Google Analytics and Discovery Systems: Past, Present, and Future

Allie Thome
Systems & Web Librarian
Concordia College - Moorhead, MN
athome@cord.edu
How do you feel about using Google Analytics with Discovery?
Me in 2017, adding Google Analytics to WorldCat Discovery
Outline

1. Past: what’s been done?
2. Present: setup and reports
3. Future: privacy and data storage
Past:
How have libraries used Google Analytics for Discovery?

“When we are tired, we are attacked by ideas we conquered long ago.”

-Friedrich Nietzsche
“To navigate the excess amounts of data generated by Google Analytics, some key points of interest were identified” (Janyk 263).
Past: Identify relevant data

Janyk study at Okanagan College Library in British Columbia:

- User search strategies: keywords and facets
- User behaviors and competencies
- Date and time of peak usage
- Mobile vs Desktop

(Janyk 263-264)
Past: setup and customization

“Customizing Google Analytics for the Library Catalog or Discovery Service” by Tabatha Farney

- Detailed setup instructions
- Explains key terms
Present Part 1: Setup

“By failing to prepare you are preparing to fail.”

-Benjamin Franklin
Setup

Google Analytics
- Deploys Google Analytics Javascript tracking code that is used for gathering usage data on a website or app
- Has an admin portal for viewing reports
- For WCD, UA tracking code is added in OCLC Service Configuration

Google Tag Manager
- You can add GTM container script INSTEAD OF GA tracking code on a webpage
- Can deploy various types of javascript code that are used for gathering data
- Provides forms for customizing/editing/refining javascript
- GTM container script must be coded into website HTML (requires editing access to HTML)
- Not possible for OCLC WCD currently

What I’m covering today.
Setup

Create an account and tracking code → Make optional customizations → Input UA Code

WorldCat Discovery
EDS GA / EDS GTM
Primo (New, Classic, and Metalib+, not PrimoVE)
**Setup**

**Organization** - company level, lets you link multiple services from one place.

**Account** - GA access point. One organization can have multiple accounts.

**Property** - a website or mobile app you want to collect data on. One account can have multiple properties.

**View** - a filter or perspective on your data. Each property comes with one view preloaded - all website data. One property can have multiple views.
Adding a new “account” does not create a new login.

Yes, the terminology is confusing.
Setup/Site Search customization

1. Click on Admin gear
2. Click on View settings
3. Scroll down to Site Search Settings
4. Turn on Site search Tracking
5. Add Query parameter (identifies search term)
6. Add Category parameters (identifies limiters)

https://cord.on.worldcat.org/search?sortKey=RECENCY&databaseList=&queryString=panda&changedFacet=format&scope=&format=Book&database=all&author=Toonder%2CMarten&year=2013..2018&yearFrom=2013&yearTo=2018&language=all&topic=all
Other Customizations

Content Grouping = viewing categories of pages

Goals = set a goal for your patrons. How many times did someone click on “My account?” Are patrons logging into their accounts on mobile?
Google Analytics

All WorldCat Discovery subscribing libraries can enable tracking to Google Analytics.

Notes:
You must go to [http://www.google.com/analytics/](http://www.google.com/analytics/) and set up a Universal Analytics Account to obtain your Google Analytics Tracker ID. We recommend creating a Google Analytics account for WorldCat Discovery even if you have an existing one.

If you are currently using Google Classic Analytics, you will need a new Universal Analytics account for WorldCat Discovery integration.

Example tracker ID: UA-11111111-1

Enter your Google Analytics Tracker ID

[Save Changes] [Cancel]
Present Part 2: Interpreting Reports

“Data are just summaries of thousands of stories - tell a few of those stories to help make the data meaningful.”

-Chip & Dan Heath
Reports: example goals

Goal 1: understand user search behavior in order to improve library services and instruction

Goal 2: monitor trends in technology use in order to stay up-to-date and suggest platform improvements
## Reports

| 01 | HOME | Time and Date  
| 02 | BEHAVIOR > SITE CONTENT > ALL PAGES | Page rankings  
| 03 | BEHAVIOR > SITE SEARCH > SEARCH TERMS | Site search (requires additional setup)  
|   |   | Devices  
|   |   | Goals (requires additional setup)  
|   |   | Bounce rate  
|   |   | Oops pages  
|   |   | Events |
Future: Privacy and Data Storage

“The price of light is less than the cost of darkness.”

-Arthur C. Nielsen

“It's so cheap to store all data. It's cheaper to keep it than to delete it. And that means people will change their behavior because they know anything they say online can be used against them in the future.”

-Mykko Hypponen
Are we proactively protecting user privacy?

➔ Set data retention expiration
➔ Site search - turn on or off
➔ Keep GA passwords secure
**Data Retention Settings**

1. Click on Admin gear
2. Under Property click .js Tracking Info
3. Click on Data Retention

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**User and event data retention**

You may change the retention period for data you send that is associated with cookies, user identifiers, or advertising identifiers. These controls do not affect most standard reporting, which is based on aggregated data. Google signals data (if enabled) is retained according to your setting or 26 months, whichever is less. Changes to these settings take effect after 24 hours. *(Learn more)*

Note: These settings will take effect on May 25, 2018

**User and event data retention:**
- **50 months**

**Reset on new activity:**
- **ON**

Settings:
- 14 months
- 26 months
- 38 months
- **50 months**
- Do not automatically expire

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**Save**  **Cancel**
Are we collecting Personally Identifiable Information (PII)?

- GDPR protects EU citizens’ personal information
- GDPR says that IP addresses are PII
- What about ClientID? Is it PII?
  - ClientID is a cookie that tracks what a user does.
  - How many clicks does it take to figure out who someone is?
Are we collecting Personally Identifiable Information (PII)?

**ClientID = Browser + Device**

→ Each user will probably have multiple ClientIDs, and can control this themselves by clearing cookies

**IP Address**

→ GA does collect IP addresses and stores them for as long as you have set to retain data. IP addresses are NOT available in GA reports.
Should we attempt to anonymize IP addresses? Can we?

Who has access to IP addresses?

- Not us!
- But Google retains data for 14-50 months or forever

IP Anonymization?

- GTM, easily done
- GA, requires ability to edit tracking code and paste into page HTML
Enable Demographics and Interests Reports for Remarketing and Advertising

Check this setting to add the Demographics and Remarketing features to your Google Analytics tracking code. Make sure to enable Demographics and Remarketing in your Google Analytics account. We have a guide for how to do that in our knowledge base. For more information about Remarketing, we refer you to Google’s documentation. Note that usage of this function is affected by privacy and cookie laws around the world. Be sure to follow the laws that affect your target audience.

Anonymize IP addresses?

This adds `_anonymizeIp`, telling Google Analytics to anonymize the information sent by the tracker objects by removing the last octet of the IP address prior to its storage.

https://www.jeffalytics.com/gdpr-ip-addresses-google-analytics/
Google Analytics

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Notes:
You must go to [http://www.google.com/analytics](http://www.google.com/analytics) and set up a Universal Analytics Account to obtain your Google Analytics Tracker ID. We recommend creating a Google Analytics account for WorldCat Discovery even if you have an existing one.

If you are currently using Google Classic Analytics, you will need a new Universal Analytics account for WorldCat Discovery integration.

Example tracker ID: UA-11111111-1

Enter your Google Analytics Tracker ID

UA-12345-1

Save Changes  Cancel
The End...for now

Questions?
Sources + Images

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