

ARL perspectives on accuracy in web analytics reporting on digital libraries

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The need for assessment



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- Underlying need to demonstrate our worth
 - The reallocation of resources from traditional services and functions
 - Rapid shifts in information-seeking behavior
 - Increasing user demands

LibValue: an incubator

And the history of ARL tools



To describe and measure the performance of research libraries and their contribution to research, teaching, learning and community service



ARL Statistics™

Since 1907-08



LibQUAL+®

Since 2000



**MINES for
Libraries™**

Since 2003



ClimateQUAL™

Since 2007



DigiQUAL®





ARL Statistics and web analytics

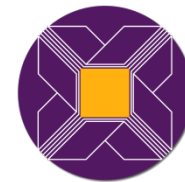
- E-metrics dating back in 2001
- Founding member of COUNTER
- Testing data elements with mixed success

- Downloads, searches, and federated searches

- Latest Challenge: searches from 'discovery' systems

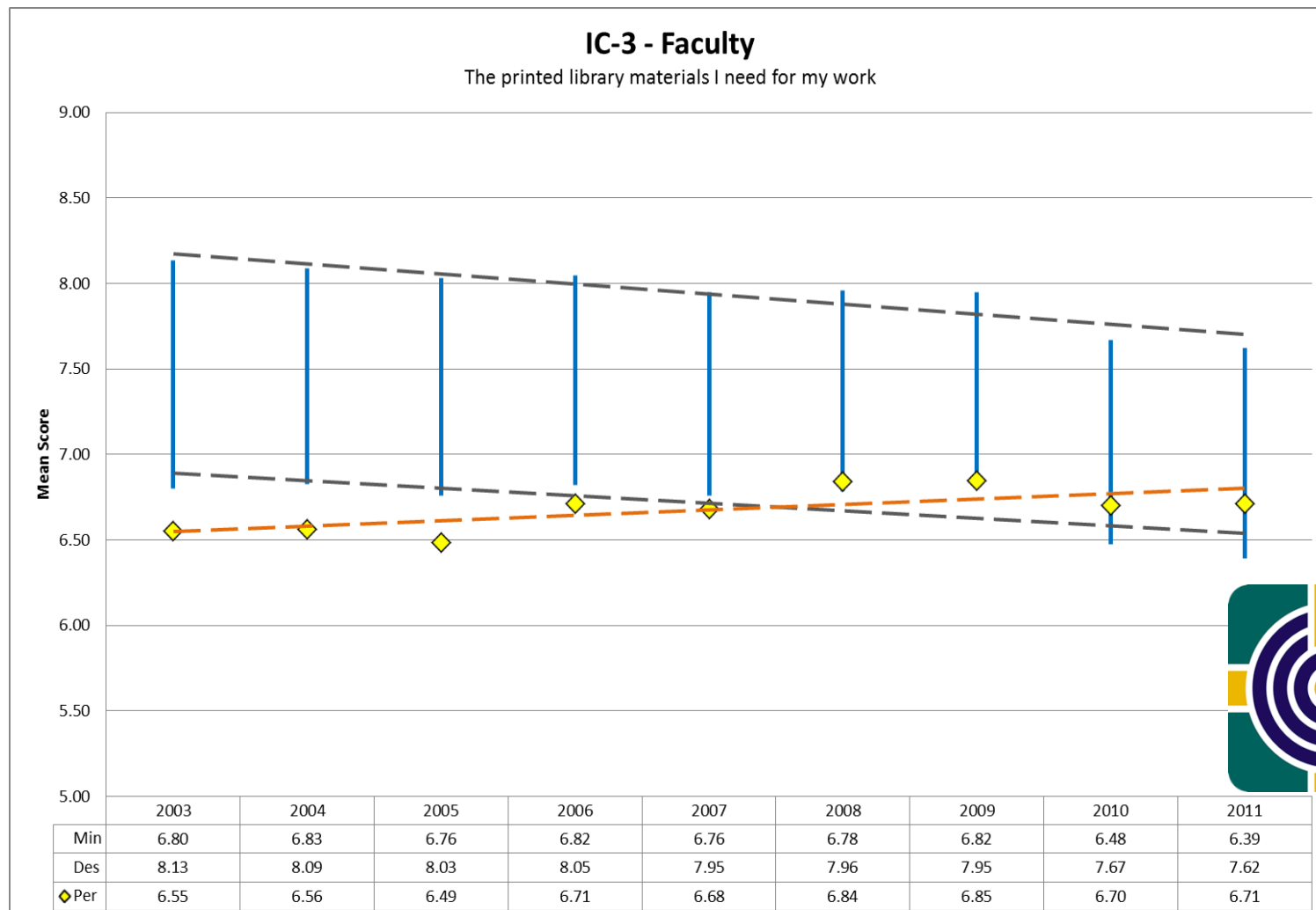
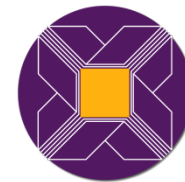


