

CASE STUDY: ONE VENDOR'S STATISTICAL REPORT (PLUS A COUPLE OTHER IDEAS)

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LEAD LIBRARIAN AND COORDINATOR OF METADATA AND ARCHIVES

DEFIANCE COLLEGE

The screenshot shows the Memory Defiance College website interface. At the top, there is a purple banner with the text "Memory DEFIANCE COLLEGE" and a tagline "To Know • To Lead • To Serve • To Understand". Below the banner are navigation tabs: "Browse Collections", "Browse Titles", "Simple Search", and "Help". A search bar contains the text "DC Memory Search: Title | Filson Library Home Page".

The main content area displays search results for the collection "All". It shows a list of sub-collections: "academics", "Administration", "Alumni", "athletics", "Events and Lectures", "Facilities", "Local Organizations and Ohio History", "Magazines, newspapers and yearbooks", "McMaster School for Advanced Humanity", "Schauffler College Archives", and "Student Life".

The search results are displayed in a grid format. The first result is "1776: Presented by Fort Defiance Players & Defiance..." with a date published of 200... The second result is "1895 graduating class" with a date published of 1895. The third result is "1896 graduating class" with a date published of 1896. The fourth result is "1919 graduating class" with a date published of 1919. The fifth result is "1923 Annual Spring Tour, Defiance College Women's..." with a date published of 1923. The sixth result is "1950's Commencement procession" with a date published of 1950.

On the left side of the search results, there is a "Limit your browse list" section with various filters: Author, Photographer, Type of resource, Genre, Publisher name, Place of publication, Year published, Month published, Day published, Questionable date published, Language, Subject topic, Subject geographic, and Subject temporal.

At the bottom left of the screenshot, there is a red box with the text "memory.defiance.edu".

AUGUST 2016 STATISTICS COMPILED BY RESCARTA.ORG

- NORTHERN MICROGRAPHICS [EMAILS ME THESE STATS](#) ONCE A MONTH
- I SAVE TO GOOGLE DRIVE AND SHARE WITH DIRECTOR
- BUT WE DON'T DO MUCH WITH THEM
- CAME TODAY HOPING TO [GET SUGGESTIONS FROM OHIODIG MEMBERS](#) ON HOW WE MIGHT USE THE DATA TO BETTER ASSESS DC MEMORY

August summary

9/1/2016

Statistics for memory.defiance.edu (2016-08) - main

Statistics for: memory.defiance.edu
Last Update: 01 Sep 2016 - 12:55
Reported period: Month Aug 2016

RESCARTAWEB

When: [Monthly history](#) [Days of month](#) [Days of week](#) [Hours](#)
Who: [Countries](#) [Full list](#) [Hosts](#) [Full list](#) [Last visit](#) [Unresolved IP Address](#)
Navigation: [Visits duration](#) [Viewed](#) [Full list](#) [Entry](#) [Exit](#)

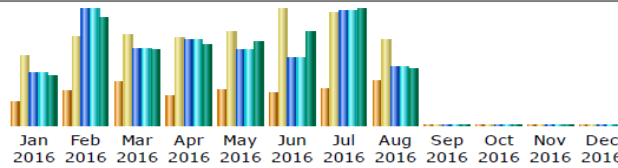
Summary

Reported period	Month Aug 2016				
First visit	01 Aug 2016 - 02:05				
Last visit	31 Aug 2016 - 23:09				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	123	240 (1.95 visits/visitor)	680 (2.83 Pages/Visit)	680 (2.83 Hits/Visit)	4.71 MB (20.09 KB/Visit)
Not viewed traffic *			20	20	46.61 KB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Vendor keeps track of unique visitors per month

