Welcome

Martha Kyrillidou

Senior Director
ARL Statistics and Service Quality Programs
Association of Research Libraries
Everyone joining the webcast will be muted to cut down on background noise.

We welcome questions. Please type your questions and ARL staff stand ready to answer them.

We will invite you to respond to one or more poll questions to inform us and participants about your experiences.

The webcast will be distributed in about 2 weeks via YouTube.
Martha Kyrillidou, Senior Director, Association of Research Libraries

Gayle Baker, Professor and Electronic Resources Coordinator, University of Tennessee Libraries

Ken Wise, Associate Professor, University of Tennessee Libraries
Goals

• Identify how we can articulate and measure the value of digitized special collections

• Demonstrate how contingent valuation can be used for this purpose

• Identify how Google Analytics can supplement value studies for digitized special collections
LibValue Webcasts 2013

- Feb 14: LibValue: Undergraduate Student Success
- Mar 21: LibValue: Library Commons Spaces
- Apr 18: LibValue: Books and E-books
- May 9: LibValue: Comprehensive Approaches to Defining Library Value
- Jun 13: LibValue: Success in Teaching & Research
- **Aug 15: LibValue: Digitized Special Collections**
Multiple institutions using multiple methods to measure multiple values for multiple stakeholders
StatsQUAL®
A gateway to library assessment tools that describe the role, character, and impact of physical and digital libraries.

ARL Statistics®
ARL Statistics™ is a series of annual publications that describe the collections, expenditures, staffing, and service activities for Association of Research Libraries (ARL) member libraries.

LibQUAL+®
LibQUAL+® is a rigorously tested Web-based survey that libraries use to solicit, track, understand, and act upon users’ opinions of service quality.

ClimateQUAL®
ClimateQUAL®: Organizational Climate and Diversity Assessment is an online survey that measures staff perceptions about: (a) the library's commitment to the principles of diversity, (b) organizational policies and procedures, and (c) staff attitudes.

DigiQUAL®
The DigiQUAL® online survey designed for users of digital libraries that measures reliability and trustworthiness of Web sites. DigiQUAL® is an adaptation of LibQUAL+® in the digital environment.

MINES for Libraries®
Measuring the Impact of Networked Electronic Resources (MINES) is an online transaction-based survey that collects data on the purpose of use of electronic resources and the demographics of users.
The distinction that will shape our future is the distinction between commodity documents and non-commodity documents.

Special collections will bear heavily on the utility and health of an academic research library.

Acquiring, digitizing and making discoverable special collections enriches the scholarly environment.

Rick Anderson, U of Utah
ARL Profiles: Research Libraries 2010

- Serve the public good
- Expand globally
- Set standards
- Explore best practices
- Establish national and international visibility
ARL Profiles 2010:
Capturing Digital Developments through Qualitative Inquiry – Kyrillidou, Cook, Lippincott
Digitizing Special Collections

- Focus on “distinctive materials and signature collections”
- A variety of media: photographs, newspapers, films, audio, manuscripts, postcards, multimedia
- Digitization models:
  - Large-scale digitization
  - Curated online exhibits
Why are libraries digitizing special collections?

- Digitizing primary source materials:
  - Supports undergraduate learning
  - Provides remote access to collections
  - Exposes “hidden” collections
  - Furthers the library’s mission
  - Enables long-term preservation
  - Responds to user preferences
  - Increases discovery and use
  - Attracts new donations
Select the most important value created by your digitized special collections. (We realize that these are not mutually exclusive.)