... gripes ... from coll-assess

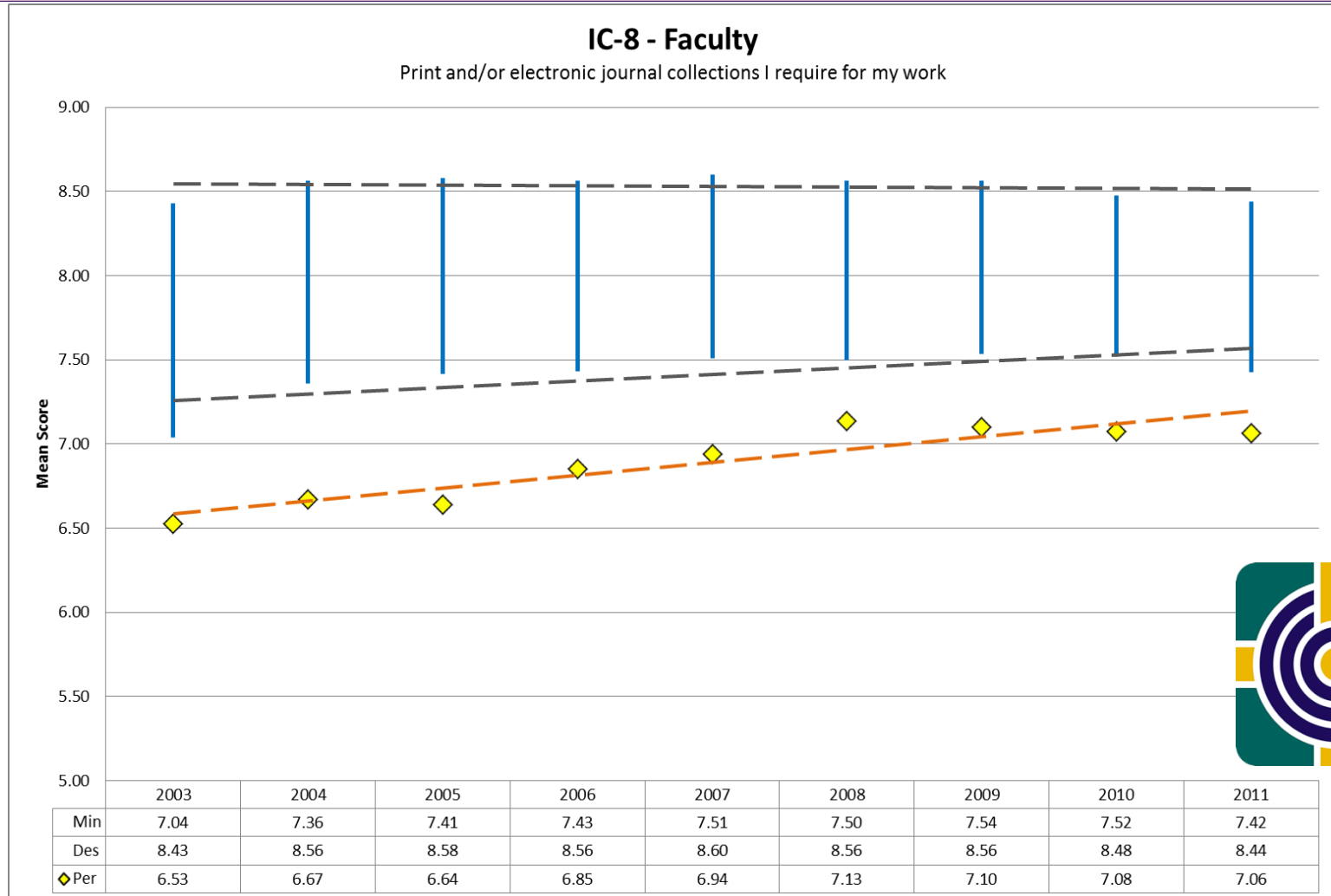


- “unfortunately, because of the way Discovery systems work, they never interact directly with the source database or platform. Instead, all searches are conducted entirely within the Discovery system’s platform. Thus, there is no search to record at the source database end. So, it is not reported in the DB1 reports as Federated Searches/Sessions. This is a biiiiiig problem for us”
