

Ohio Digital Collections Analytics 2015: Report compiled for the Ohio Digitization Interest Group

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Building on last year's survey, the purpose of this project is to establish benchmarks for the analytics of individual institutions' digital collections platforms. Although similar services are available by membership to certain organizations (e.g. Association of Research Libraries), this particular project provides a free alternative that focuses solely on Ohio libraries.

Although our sample size has grown from last year by 50% (10 to 15), the relative size of it is still small enough that the standard deviations continue to be very broad. This year, we had responses from 8 academic libraries, 5 public libraries, one corporate library, and one special library/cooperative project.

The large variance of responses hides many of the correlations in the overall results, but once splits into academic and public, very strong trends emerge in each – oftentimes overlapping. For example, there is a very strong correlation in both groups between the overall time spent on digital collections and the overall use of the digital collections (this is perhaps not surprising, but still encouraging when it comes time to pushing for more resources to be devoted to digital collections). Similarly, the overall size of the digital collections platform (measured in total items) is strongly tied to a larger and more geographically diverse user base, but also less focused use (measured in a decrease in duration and increase in bounce rate).

Overall, the numbers were not significantly different from last year's results, suggesting we are growing closer to better understanding usage statistics of digital collections in Ohio. Statistics below are given both with and without the response from the Ohio Memory project.

## KEY

Weekly time (hours): Estimated employee time spent on digital collections

Pop. Served: Estimated population of primary service area

Total items: Total items available in digital collections:

Total collections: Total collections the items are organized into

Sessions: Number of times the digital collections website was accessed

Users: Number of individual users of the digital collections (measured by unique IP addresses)

Pages: Number of individual page (e.g. item) views

Avg. duration (sec): Average sessions duration, measured in seconds

Bounce rate: Estimated rate of sessions where the user opens the website and immediately leaves without accessing the information in the digital collections

% USA: Percentage of users coming from USA IP addresses

% Ohio: Percentage of users coming from Ohio IP addresses

% Local: Percentage of users coming from the institution's city IP addresses

Correlations where  $r \geq 0.7$  were considered 'strong' and are marked in **bold red**

Correlations where  $0.4 \leq r < 0.7$  were considered 'moderate' and are marked in *blue italics*

Correlations where  $0.1 \leq r < 0.4$  were considered 'weak' and are marked in underlined green

## OVERALL MEANS AND STANDARD DEVIATIONS

	Weekly time (hours)	Pop. served	Total items	Total collections	Sessions	Users	Pages	Avg. duration (sec)	Bounce rate	% USA	% Ohio	% Local
Overall mean	79.63	80,888	141,811	45	61,121	42,862	325,114	239	52.44%	79.95%	51.37%	28.12%
Overall std. dev.	83.16	111,287	212,100	37	69,841	55,742	492,317	84	09.44%	18.89%	17.37%	13.85%
Mean w/out Ohio Memory	78.18	80,888	108,102	39	44,754	28,335	225,914	240	53.04%	78.92%	51.51%	30.19%
Std. dev. w/out Ohio Memory	86.11	111,287	173,184	30	34,948	19,923	353,348	88	09.72%	19.33%	18.41%	12.95%
Academic mean	83.25	28,767	96,860	55	44,507	33,365	280,152	226	53.12%	71.85%	50.19%	27.52%
Academic std. dev.	100.69	16,594	209,999	28	32,143	22,534	430,549	85	12.61%	19.76%	21.80%	15.05%
Public mean	85.10	169,291	97,459	14	45,148	18,277	117,440	266	52.91%	86.00%	54.14%	35.51%
Public std. dev.	69.50	156,247	121,963	14	43,079	8,258	41,601	98	4.27%	16.07%	12.36%	06.41%

## CORRELATIONS BETWEEN STATISTICS

ALL (sample size = 15)

