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

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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

<table>
<thead>
<tr>
<th>Level of Investment</th>
<th>Measure of Value</th>
<th>User groups captured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Usage</td>
<td>All</td>
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<tr>
<td>Medium</td>
<td>Return on Investment (ROI)</td>
<td>Targeted</td>
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<tr>
<td>Medium</td>
<td>Engagement</td>
<td>All</td>
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<tr>
<td>High</td>
<td>Scholarly Impact</td>
<td>Academic</td>
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<td>Impact</td>
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</tr>
</tbody>
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3. Unikitty Assessment

4. Implementing Usage Data

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

5. Sources of usage data

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

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

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

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