Information Resources: Justifying the Expense

Varnum, Kenneth J.

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Information Resources: Justifying the Expense

Ken Varnum
Senior Program Manager for Discovery, Delivery, and Learning Analytics
University of Michigan Library
varnum@umich.edu | @varnum

NISO Virtual Conference: Justifying the Library - Using Assessment to Justify Library Investments
Overview

Best Practices in Gauging Usage

Impact of Discovery Systems

Assessing Value

Conversation
Best Practices in Gauging Usage
External-to-the-Library Data

- **COUNTER (usage)**
  - Detailed specification for reporting, with auditing in place
  - Dozens of publishers at least partially meet compliance standards
  - [http://www.projectcounter.org/compliantvendors.html](http://www.projectcounter.org/compliantvendors.html)

- **ODI (discovery content)**
  - High-level recommendations for transparency of data indexing and display
  - Most discovery services in conformance; some content & indexing services are, too
  - [http://www.niso.org/workrooms/odi/conformance_statements/](http://www.niso.org/workrooms/odi/conformance_statements/)

- **Analytics Tools**
Internal-to-the-Library Data

Usage statistics based on what library users do:

- On the library website (search queries, clicks)
- Through the proxy server (from off-campus)

User interviews and behavioral studies

- What they say they do (or what we observe them doing)
- What we see them citing in class work

.... But these are scant breadcrumbs
Caveats and Questions

Does access equate to use?

Is all use equally valuable?

How can we tell the difference?
Impact of Discovery Systems
A discovery system is “just a database”... or is it?

- Generally large investments of resources
- Can generate (through mass of usage data across silos) deep understanding
- Systems have biases (content, relevancy ranking, etc.) that need to be understood
Non-Licensed Discovery Services

There are many discovery tools with no connection to the library.

Traffic from somewhere, to somewhere, by someone in your community.

Scope of this usage is therefore hard to measure.
Assessing Value
Context: Learning Analytics

Higher education wants to know, what makes a student a success

Library usage is an “input” that institutions can analyze

Could help “justify the expense” to the campus
Context: Library Analytics

Focus on use of our resources

“Discovery happens elsewhere” (Lorcan Dempsey)

Opportunity for richer data sharing along lines started by COUNTER/ODI
Context: Print Collections

Use data can lead to acquisition & storage improvements

- Use of existing materials
- Analysis of interlibrary loan requests
Questions & Conversation

varnum@umich.edu

@varnum