



HATHI
TRUST

2020

MEMBER MEETING
& HATHI TRUST
COMMUNITY WEEK
OCT. 22-29

Wrangling User Data to Understand ETAS Success

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October 28, 2020

Code of Conduct

HathiTrust events provide an inclusive environment that welcomes inquiry, constructive criticism and debate, and candor. HathiTrust does not tolerate personal attacks, harassment of any kind, verbal or physical violence, or disruptive behavior. All attendees are expected to be respectful of our community's diversity and generous of others' views. A full Code of Conduct and a complete process for handling reports of violations is in development. Until it is available, please bring concerns to us by contacting a member of the HathiTrust staff or by emailing conduct-reports@hathitrust.org.

Technology overview

- Zoom Meeting Features
- Mute and Unmute
- Chat
- Raise Hand
- Speaker View and Gallery View
- Live Transcript/Closed Captions
- Support

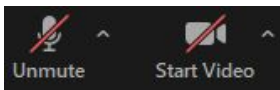
Zoom Meeting Features

- Audio and Video will be muted for all Participants upon entry
- Switch between Speaker View and Gallery View
- Chat is enabled - put your questions during the initial presentation here
- Raise Hand feature will be utilized
- Live Transcripts/Closed Captioning are available

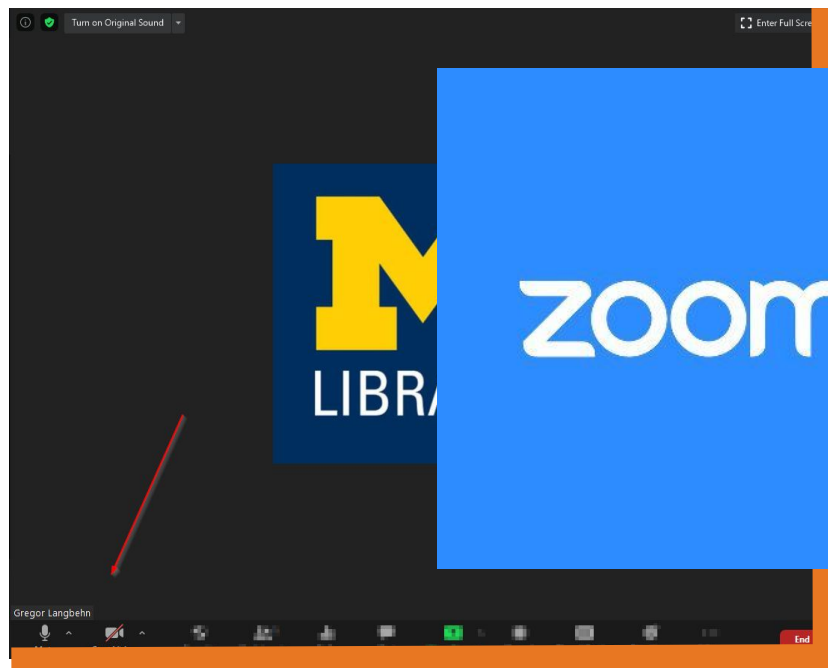
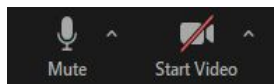
Mute / Unmute

When not speaking, please keep your Microphone muted

To turn on your microphone, click the “Unmute” button in the bottom left corner



Click the “Mute” button to then turn your microphone off

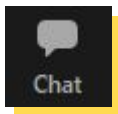


Picture of the Zoom layout, pointing out where the mute and start video buttons are located