	Pop.	Items	Collections	Weekly Time	Sessions	Users	Pages	Duration	Bounce	% USA	% Ohio	% Local
Pop.	1.00											
Items	<u>0.64</u>	1.00										
Collections	<b>0.75</b>	<u>0.44</u>	1.00									
Weekly Time	0.07	<u>0.63</u>	-0.00	1.00								
Sessions	<b>0.92</b>	<b>0.85</b>	<u>0.57</u>	<u>0.41</u>	1.00							
Users	<b>0.94</b>	<b>0.80</b>	<u>0.63</u>	<u>0.33</u>	<b>0.99</b>	1.00						
Pages	<b>0.72</b>	<b>0.97</b>	<u>0.49</u>	<u>0.64</u>	<b>0.90</b>	<b>0.85</b>	1.00					
Duration	<u>-0.13</u>	-0.03	-0.06	0.04	<u>-0.19</u>	<u>-0.20</u>	0.03	1.00				
Bounce	<u>-0.19</u>	<u>-0.13</u>	<u>0.17</u>	<u>-0.19</u>	<u>-0.27</u>	<u>-0.28</u>	<u>-0.29</u>	<u>-0.30</u>	1.00			
% USA	<u>0.21</u>	<u>0.26</u>	<u>-0.31</u>	<u>0.18</u>	<u>0.21</u>	<u>0.19</u>	<u>0.31</u>	<u>0.67</u>	<u>-0.61</u>	1.00		
% Ohio	0.07	<u>-0.17</u>	0.05	-0.00	-0.02	0.04	<u>-0.16</u>	<u>-0.40</u>	0.06	<u>0.19</u>	1.00	
% Local	<u>0.47</u>	<u>0.19</u>	<u>-0.32</u>	<u>0.67</u>	<u>-0.27</u>	<u>-0.32</u>	0.09	<u>0.35</u>	<u>0.12</u>	<u>0.11</u>	<u>0.14</u>	1.00

Without Ohio Memory (sample size = 14)

	Pop.	Items	Collections	Weekly Time	Sessions	Users	Pages	Duration	Bounce	% USA	% Ohio	% Local
Pop.	1.00											
Items	<u>-0.10</u>	1.00										
Collections	<u>-0.37</u>	0.06	1.00									
Weekly Time	<u>0.29</u>	<b>0.75</b>	-0.04	1.00								
Sessions	-0.04	0.08	0.06	<b>0.76</b>	1.00							
Users	-0.03	<u>0.68</u>	<u>0.15</u>	<b>0.78</b>	<b>0.95</b>	1.00						
Pages	-0.09	<b>0.94</b>	0.07	<b>0.86</b>	<b>0.87</b>	<b>0.74</b>	1.00					
Duration	<u>0.21</u>	0.04	-0.01	0.04	<u>-0.28</u>	<u>-0.35</u>	<u>0.13</u>	1.00				
Bounce	0.00	0.02	<u>0.52</u>	<u>-0.19</u>	<u>-0.21</u>	<u>-0.25</u>	<u>-0.20</u>	<u>-0.32</u>	1.00			
% USA	<u>0.26</u>	<u>0.18</u>	<u>-0.65</u>	<u>0.17</u>	-0.03	<u>-0.13</u>	<u>0.20</u>	<b>0.72</b>	<u>-0.59</u>	1.00		
% Ohio	<u>0.46</u>	<u>-0.21</u>	<u>0.11</u>	-0.00	0.02	<u>0.20</u>	<u>-0.20</u>	<u>-0.40</u>	0.06	<u>0.21</u>	1.00	
% Local	<u>0.30</u>	<b>0.77</b>	0.07	<b>0.76</b>	<u>0.59</u>	<b>0.72</b>	<b>0.72</b>	<u>0.39</u>	0.02	<u>0.35</u>	<u>0.15</u>	1.00

