

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

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The idea for this survey began as a result of a conversation within the Ohio Digitization Interest Group (Ohio DIG) about what would be considered 'good' visitor statistics for a digital collections website. Ten representatives answered a survey about their institution's digital collections, including numbers reported by Google Analytics or similar reports. Although institutions were directly contacted, all survey responses came from members of the Ohio DIG group; of the ten respondents, six came from academic institutions.

The small sample size and variability of responses create a very broad standard deviation – particularly within the four respondents from non-academic institutions – and any conclusions drawn should be done with this limitation in mind. In 2015, the overall mean for users of the surveyed digital collections was 32,290, dropping to 19,897 for academic institutions. However, the standard deviations for both the overall mean (52,041) and academic institutions (20,655) are so large that further data is needed to provide a better picture of what might be considered 'average'.

No significant correlation was found between the number of an institution's full-time employees (a rough estimation of the size of the institution) and the usage of their digital collection ($r=0.05$), but a moderate correlation was found at all institutions between the number of digitization-focused staff and total users, sessions, pages, and duration – at non-academic institutions, the correlation for all but duration becomes very strong.

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

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

Correlations where $0.1 < r < 0.7$ were considered 'weak' and are marked in underlined green

	Full-Time Employees	Digitization/ Digital Collections Employees	Total Users	Total Sessions	Total Pages	Average Duration (seconds)	Bounce Rate %	% of Users from Local Community	% of Users from Ohio	% of Users from the USA
Overall mean	75.33	2.17	32290.44	46308.22	371670.33	255.11	51.65	28.61	49.62	87.13
Overall std dev	41.85	2.14	52041.47	63907.87	504538.15	108.71	8.49	17.95	12.08	5.03
Academic mean	82.67	2.25	19896.50	31806.67	374438.00	276.50	48.62	33.90	45.86	84.97
Academic std dev	41.98	2.32	20655.28	29789.38	521900.08	86.58	7.69	19.73	13.09	4.65
Non-academic mean	60.67	2.00	57078.33	75311.33	366135.00	212.33	57.71	18.04	57.13	91.44
Non-academic std dev	46.00	2.18	91565.11	110569.85	580703.71	156.25	7.60	8.08	5.34	2.32

CORRELATIONS FOR ALL INSTITUTIONS

	FTE	FTE Digitization	Users	Sessions	Pages	Duration	Bounce %	Local %	Ohio %	USA %
FTE	1.00									
Digitization	<u>0.18</u>	1.00								
Users	0.05	<i>0.46</i>	1.00							
Sessions	0.04	<i>0.45</i>	0.99	1.00						
Pages	0.05	<i>0.47</i>	0.70	0.76	1.00					
Duration	<u>-0.19</u>	<i>0.40</i>	0.09	<u>0.10</u>	<i>0.50</i>	1.00				
Bounce	<u>0.24</u>	<u>-0.12</u>	<u>0.23</u>	<u>0.22</u>	<u>-0.23</u>	-0.71	1.00			
Local %	-0.06	<u>-0.39</u>	<u>-0.49</u>	<u>-0.50</u>	<u>-0.37</u>	<u>-0.17</u>	<u>-0.55</u>	1.00		
Ohio %	<u>-0.32</u>	<u>-0.26</u>	<u>-0.15</u>	<u>-0.16</u>	<u>-0.26</u>	<u>-0.31</u>	<u>-0.17</u>	<i>0.55</i>	1.00	
USA %	<u>-0.52</u>	0.04	<u>0.17</u>	<u>0.14</u>	-0.08	-0.08	<u>-0.14</u>	<u>0.23</u>	0.87	1.00

CORRELATIONS FOR ACADEMIC INSTITUTIONS

	FTE	FTE Digitization	Users	Sessions	Pages	Duration	Bounce %	Local %	Ohio %	USA %
FTE	1.00									
Digitization	<u>-0.13</u>	1.00								
Users	-0.02	0.99	1.00							
Sessions	0.04	0.99	1.00	1.00						
Pages	0.00	0.99	1.00	1.00	1.00					
Duration	-1.00	<u>0.21</u>	<u>0.10</u>	0.05	0.09	1.00				
Bounce	1.00	-0.03	0.08	<u>0.13</u>	0.09	-0.98	1.00			
Local %	<i>0.51</i>	-0.92	-0.87	-0.84	-0.86	<i>-0.58</i>	<i>0.43</i>	1.00		
Ohio %	<i>0.51</i>	-0.92	-0.87	-0.84	-0.86	<i>-0.58</i>	<i>0.43</i>	1.00	1.00	
USA %	-0.92	<i>0.52</i>	<i>0.42</i>	<i>0.37</i>	<i>0.40</i>	0.95	-0.87	-0.81	-0.81	1.00

CORRELATIONS FOR NON-ACADEMIC INSTITUTIONS

	FTE	FTE Digitization	Users	Sessions	Pages	Duration	Bounce %	Local %	Ohio %	USA %
FTE	1.00									
Digitization	<u>-0.13</u>	1.00								
Users	-0.02	0.99	1.00							
Sessions	0.04	0.99	1.00	1.00						
Pages	0.00	0.99	1.00	1.00	1.00					
Duration	-1.00	<u>0.21</u>	<u>0.10</u>	0.05	0.09	1.00				
Bounce	1.00	-0.03	0.08	<u>0.13</u>	0.09	-0.98	1.00			
Local %	<i>0.51</i>	-0.92	-0.87	-0.84	-0.86	<i>-0.58</i>	<i>0.43</i>	1.00		
Ohio %	<i>0.51</i>	-0.92	-0.87	-0.84	-0.86	<i>-0.58</i>	<i>0.43</i>	1.00	1.00	
USA %	-0.92	<i>0.52</i>	<i>0.42</i>	<i>0.37</i>	<i>0.40</i>	0.95	-0.87	-0.81	-0.81	1.00