

ANALYTICS AND PRIVACY: A PROPOSED FRAMEWORK FOR NEGOTIATING SERVICE AND VALUE BOUNDARIES

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USERS LEAVE A TRAIL OF DATA...

WHAT SHOULD LIBRARIES DO
ABOUT THAT?

ALA CODE OF ETHICS

“We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.”

“We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.”

ASSERTIONS

1. Given the increased emphasis on analytics in higher education, it is not a matter of if libraries will participate it is a matter of how.
2. Library user data can be useful in the development of high quality services.
3. Libraries already collect identifiable user data and enable collection thereof by third-parties.
4. To meaningfully relate library use data to other institutional data requires user identifiers.
5. It is difficult to predict the future uses of created datasets.

AS SUCH ...

PRESENTING A LIBRARY USE DATA PRACTICES FOR DISCUSSION

1. Libraries should regularly undertake a privacy and data collection audit of their systems and procedures, paying particular attention to the levels of risk presented by different types of data and the data work in progress.
2. Data collected should be aggregated at a level that balances analytical specificity with user privacy.
3. Transaction level data that identifies both user and specific item should be avoided unless required for a specific and limited purpose. If this data is collected, additional measures such as local encryption of the files should be implemented and datasets should be destroyed after analysis is complete.
4. Datasets containing user demographic data should be destroyed after a reasonable period following the completion of data analysis to avoid re-identification analysis.
5. Consent procedures should be reviewed before data collection and procedures to provide opt-out and/or explicit consent should be developed.
6. Libraries should hold vendors to the same data analysis and retention standards. Moreover, libraries should not purchase or otherwise use data from vendors that does not meet our ethical standards.
7. Libraries should advocate for their institutions to adopt a code of practice for data related to learning analytics. In the absence of an institutional code of practice, libraries should develop their own.

DISCUSS

THE END