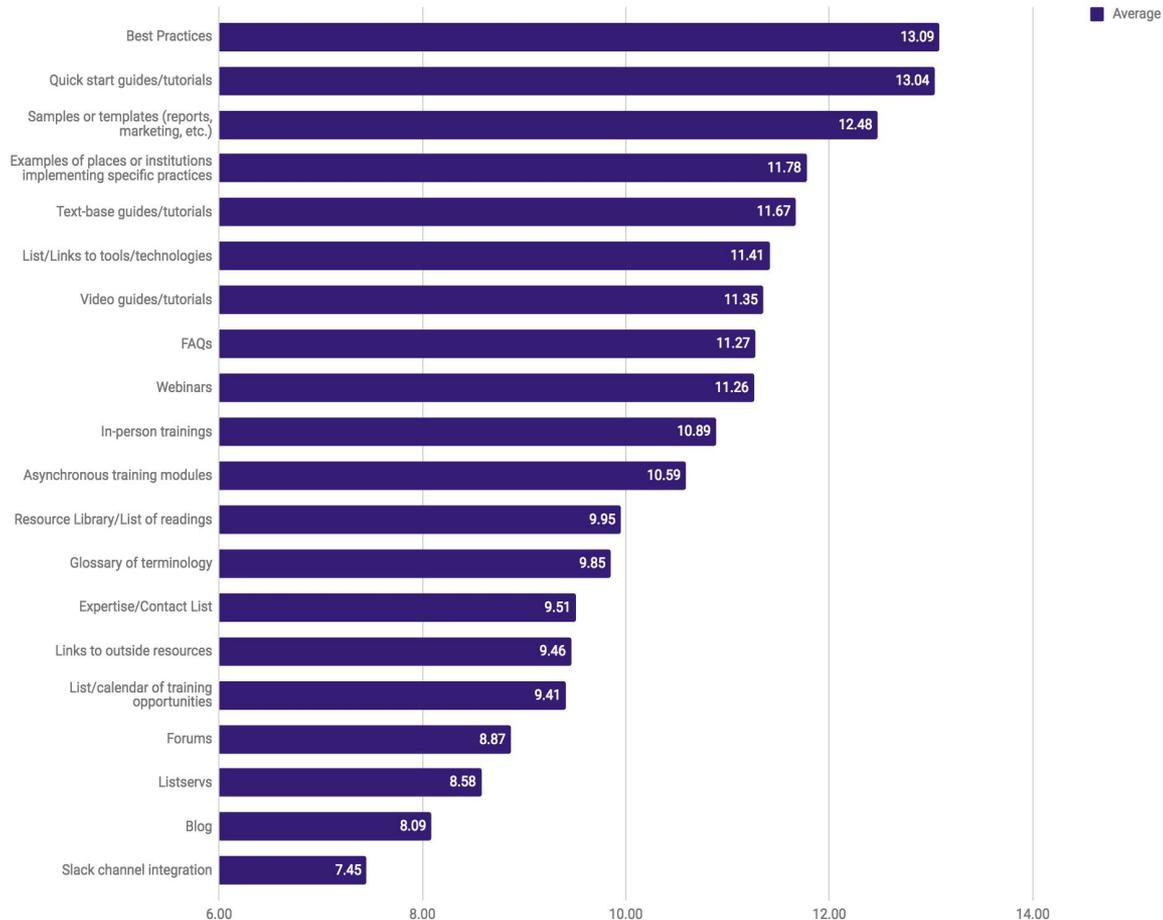
Use Cases: Data Collection, Analysis, Responsibility



Use Cases: Collection Development

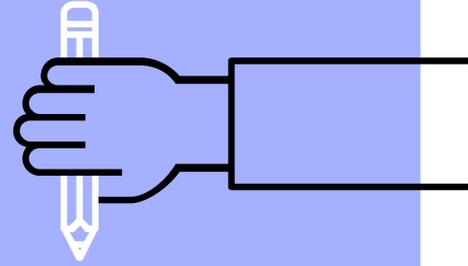


Use Cases: Privacy, Rights management, Ethics



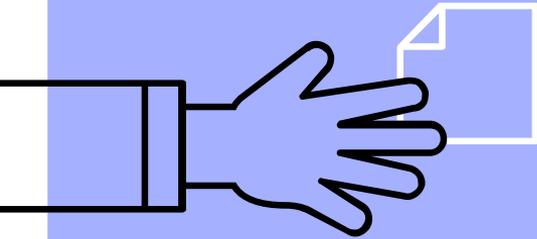
Functionalities for a Reuse Assessment Toolkit

*weighted and averaged
(n=223, range 7.45-13.09)*



Next Steps

Caroline Muglia



Spread the word

- ▶ *Setting a Foundation for Assessing Content Reuse: A White Paper From the Developing a Framework for Measuring Reuse of Digital Objects project.*
- ▶ *Performance Measurements & Metrics, "Barriers and Solutions to Assessing Digital Library Reuse: Preliminary Findings"*



Continuing to explore

- ▶ Recontextualization & controversial contexts of reused digital assets
- ▶ Platforms must keep up with practitioners
- ▶ Demonstrate value and impact
- ▶ Privacy and reuse



Applied for another grant

- ▶ Focus on **building** toolkit based on use cases and functional requirements



THANKS!

What are your
questions?

reuse.diglib.org



CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- ▶ Presentation template by [SlidesCarnival](#)
- ▶ Photographs by [Unsplash](#)