Monthly history



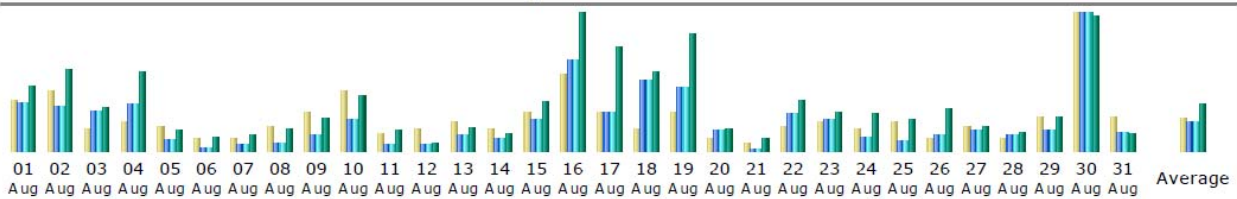
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2016	68	193	605	605	4.17 MB
Feb 2016	96	247	1,352	1,352	9.05 MB
Mar 2016	121	254	889	889	6.32 MB
Apr 2016	80	243	997	997	6.82 MB
May 2016	99	263	876	876	6.97 MB
Jun 2016	91	325	793	793	7.81 MB
Jul 2016	104	316	1,332	1,332	9.75 MB
Aug 2016	123	240	680	680	4.71 MB
Sep 2016	0	0	0	0	0
Oct 2016	0	0	0	0	0
Nov 2016	0	0	0	0	0
Dec 2016	0	0	0	0	0
Total	782	2,081	7,524	7,524	55.60 MB

Way more visits than we get in person



Why were Aug 16 and 30th the most popular days?

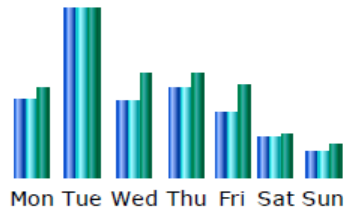
Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Aug 2016	12	35	35	216.00 KB
02 Aug 2016	14	32	32	269.35 KB
03 Aug 2016	5	29	29	146.00 KB
04 Aug 2016	7	34	34	261.09 KB
05 Aug 2016	6	8	8	69.66 KB

Tuesdays got the most visits in August 2016

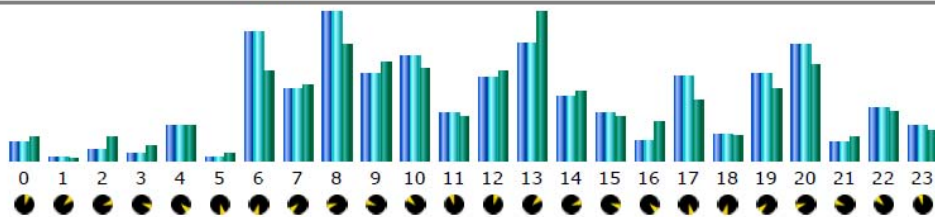
Days of week



Day	Pages	Hits	Bandwidth
Mon	21	21	147.33 KB
Tue	46	46	281.83 KB
Wed	20	20	172.26 KB
Thu	24	24	174.20 KB
Fri	17	17	156.15 KB
Sat	11	11	69.67 KB
Sun	7	7	54.00 KB

Vendor keeps track of hours of peak visits















Hours



Hours	Pages	Hits	Bandwidth	Hours	Pages	Hits	Bandwidth
00	8	8	81.79 KB	12	40	40	316.30 KB
01	1	1	4.30 KB	13	57	57	526.95 KB
02	5	5	80.91 KB	14	31	31	240.61 KB


Vendor lists which country visits come from

Visitors domains/countries (Top 10) - Full list

	Domains/Countries		Pages	Hits	Bandwidth	
	Commercial	com	352	352	2.17 MB	
	USA Educational	edu	119	119	763.59 KB	
	Unknown	ip	116	116	1.23 MB	
	Network	net	84	84	466.10 KB	
	Netherlands	nl	5	5	24.24 KB	
	European country	eu	2	2	73.74 KB	
	Canada	ca	2	2	8.57 KB	
	Others		0	0	0	

Most hits come from Defiance's campus

Hosts (Top 10) - Full list - Last visit - Unresolved IP Address

Hosts : 87 Known, 36 Unknown (unresolved ip) 123 Unique visitors		Pages	Hits	Bandwidth	Last visit
	mail.defiance.edu	118	118	755.32 KB	29 Aug 2016 - 15:31
	97-83-234-181.dhcp.eucl.wi.charter.com	60	60	269.13 KB	30 Aug 2016 - 08:13
	ip-64-184-116-18.ligtel.com	50	50	235.81 KB	23 Aug 2016 - 04:52
	dhcp-65-17-181-112.columbus.twc.wcoilexpress.com	46	46	205.65 KB	18 Aug 2016 - 20:25
	208-115-111-73.reverse.wowrack.com	35	35	676.93 KB	25 Aug 2016 - 07:00
	208.115.113.89	30	30	566.35 KB	25 Aug 2016 - 14:26
	cpe-174-105-72-190.columbus.res.rr.com	30	30	139.20 KB	16 Aug 2016 - 19:23
	cpe-74-140-60-83.columbus.res.rr.com	30	30	128.63 KB	27 Aug 2016 - 22:15
	71-14-185-30.dhcp.stls.mo.charter.com	24	24	107.68 KB	03 Aug 2016 - 18:02
	b115371.yse.yahoo.net	24	24	174.24 KB	28 Aug 2016 - 16:18
	Others	233	233	1.53 MB	