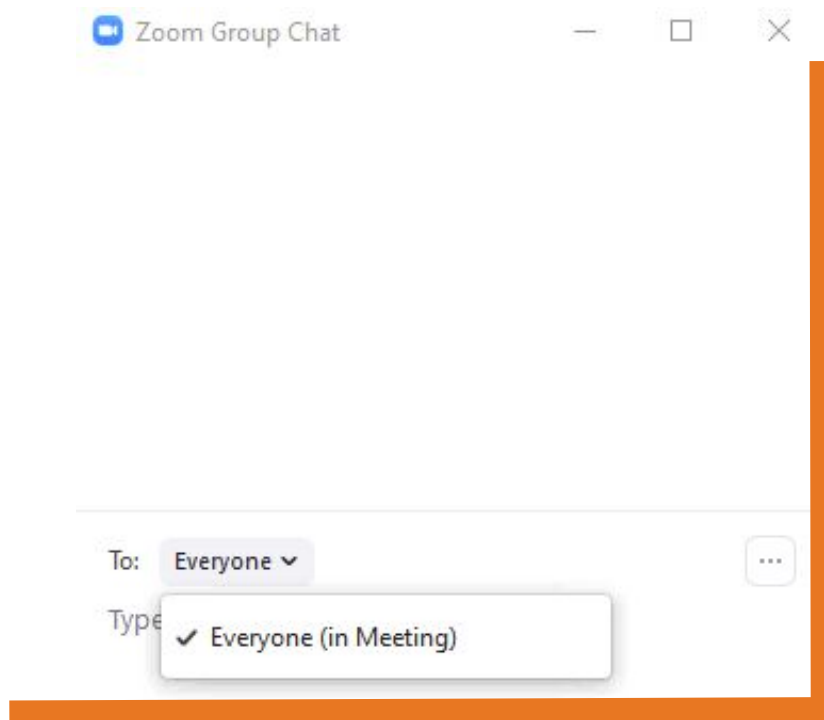
Chat

Use Chat for discussion or to ask a question

To open the Chat window, click the Chat button at the bottom of the Zoom application



By clicking the “Everyone” button in the Chat pop out window, you can select who you want to chat with



Picture of the Zoom Chat pop out window

Plan for today

- Why we're looking at HT ETAS use data
- How we're looking at HT ETAS use data
 - UC systemwide
 - UC Berkeley campus
- Q/A
- Discussion - how you're understanding HathiTrust use




How can we understand
ETAS (and HathiTrust)
success?



Operating value proposition:

HathiTrust is a key discovery, access, and analysis environment for UC researchers, faculty, and students who want to work with digitized print collections from UC and beyond as part of their research, teaching, and learning.



ETAS Use Analysis Goals

Support UC Libraries in making decisions regarding ETAS, by providing reports that surface the value ETAS provides to the UC community.

Enter HathiTrust usage data!

We're working through these questions, which help us assess value and support decision-making goals:

