

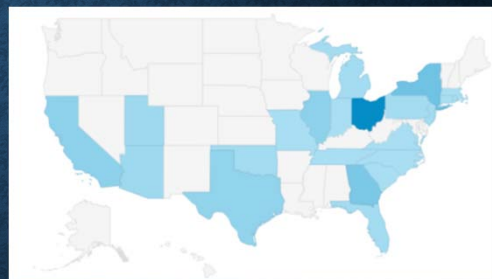
OHIO DIGITAL COLLECTIONS ANALYTICS 2015

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Ohio DIG, September 28th 2016

ANALYTICS PROJECT YEAR 2

- Original idea: what are “good” numbers?
- What is seen, not why
- Anonymous responses
- Configured for Google Analytics with some flexibility (e.g. AW Stats)
- Currently internal to Ohio DIG



ANALYTICS PROJECT YEAR 2

2014	2015
Institution Type	Institution Type
Number of FTE	Weekly time spent on digital collections
Digitization/Digital Collections Employees	---
Time Frame	Time Frame
Total Sessions	Total Sessions
Total Users	Total Users
Total Pages	Total Pages
Average Duration	Average Duration
Bounce Rate	Bounce Rate
% of Users from the United States	% of Users from the United States
% of Users from Ohio	% of Users from Ohio
% of Users from Local Community	% of Users from Local Community

ANALYTICS PROJECT YEAR 2

2014	2015
	Population Served
	Target Audience
	Total Collections
	Total Items

RESULTS

- 50% increase in responses
- ½ continue to be from academic
- 2014 analysis split into academic and non-academic
- 2015 analysis split into academic and public

2014	2015
10 total responses	15 total responses
6 academic	8 academic
2 public	5 public
1 corporate	1 corporate
1 special	1 special

MAJOR FINDINGS

- Resources dedicated to developing digital collections strongly correlated to overall use
- The larger the platform, the more geographically diverse a user base
- A larger user base explores less in depth on average
- All results still greatly varied

Total Users	42,862
Total Sessions	61,121
Total Pageviews	325,114
Average Duration	3' 59"
Bounce Rate	52.44%

MEANS & STANDARD DEVIATIONS

	Time	Population	Items	Collections	Sessions	Users	Pages	Duration (seconds)	% Bounce	% 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
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	51.14	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

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

CONCLUSIONS

- A better idea of benchmarks but still a work in progress
- Improvements to tracking effort vs. reward
- Location system still buggy (Google Analytics)
- Will send out a copy of report on the list and make past reports available online (website?)

	2014	2015
Total Users	32,290 <i>52,041 sd</i>	42,862 <i>55,742 sd</i>
Total Sessions	46,308 <i>64,908 sd</i>	61,121 <i>69,841 sd</i>
Total Page Views	371,670 <i>504,538 sd</i>	325,114 <i>492,317 sd</i>
Average Duration	4' 15" <i>1' 49" sd</i>	3' 59" <i>1' 24" sd</i>
Bounce Rate	52% <i>8% sd</i>	52% <i>9% sd</i>

QUESTIONS?

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