## ACADEMIC (sample size = 8)

	Pop.	Items	Collections	Weekly Time	Sessions	Users	Pages	Duration	Bounce	% USA	% Ohio	% Local
Pop.	1.00											
Items	<u>0.63</u>	1.00										
Collections	<u>-0.23</u>	-0.04	1.00									
Weekly Time	<u>0.55</u>	<b>0.95</b>	<u>-0.21</u>	1.00								
Sessions	<b>0.70</b>	<b>0.81</b>	<u>-0.22</u>	<b>0.90</b>	1.00							
Users	<u>0.56</u>	<u>0.69</u>	<u>-0.21</u>	<b>0.83</b>	<b>0.95</b>	1.00						
Pages	<b>0.78</b>	<b>0.95</b>	<u>-0.15</u>	<b>0.93</b>	<b>0.89</b>	<b>0.75</b>	1.00					
Duration	<u>0.29</u>	<u>0.25</u>	<u>0.28</u>	0.06	<u>-0.10</u>	<u>-0.30</u>	<u>0.30</u>	1.00				
Bounce	<u>-0.39</u>	<u>-0.03</u>	<b>0.79</b>	-0.19	<u>-0.34</u>	<u>-0.35</u>	<u>-0.24</u>	<u>-0.24</u>	1.00			
% USA	<u>0.38</u>	<u>0.31</u>	<b>-0.72</b>	<u>0.41</u>	<u>0.35</u>	<u>0.17</u>	<u>0.42</u>	<u>0.26</u>	<b>-0.90</b>	1.00		
% Ohio	<u>-0.10</u>	<u>-0.16</u>	<u>0.21</u>	0.08	<u>0.13</u>	<u>0.31</u>	<u>-0.19</u>	<b>-0.82</b>	<u>0.14</u>	<u>-0.20</u>	1.00	
% Local	<u>0.56</u>	<b>0.96</b>	<u>0.38</u>	<b>0.93</b>	<b>0.90</b>	<b>0.83</b>	<b>0.93</b>	<u>0.30</u>	0.06	<u>0.25</u>	0.05	1.00

## PUBLIC (sample size = 5)

	Pop.	Items	Collections	Weekly Time	Sessions	Users	Pages	Duration	Bounce	% USA	% Ohio	% Local
Pop.	1.00											
Items	-0.02	1.00										
Collections	<b>0.89</b>	<b>0.83</b>	1.00									
Weekly Time	<b>0.99</b>	<u>0.51</u>	<b>0.75</b>	1.00								
Sessions	<u>0.41</u>	<b>0.98</b>	<b>0.91</b>	<u>0.63</u>	1.00							
Users	<b>0.75</b>	<u>0.64</u>	<u>0.52</u>	<b>0.81</b>	<b>0.89</b>	1.00						
Pages	<b>0.72</b>	<u>0.61</u>	<u>0.67</u>	<b>0.76</b>	<b>0.89</b>	<b>0.93</b>	1.00					
Duration	<u>0.18</u>	<b>-0.94</b>	<u>0.19</u>	<u>0.11</u>	<b>-0.81</b>	<u>-0.46</u>	<u>-0.54</u>	1.00				
Bounce	<u>-0.34</u>	<b>0.94</b>	<u>-0.39</u>	<u>-0.25</u>	<b>0.72</b>	<u>0.35</u>	<u>0.38</u>	<b>-0.98</b>	1.00			
% USA	<u>0.29</u>	<b>-0.96</b>	<u>0.38</u>	<u>0.20</u>	<b>-0.75</b>	<u>-0.40</u>	<u>-0.41</u>	<b>0.97</b>	<b>-1.00</b>	1.00		
% Ohio	<u>0.69</u>	<b>-0.94</b>	<b>0.86</b>	<u>0.59</u>	<u>-0.69</u>	<u>-0.10</u>	0.05	<b>1.00</b>	<b>-1.00</b>	<b>1.00</b>	1.00	
% Local	<u>0.24</u>	<b>-0.99</b>	<b>0.71</b>	<u>0.12</u>	<b>-0.96</b>	<u>-0.58</u>	<u>-0.45</u>	<b>0.84</b>	<b>-0.85</b>	<b>0.89</b>	<b>0.87</b>	1.00