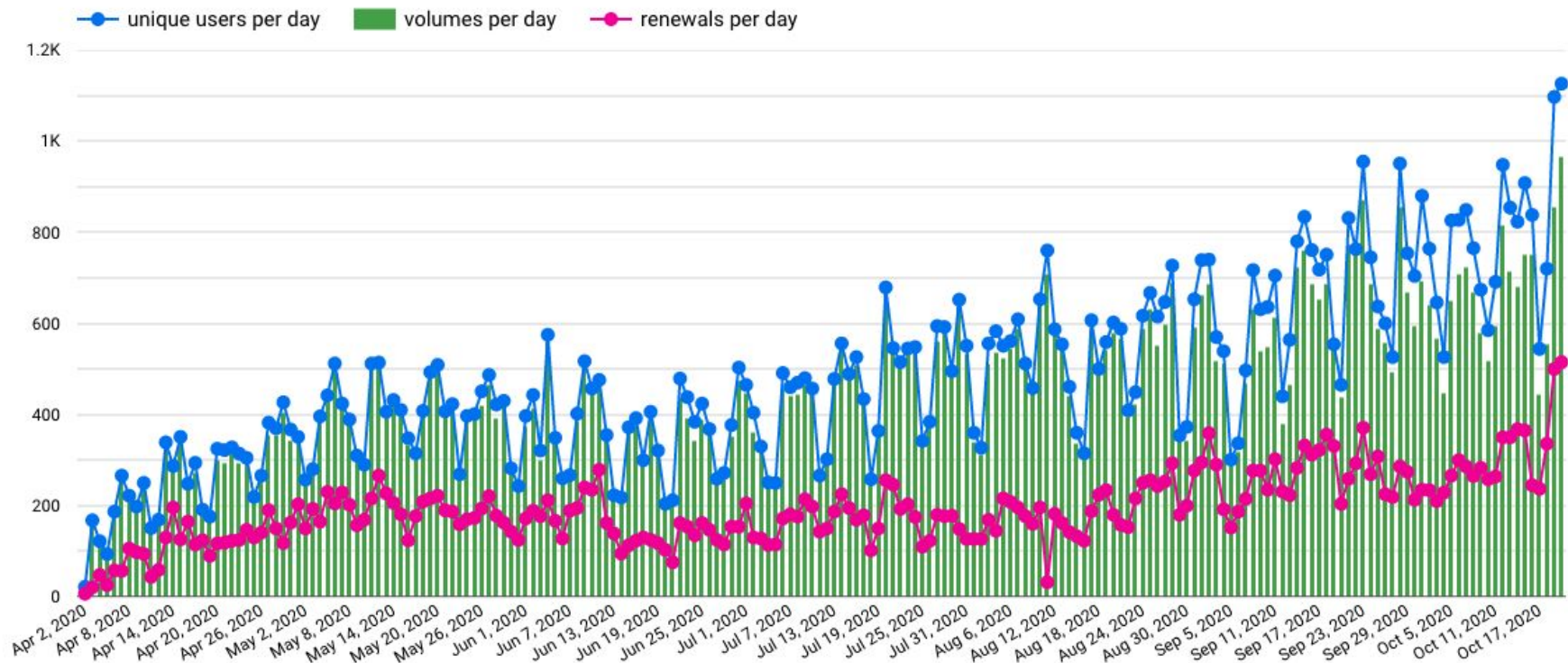
- *To what degree is our research, learning, and teaching community using HathiTrust ETAS content?*
- *What is the extent of our users' engagement with HathiTrust and what content are they using via ETAS?*
- *How do our users discover HathiTrust content?*



To what degree is the UC Community using HathiTrust ETAS content?

UC ETAS Usage by Day, covering April 2 thru October 20, 2020

Apr 2, 2020 - Oct 20, 2020



Data Source: HathiTrust Log Data Usage Report

What ETAS content is the UC Community accessing?

ETAS Titles Accessed by UC Users from April 2 - October 20, 2020

	title	format	publisher	oclc#	record id	total checkouts	total renewals
1.	Gauchos and the vanishing frontier / Richard W. Slatta.	BK	University of Nebraska Press, c1983.	8866701	279700	363	318
2.	Druzhba narodov.	SE	Gos. izd-vo "Khudozh. lit-ra," 1939-	4886519	497543	301	645
3.	Chemical abstracts.	SE	American Chemical Society.	1553947	521186	295	0
4.	al-Muṣawwar.	SE	Mu'assasat Dār al-Hilāl, 1924-	5180702	47295	201	51
5.	Microeconomics as a second language / Martha L. Olney.	BK	Wiley, c2009.	244768458	6861205	201	121
6.	Engei gahō.	SE	San'ichi Shobō, 1977-1978.	12546145	3708933	146	258
7.	Women's life in Greece & Rome : a source book in translation / [compiled by] Mary R. Lefkowitz & Maureen B. Fant.	BK	Johns Hopkins University Press, 1992.	25373320	2588026	138	58
8.	Nonverbal communication reader : classic and contemporary readings / edited by Laura K. Guerrero, Michael L. Hecht.	BK	Waveland Press, c2008.	176628428	12273968	137	83
9.	The alternative introduction to biological anthropology / Jonathan Marks.	BK	Oxford University Press, 2011.	659412860	9410730	132	105
10.	The Penguin historical atlas of ancient civilizations / John Haywood.	BK	Penguin, 2005.	57527901	5028465	132	40
11.	Borderlands = La frontera / Gloria Anzaldúa ; with an introduction by Sonia Saldívar-Hull.	BK	Aunt Lute Books, c1999.	40901229	4095001	124	77
12.	The Great Awakening : a brief history with documents / Thomas S. Kidd.	BK	Bedford/St. Martin's , 2008.	182722830	102796906	117	81
13.	From Africa to Afrocentric innovations some call "jazz" / Karlton E. Hester.	BK	Hesteria Records & Pub. Co. ; African American Innovators ; Global Publications. State University of New	44904194	7957002	109	67
Grand total						89,180	38,005