Most visits were <30 seconds

Visits duration

Number of visits: 240 - Average: 236 s		Number of visits	Percent
0s-30s		191	79.5 %
30s-2mn		12	5 %
2mn-5mn		7	2.9 %
5mn-15mn		10	4.1 %
15mn-30mn		6	2.5 %
30mn-1h		7	2.9 %
1h+		5	2 %
Unknown		2	0.8 %

Lists top 10 pages viewed each month

Pages-URL (Top 10) - [Full list](#) - [Entry](#) - [Exit](#)

368 different pages-url	Viewed	Average size	Entry	Exit	
/jsp/RcWebImageViewer.jsp?doc_id=8c10213c-cf16-4149-af43-5fca8ab...	31	4.29 KB	6	5	
/jsp/RcWebImageViewer.jsp?doc_id=729af7ce-8bec-4031-8efd-288bd41...	24	4.27 KB	22	20	
/jsp/RcWebImageViewer.jsp?doc_id=9a026673-17f0-4752-8c8a-adc3aae...	15	4.76 KB	10	12	
/jsp/RcWebImageViewer.jsp?					

The background of this slide is dark with a gradient from black to a lighter grey in the center. There are several white-outlined circles of various sizes scattered across the slide, resembling bubbles or droplets. A bright, circular light flare is positioned in the upper-middle section of the slide.

SUGGESTIONS ON HOW WE
COULD USE THIS DATA TO
ASSESS?

The background of this slide is identical to the one above, featuring a dark gradient, white-outlined circles, and a central light flare.

OTHER POSSIBILITIES FOR
ASSESSMENT

but he says that won't work because he wants to show snippets and it's too difficult with FF to do that. He is going to talk to Matt S. to see if there's a way to download them. I couldn't find any download commands.

o11611189	Aug 01 2016, 15:08	Email	6-15 minutes	Research - basic	History	DC Memory	
<p>Q:Alumni office forwarded a request for a theater program</p> <p>A: Person said his parents had first kiss in this particular play. Wanted a copy of program. I sent link to copy available on DC Memory. Told him if he had problems downloading, he could contact me and I would send him a copy of the original raw scan.</p>							Barb Sedlock

2 examples of reference log entries where DC Memory was used

o11306932	Mar 30 2016, 11:59	Email	1-5 minutes	Research - basic	Other	DC Memory	
<p>Q:Administrator's secretary asked if we had copy of 1997 catalog. Said she could only find grad catalog in DC Memory.</p> <p>A: Told her we only published a catalog every other year back then. Sent her link to 1996-98 catalog, and told her there was a 1997 supplement at the end of the document. She emailed back to say that's what she needed.</p>							Barb Sedlock

CAMPUS SURVEY

- I DID **TWO EMAIL SURVEYS** OF FACULTY AND STAFF A YEAR APART
- ASKED WHAT THEY MIGHT USE DC MEMORY FOR IN THEIR JOB OR FOR FUN. ANSWERS INCLUDED:
- REMINISCE, VERIFY NAMES OF ALUMNI FROM YEARBOOKS
- GET IDEAS FOR PHOTOS FOR OFFICE DECORATION, ALUMNI PUBLICATIONS
- FACULTY TRACK CHANGES IN CURRICULUM

SURVEYING USERS?

- I USED MATERIAL FROM SOUTHERN METHODIST'S DIGITAL OFFERINGS FOR A DIFFERENT PROJECT
- THEY ASKED ME TO COMPLETE A SURVEY, ASKING, FOR EXAMPLE:
- HOW DID YOU FIND THE PHOTO YOU USED?
- WHY DID YOU CHOOSE THIS PHOTO?
- HOW WILL IMAGE BE USED?
- TELL US MORE ABOUT YOUR RESEARCH AND AUDIENCE [ETC.]