1. **User value:** The value to a user in terms of time and money spent

2. **Prestige:** The prestige to the institution from high-visibility digital special collection

3. **Development:** Value that accrues to the development effort of the institution

4. **Environmental:** Value of the environmental savings from limited physical access to unique and often fragile material

5. **Scholars:** Value that accrues from the role of special collections in attracting grad students

6. **Collections:** The value of digital collection in attracting additional special collections
Contingent Valuation & ROI

Ken Wise
Associate Professor & Co-Director of the Great Smoky Mountains Regional Project
University of Tennessee Libraries
How do we measure Return on Investment in online digital collections?
two “bottom line” measures of worth

- Financial or related measures of value
- Impact on research (and ultimately on research reputation) and, to a lesser extent, teaching and learning
reflects developing trends in library assessment

the quest for

• impact
• value measures
“If everything is digitized, then perhaps the relevant measure of distinction is whether we, in our university library, capture, maintain, and contribute digitized copies of unique materials”

John Lombardi  2006
use value

versus

option value
use value:
the value of collections to patrons who actually make use of the collections

measured as an individual’s maximum willingness to pay for access to the collections
option price: 
the right to access these collections in the event he or she requires them 

measured as the value under uncertainty
option value:
the difference between option price and use value

a measure that estimates the value to non-users
how do we measure option value?
contingent valuation method

elicits individuals’ preferences for quasi-private and public goods by finding out their willingness to pay in dollar amounts for suitable alternatives
Collections Used in Valuation Assessment

William Cox Cochran Photograph Collection

Albert "Dutch" Roth Digital Photograph Collection
Collections Used in Valuation Assessment

From Pi Beta Phi to ARROWMONT

Thompson Brothers
digital photograph collection

THE University of TENNESSEE UT KNOXVILLE
http://www.lib.utk.edu/digitalcollections/gsm.html
Contingent Valuation Questionnaire

Q1. Did you know that the Albert “Dutch” Roth Digital Photograph Collection is hosted online 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
Findings

Using even the most conservative averaging of all the responses, users of the four online collections are willing to pay in the neighborhood of $5 per month for access.
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?
Poll Question

Does your institution value your efforts to digitize special collections?

• Yes
• No
• Not sure
Google Analytics & Digital Image Collections

Gayle Baker
Professor and Electronic Resources Coordinator
University of Tennessee Libraries
– Survey
– Log analysis
– Interviews
Log Data

- “Deep log analysis” – YYYYMMDD, Collection, # Hits during day, Referring URL, IP address, ...
- IP address (12.24.3.106 – Indiana)
- Referring URL
  - Generic top-level domain - .com, .net, .org, ...
  - Search:
– News-readers:
http://www.google.com/reader/view/

– Metadata:
http://www.dlfaquifer.org/search/item/Marion-G-Heard-Resource-Center-Arrowmont/oai%5EAdiglib%5E2Elib%5E2Eutk%5E2Eedu%5E2Earm00000062001
Google Analytics

- Javascript on web header
- Tracking via cookie
- Data stored at Google
- Analysis via www.google.com/analytics
Pros

• Free
• Useful reports
  – Data
    • Visitor information
    • Page views
    • Time on page
    • New/returning visit
    • Bounce rate
• Some flexibility
  – Dates
  – Inclusion/exclusion of data
Cons

- Not web log
- Only records when Javascript is encountered
- Does not record when cookies are not allowed
- Visitor category may not be correct (new/returning)
- Privacy concerns
- Google has the data
National Reach
International Reach
## Top Referrals by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
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## Top Search Terms

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<td>Page</td>
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</tbody>
</table>
Albert "Dutch" Roth Digital Photograph Collection Please Take Our Survey


Availability:
Digital Image Copyright (c) 2003, The University of Tennessee Libraries. All Rights Reserved.
For permission to use, contact: Great Smoky Mountains Regional Project, The University of Tennessee Libraries,
1015 Volunteer Boulevard, Knoxville, TN 37996-1000, (865) 974-2359

For more information, contact smokies@utk.edu
## Usage Metrics and User Satisfaction

**Audience by metro area:**

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<thead>
<tr>
<th>Metro</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
<th>Miles from Knoxville</th>
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### Usage Metrics and Additional Data

