

Ohio Digital Collections Analytics 2015

The purpose of this survey is to explore the use of digital collections in Ohio for the calendar year 2015. In doing so it will provide a base for assessing the access and use of their collections. Although targeted towards Ohio DIG members, please pass this survey on to anyone working in developing digital collections for libraries, museums, and archives in Ohio. In this survey, we'll ask questions that involve your digital collections' analytics. In order to answer accurately, you will need to have access to that data set.

All submissions are anonymous, but I do intend to develop a report based on these numbers for the Ohio DIG group as well as possibly an article or presentation. By submitting a response you consent to me using the data you contribute as part of any future reports I publish or present.

Thank you for your contribution! Your answers will help institutions across Ohio advocate within their organizations for digital collections.

Specific instructions for Google Analytics and AWStats are included. If you have another platform and would like guidance on how to enter your stats, or if you have any other questions about the survey, please contact Marcus Ladd (laddmm@MiamiOH.edu) or Mandy Knapp (aknapp@library.ohio.gov).

* Required

About Your Institution

Let's get started by asking a little about your institution

1. Institution Type *

Which of the following *best* describes your institution?
Mark only one oval.

- Academic Library or Archive
- Public Library or Archive
- Corporate Library or Archive
- Public Museum
- Other:

2. Weekly time spent on digital collections *

On a typical work week, what are the total hours spent by employees, student workers and volunteers of your institution dedicated digital collections? If you are unsure, please use your best judgement. This includes but is not limited to scanning, creating metadata, administrating digital collection software, and quality control/review.

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3. Population Served *

Please provide an estimated population of your primary user group (e.g. student population, city population, etc)

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4. Target Audience *

Which of the following audiences do you expect to use your digital collection the most?
Mark only one oval.

- Professional scholars, researchers, or historians
- Undergraduate or graduate students
- Genealogists or hobbyists
- K-12 students and their teachers
- General public
- Other:

About your Digital Collections

Now let's have a look at your digital collections themselves

5. Total Collections *

As of December 31, 2015, how many digital collections are in use at your institution?

6. Total Items *

As of December 31, 2015, how many items were in your digital collection?

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Analytics

Finally, let's get into the analytics themselves.

7. Time Frame *

Is the data you're able to provide for all of 2015 or for a different time period? If possible, please provide the data for all of 2015. If this is not possible, please enter the time frame under 'Other' (e.g. March 1 - Nov 1, 2015)
Mark only one oval.

- 2015
- Other:

8. Total Sessions *

Please provide the total number of times someone accessed your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Sessions'. In AWStats this is listed as 'Visits'. If you are unable to provide this information, please enter 'n/a'.

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9. Total Users *

Please provide the total number of visitors to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Users'. In AWStats this is listed as 'Unique Visitors'. If you are unable to provide this information, please enter 'n/a'.

10. Total Pages *

Please provide the total number of pages viewed by visitors to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Pageviews'. In AWStats this is listed as 'Pages'. If you are unable to provide this information, please enter 'n/a'.

11. Average Duration *

Please provide the average duration of visits to your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Avg. Session Duration'. In AWStats this is listed under 'Visit Duration' as the average. If you are unable to provide this information, please enter 'n/a'.

12. Bounce Rate *

Please provide the bounce rate of visits your digital collections. In Google Analytics this is listed on the 'Audience Overview' page under 'Bounce Rate' (this is not included in AWStats). If you are unable to provide this information, please enter 'n/a'.

13. % of Users from the United States *

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click on the United States. The percentage will be found near the top of the page next to the words 'All sessions' (this is not included in AWStats). If you are unable to provide this information, please enter 'n/a'.

14. % of Users from Ohio *

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click first on the United States, then on Ohio. The percentage will be found near the top of the page next to the words 'All sessions' (this is not included in AWStats). If you are unable to provide this information, please enter 'n/a'.

15. % of Users from Local Community *

Please provide the percent of users of your digital collections that come from Ohio IP addresses. In Google Analytics this is listed on the 'Audience' -> 'Geo' -> 'Location' page. Once here, click first on the United States, then on Ohio, then on the city/town/county your library/archive is located in. The percentage will be found near the top of the page next to the words 'All sessions' (this is not included in AWStats). If you are unable to provide this information, please enter 'n/a'.

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