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# Numbers, Numbers, Numbers—Is it Working?! Meaningful Measurement of Digital Collections

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### Recommended Citation

Ringness, Allison (2016). "Numbers, Numbers, Numbers—Is it Working?! Meaningful Measurement of Digital Collections," *Central Plains Network for Digital Asset Management*. <https://newprairiepress.org/cpndam/2016/day1/2>

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# NUMBERS, NUMBERS, NUMBERS-- IS IT WORKING?!

## 7. Communicate with administrators

- Deliver reports appropriate to the level of administration
- Tie your reports into institutional goals
- Remember less is more
- Explain the significance of your data

## 6. Deriving meaning from usage data

- Know what you're measuring
- Establish your normal
- Find your intended audience
- Break down your statistics
- Identify your traffic sources
- Explore the long tail

## 5. Sources of usage data

- Google Analytics
  - Domains, no IP
- Server-side analytics
  - IP addresses
- Related Usage
  - Circulation, research, reprint requests

## 4. Implementing Usage Data

- Limitations
  - What not why
  - Not always culturally appropriate
- Strengths
  - Sustainable
  - Inspires future assessment

## 1. Introduction

This poster will identify sources of digital collection use data, identify pitfalls in these sources, explore ways to derive meaning from use data, and suggest strategies for communicating value measurements to library administrators.

## 2. Methods of Assessment

Level of Investment	Measure of value	User groups captured
Low	Usage	All
Medium	Return on Investment (ROI)	Targeted
Medium	Engagement	All
High	Scholarly Impact	Academic
High	Impact	All

## 3. Unikitty Assessment



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