- “clients need to complain about the lack of good stats available to us and to demand something better I know of some institutions that have implemented Google Analytics tracking for <discovery system> so that they can collect information about the content that users click on from within the <> index. We really shouldn't have to be doing this

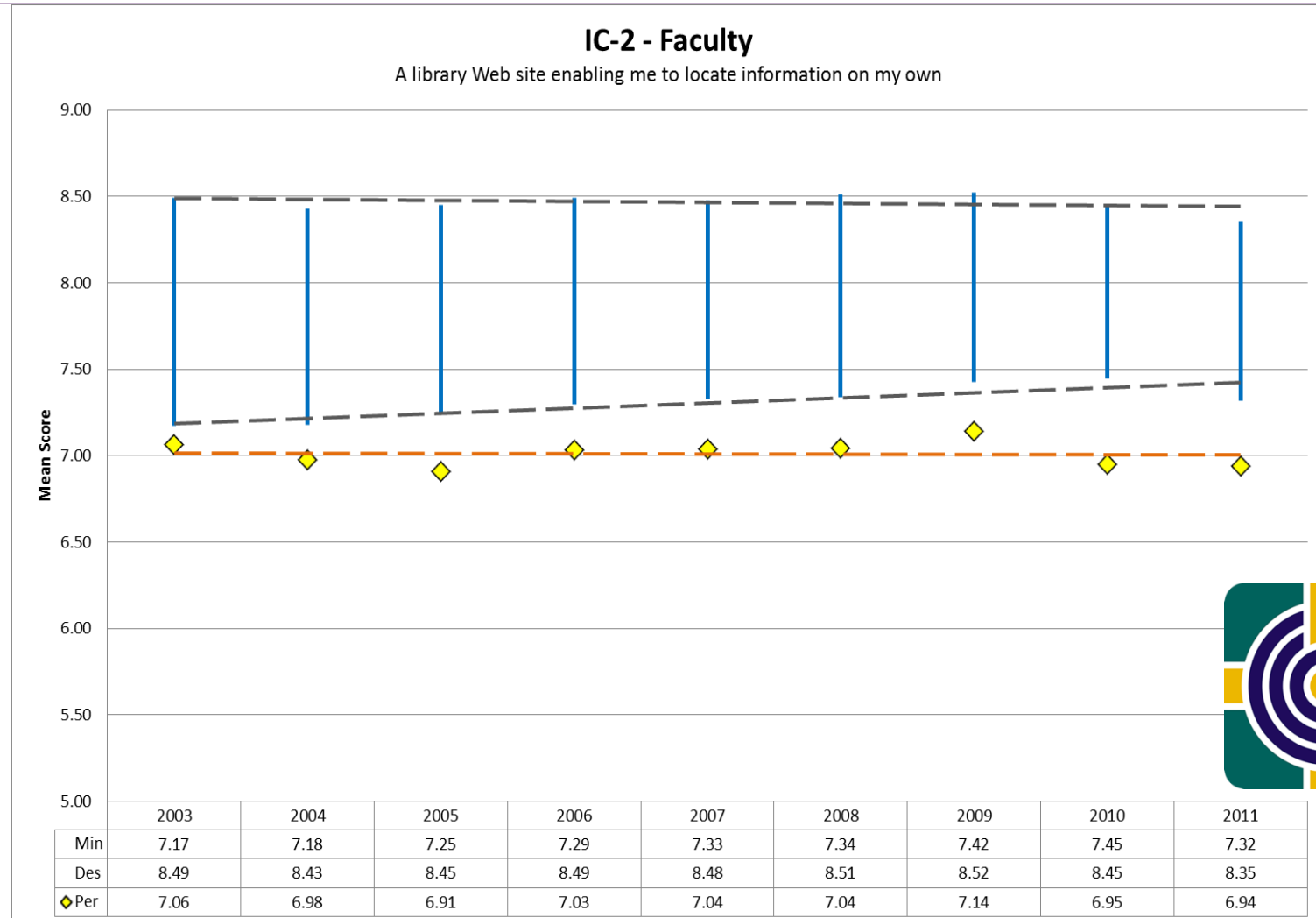
The Printed Library Materials I Need for My Work



