

# Assessing the Return on Investment in Digitized Special Collections

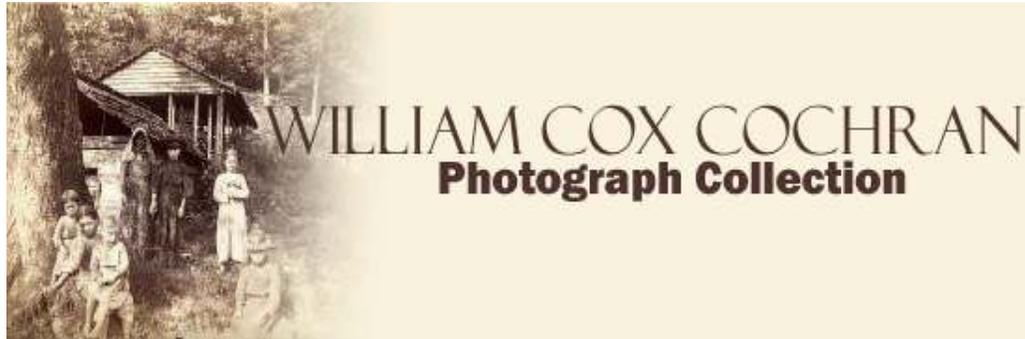
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The University of Tennessee

# Assessment Techniques

- Contingent valuation
  - Willingness to spend time and money to get resources from other sources
  - What if online access were not available
- Google Analytics

Albert "Dutch" Roth, 1890 - 1974

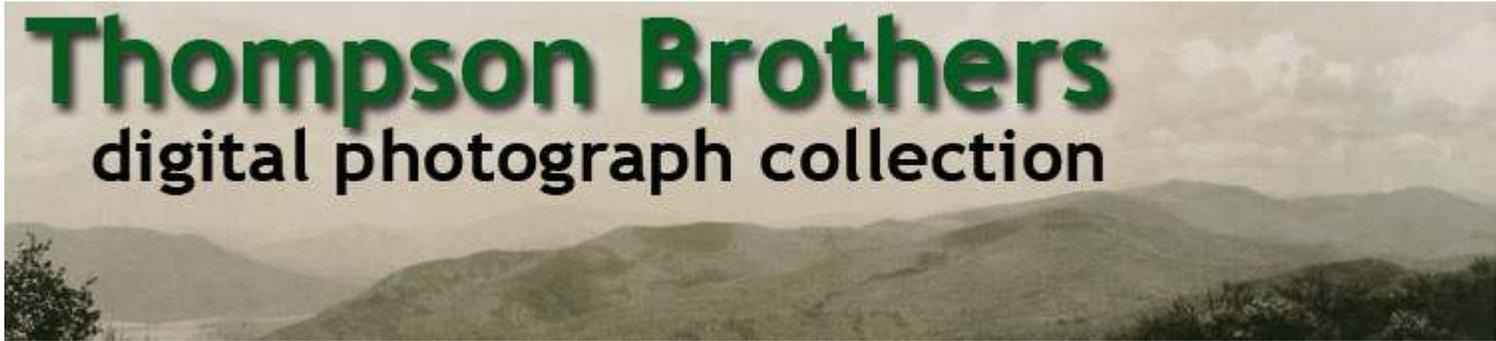




From Pi Beta Phi to  
**ARROWMONT**

member of the family knew how to read.

The mountains of the South hold untold resources, almost entirely undeveloped; but who can doubt that their greatest undeveloped resource is this remarkable people, left—as the mountain treasures have been left—to be developed later and more slowly, and at a time when our country stands in greater need of them?



