MEASURING VALUE

New Methodologies and the Future of Resource Assessment

Presented at Charleston 2016

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History of Assessment

Studies

Impact Analytics
- Stanford University
- Brown University
- Rhode Island School of Design
- UW-La Crosse
- University of Florida

Decision-Making Analytics
- Stanford University
- Harvard University
- University of North Carolina
- Boston University
- University of Michigan
- Syracuse University
- Kansas University
- Temple University
- Cornell University
- University of California - Berkeley
Project 1: Impact analytics
What are impact analytics?

**Reporting/Feedback**
- Contributing to performance reports
- Understanding user preferences
- Reinforcing beliefs

**Acquisitions**
- Driving acquisition decisions
- Recognizing underserved needs

**Impact Analytics:**
The endeavor to gauge the level of engagement with and impact of a resource (not just its use)

**Promotion/Outreach**
- Supporting with patron outreach
- Helping faculty with course design

**Library Processes/Design**
- Input for library and library website design
Impact: example 1

“Twitch”
Stanford

A beautiful story from a wonderful person. Thank you for spreading awareness about Huntington’s with everything that you do.

- 2 ratings
- 2 watchlists
- 1 searching for “genetic testing”
- 1 comment
Impact: example 2

Search Term breakdown
UFL, Nov 2015-June 2016

<table>
<thead>
<tr>
<th>% of searches by type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Topic</td>
<td>47%</td>
</tr>
<tr>
<td>Producer</td>
<td>19%</td>
</tr>
<tr>
<td>Film</td>
<td>17%</td>
</tr>
<tr>
<td>Person</td>
<td>13%</td>
</tr>
<tr>
<td>Region</td>
<td>4%</td>
</tr>
</tbody>
</table>

Sample insights

Campus initiatives
- #1 search term: anxiety
- 42 searches for LGBT related terms

Current affairs
- 400% spike in “trump” and “clinton” searches in 2016
- 5 “guns” searches in June 2016
Project 2: Decision-making analytics
Example 1: Awareness

KU
% accesses by Source

- Catalog/Discovery: 67%
- Libguides: 17%
- Library Website: 10%
- Social Media: 6%
- Google/Direct: 0%

Benchmark
% accesses by Source

- Catalog/Discovery: 66%
- Libguides: 9%
- Library Website: 8%
- Social Media: 7%
- Google/Direct: 5%
## Example 2: Accessibility & Devices

### Accessibility

<table>
<thead>
<tr>
<th>Institution</th>
<th>% plays with transcript/captions</th>
</tr>
</thead>
<tbody>
<tr>
<td>KU</td>
<td>0.3%</td>
</tr>
<tr>
<td>Stanford</td>
<td>0.6%</td>
</tr>
<tr>
<td>Brown</td>
<td>0.4%</td>
</tr>
<tr>
<td>UWLax</td>
<td>0.2%</td>
</tr>
<tr>
<td>UFL</td>
<td>0.3%</td>
</tr>
<tr>
<td>RISD</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

### Devices

<table>
<thead>
<tr>
<th>Institution</th>
<th>% accesses by device</th>
</tr>
</thead>
<tbody>
<tr>
<td>KU</td>
<td>90%</td>
</tr>
<tr>
<td>Average</td>
<td>92%</td>
</tr>
<tr>
<td>KU</td>
<td>7.6%</td>
</tr>
<tr>
<td>Average</td>
<td>4.5%</td>
</tr>
<tr>
<td>KU</td>
<td>2%</td>
</tr>
<tr>
<td>Average</td>
<td>3%</td>
</tr>
<tr>
<td>KU</td>
<td>0.4%</td>
</tr>
<tr>
<td>Average</td>
<td>1%</td>
</tr>
<tr>
<td>KU</td>
<td>0%</td>
</tr>
<tr>
<td>Average</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
Example 3: Timing

Time of Day
% accesses by time of day
Example 4: Subjects

Subject Usage
% of Total accesses

KU

0.0% 1.0% 2.0% 3.0% 4.0% 5.0% 6.0% 7.0% 8.0% 9.0% 10.0% 11.0% 12.0%

Movies

Foreign Lang.

Africa

Politics

Business

Documentaries

Sociology

Media Studies

Teacher Ed
What next?

1. Powerful ways to measure impact

2. With time – find trends and refine how use and integrate into library processes

3. Developing new decision-making capabilities to take information to decisions

Any Feedback?!