- Returning users, PPV > 4 by metro area

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<tr>
<th>Metro</th>
<th>Visits</th>
<th>Pages / Visit</th>
<th>Avg. Visit Duration</th>
<th>Bounce Rate</th>
<th>Miles to Knoxville</th>
<th>Round-trip Cost ($0.555/mile)</th>
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<tr>
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<td>$256.41</td>
</tr>
<tr>
<td>Anderson SC</td>
<td>25</td>
<td>6.96</td>
<td>0:05:25</td>
<td>52.00%</td>
<td>180</td>
<td>$199.80</td>
</tr>
<tr>
<td>Charlotte NC</td>
<td>23</td>
<td>11.3</td>
<td>0:06:06</td>
<td>47.83%</td>
<td>541</td>
<td>$600.51</td>
</tr>
<tr>
<td>Nashville TN</td>
<td>18</td>
<td>26.78</td>
<td>0:15:14</td>
<td>33.33%</td>
<td>488</td>
<td>$541.68</td>
</tr>
<tr>
<td>Chicago IL</td>
<td>15</td>
<td>17.47</td>
<td>0:11:21</td>
<td>33.33%</td>
<td>251</td>
<td>$278.61</td>
</tr>
<tr>
<td>Cincinnati OH</td>
<td>13</td>
<td>21.54</td>
<td>0:07:05</td>
<td>46.15%</td>
<td>214</td>
<td>$237.54</td>
</tr>
<tr>
<td>Atlanta GA</td>
<td>11</td>
<td>14.27</td>
<td>0:09:39</td>
<td>27.27%</td>
<td>263</td>
<td>$291.93</td>
</tr>
<tr>
<td>Columbia SC</td>
<td>10</td>
<td>29.2</td>
<td>0:09:41</td>
<td>30.00%</td>
<td>112</td>
<td>$124.32</td>
</tr>
</tbody>
</table>
Value creation through economic, social, and environmental development targeted to an increasingly global and multicultural world. UT leads an increasing number of academic and public service activities that involve and benefit the local community, the State of Tennessee, the United States, and ultimately, the world. This continuing commitment to the public good, through a variety of outreach activities, is grounded in our tradition as a land-grant Institution.

(http://www.utk.edu/volvision-top25/mission.php)
Wrap-Up

Martha Kyrillidou

Senior Director
ARL Statistics and Service Quality Programs
Association of Research Libraries
ARL Profiles: Research Libraries 2010

- Serve the public good
- Expand globally
- Set standards
- Explore best practices
- Establish national and international visibility
Special collections are a priority for ARL attention:

• Identify opportunities and recommend actions that will encourage concerted action and coordinated planning for collecting and exposing ‘old’ materials in all formats (rare books, archives and manuscripts, audio, and video, and digital, etc).

• Identify criteria and strategies for collecting digital and other new media material that currently lack a recognized and responsible structure for stewardship.
Through the Transforming Special Collections in the Digital Age Working Group, ARL is focused on practice and training in managing born-digital special collections and archival materials. Recent activities include:

**SPEC Kit 329: Managing Born-Digital Special Collections and Archival Materials** (2012)

ARL is working with the Society of American Archivists (SAA) to bring its [Digital Archives Specialist (DAS) Program](#) to ARL libraries.
In 2010, the ARL Board endorsed a set of nine principles to guide vendor/publisher relations in large-scale digitization projects of special collections materials; and in 2012, ARL published a set of articles in Research Library Issues on legal issues in digitizing special collections.

Collaborative research projects with Ithaka S+R on sustainability of digitized special collections: 1) A survey of the ARL membership and 2) An IMLS-funded cooperative agreement to publish case studies of sustainable special collections in the library, museum and cultural heritage community more broadly.
Special Collections:
Qualitative and Quantitative data

ARL Statistics for Special Collections:
Expenditures and staffing data
Interested in pilot work?

• Martha Kyrillidou
  – martha@arl.org

libvalue.cci.utk.edu

LibValue.org
• Feb 14: LibValue: Undergraduate Student Success
• Mar 21: LibValue: Library Commons Spaces
• Apr 18: LibValue: Books and E-books
• May 9: LibValue: Comprehensive Approaches to Defining Library Value
• Jun 13: LibValue: Success in Teaching & Research
• Aug 15: LibValue: Digitized Special Collections

http://www.youtube.com/user/ARLVideo
THANK YOU