**Thompson Brothers**  
digital photograph collection





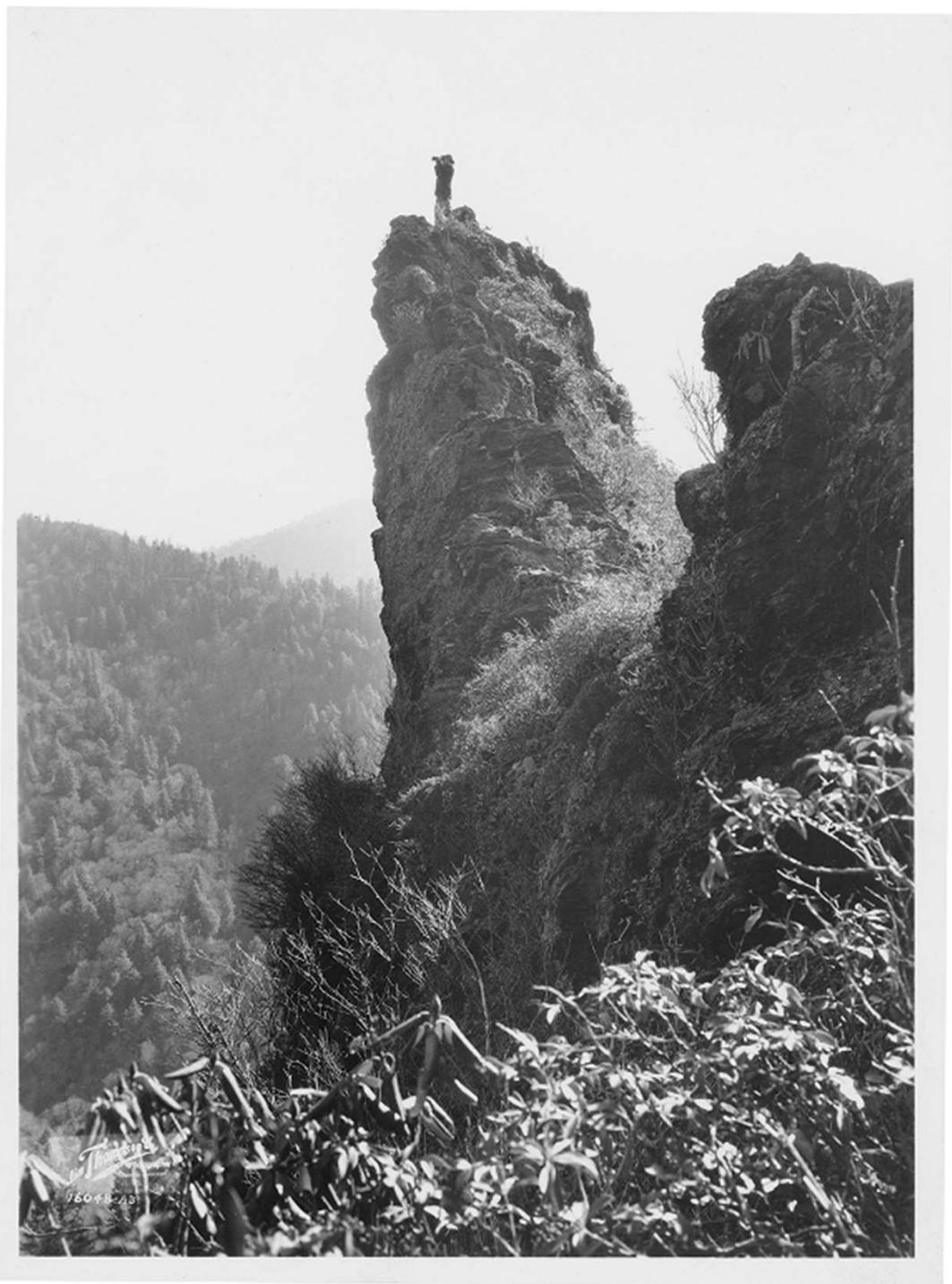






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## Contingent Valuation Questionnaire

Q1. Did you know that the Albert “Dutch” Roth Photograph online collection was hosted by the University of Tennessee Library Digital Special Collections?

Q2. In a typical month, how often do you visit the online collection?

- A. More than 10 times
- B. 6-10 times
- C. 2-5 times
- D. 1 time

Q3. How satisfied were you with the content of the online collection?

- A. Very satisfied
- B. Satisfied
- C. Dissatisfied
- D. Very dissatisfied

Q4. How satisfied were you with access to the online collection?

- A. Very satisfied
- B. Satisfied
- C. Dissatisfied
- D. Very dissatisfied

Q5. Have you used the Special Collections at the University of Tennessee?

Q6. If the Albert “Dutch” Roth Photograph collection were not freely available online, how much would you be willing to pay to for online access?