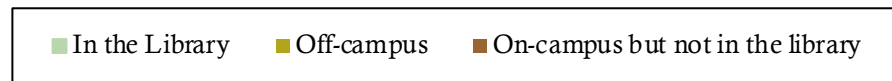
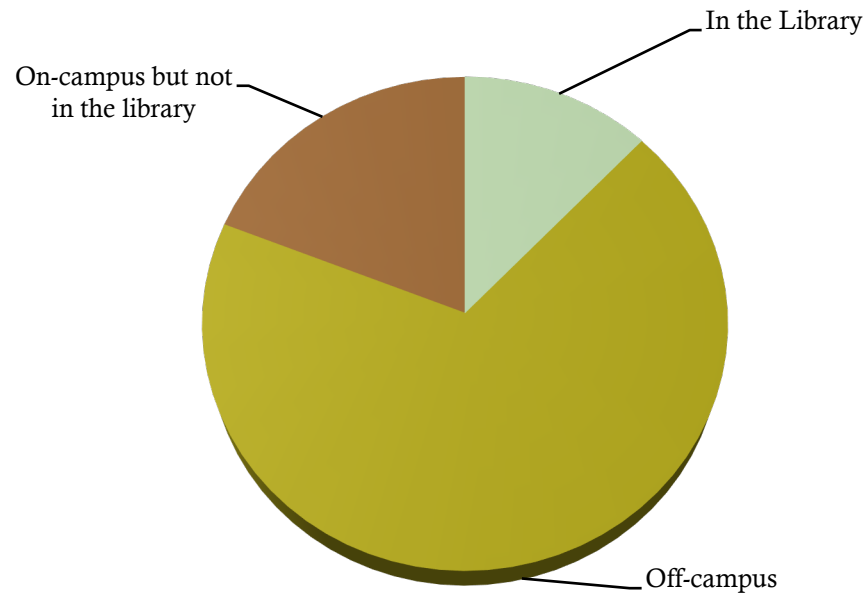
Print and/or Electronic Journal Collections I Require for My Work



A Library Website Enabling Me to Locate Information on My Own



MINES for Libraries – Scholars Portal @ OCU





LibValue



Special Collections – Google Analytics application

- [LibValue: Digitized Special Collections \(video on YouTube\)](#)
Thursday, August 15, 2013, 1:00–2:00 p.m. eastern

Presenters:

Gayle Baker, *Professor and Electronic Resources
Coordinator, University of Tennessee Libraries*

Ken Wise, *Associate Professor, University of Tennessee
Libraries*

Hi, I'm Julian Assange. I provide private information about corporations and governments to the public for free. I'm a villain.



Hi, I'm Mark Zuckerberg. I provide private information about individuals to corporations for money. I'm Time Magazine's Man of the Year.