A. \$\_\_\_\_\_ (enter dollar amount)

B. Zero or nothing GO TO X1

C. Don't know GO TO Y1

D. Refused GO TO Y1

X1. People have different reasons for saying zero dollars or nothing. For some, that is how much the Albert “Dutch” Roth online collection is worth to them. Other people give different reason for saying this. I’m going to read you some reasons. Please tell me whether they accurately describe your reasons for answering as you do.

A. Did you say zero dollars or nothing because you thought we were asking you to begin paying for access to the collection? IF YES, GO TO X2

B. Did you give this answer because you think the University of Tennessee should be able to provide access with the money it has, or because you think UT spends too much money on online collections? IF YES, GO TO X3

C. Did you say zero dollars or nothing because that is what the Albert “Dutch” Roth Photograph online collection is really worth to you? IF YES, GO TO Q8

D. Can you specify to me the reason for saying zero dollars or nothing?  
(SPECIFY  
REASON:) \_\_\_\_\_ GO TO Q8

E. Refused. GO TO Q8

F. Don’t know. GO TO Q8

X2. The Library's online special collections are supported by student tuition and funding from the state of Tennessee. It is important for us to learn what value you place on access to these collections when you are given the chance to make the choice yourself. Would you be willing to answer these questions later if I give you a chance to make changes in your answers if you wish?

- A. Yes. GO BACK TO Q6
- B. No. GO TO Q8
- C. Refused. GO TO Q8
- D. Don't know. GO TO Q8

Y1. People have different reasons for saying they don't know or can't answer this question. I'm going to read you some reason. Please tell me whether they accurately describe your reasons for answering as you do.

A. Did you give this answer because you thought we were asking you to begin paying for access to the collection? IF YES, GO TO Y2

B. Did you give this answer because you think the University of Tennessee should be able to provide the access with the money it has, or because you think UT spends too much money on online collections? IF YES, GO TO Y3

C. Did you give this answer because you find it too hard to place a value on the benefit to you of online access to the Albert "Dutch" Roth Photograph collection without knowing what it costs to maintain? IF YES, GO TO Y4

<http://appalachianhistory.blogspot.com/2007/08/bald-is-beautiful.html>

<http://digital.lib.uiowa.edu/scrapbooks/resources.htm>

<http://dlf.grainger.uiuc.edu/dlfcollectionsregistry/browse/FullDisplay.asp?cid=70315>

[http://en.wikipedia.org/wiki/Talk:Great\\_Smoky\\_Mountains](http://en.wikipedia.org/wiki/Talk:Great_Smoky_Mountains)

<http://feeds.feedburner.com/AppalachianHistory>

<http://frank.mtsu.edu/~kmiddlet/tn/tn-dig.html>

<http://gosmokies.knoxnews.com/>

<http://www.appalachianhistory.net/>

<http://heritagetourist.blogspot.com/2010/08/arrowmont-red-barn.html>

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<http://www.americanhistoryonline.org/search>

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<http://web.eecs.utk.edu/~dunigan/at/>

<http://www.lib.utk.edu/arrowmont/>

<http://www.lib.utk.edu/cgi-perl/dbBroker.cgi?subheading=44>

<http://www.lib.utk.edu/cic/smokymaps.html>

<http://www.lib.utk.edu/digitalcollections/>

<http://www.lib.utk.edu/refs/smokies/>

<http://www.lib.utk.edu/smokies/>

<http://www.smhclub.org/links.htm>

<http://www.google.com/reader/view/>

<http://www.packerjerseyshop.com/donald-driver-jersey-c-5.html>

<http://www.steelersuperbowljerseys.com>

<http://www.wholesalesportjersey.com/michigan-wolverines>

<http://www.jordanshoes2009.com/Air-Jordan-Shoes/Air-Jordan-11XI>

<http://www.nikeairmaxmart.com/nike-air-max-95-mens-c-154.html>

# What are the Values?

## **User**

What is the value to a user in terms of time and money spent?

## **Prestige**

What is the prestige to the institution for high visibility digital special collection?

## **Development**

What value accrues to the development effort of the institution?

# What are the Values?

## **Environmental**

What is the value of the environmental savings from limited physical access to unique and often fragile material?

## **Scholars**

What value accrues from the role of special collections in attracting graduate students?

## **Collections**

What is the value of digital collection in attracting additional special collections?

# Assessing the Return on Investment in Digitized Special Collections

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