Challenges

- Presenting and explaining existing usage data to support analysis and decision making
- How to fit ETAS usage data into larger context of services provided by UC Libraries.
- Grappling with how to express/understand “unique users per day” in larger granularity
- How to manage sampling in Google Analytics to get more accurate data

UCB use assessment motivation

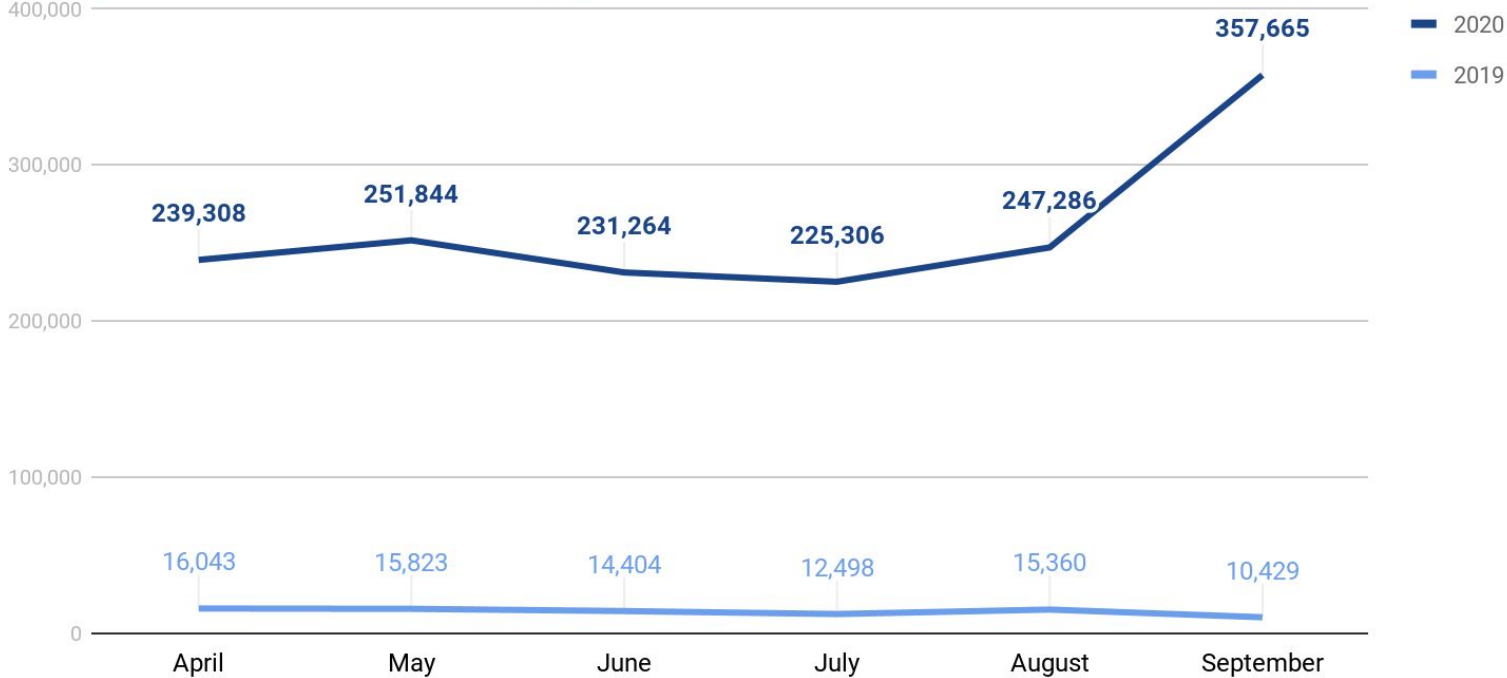
User Impact

Digitized Collections & Service

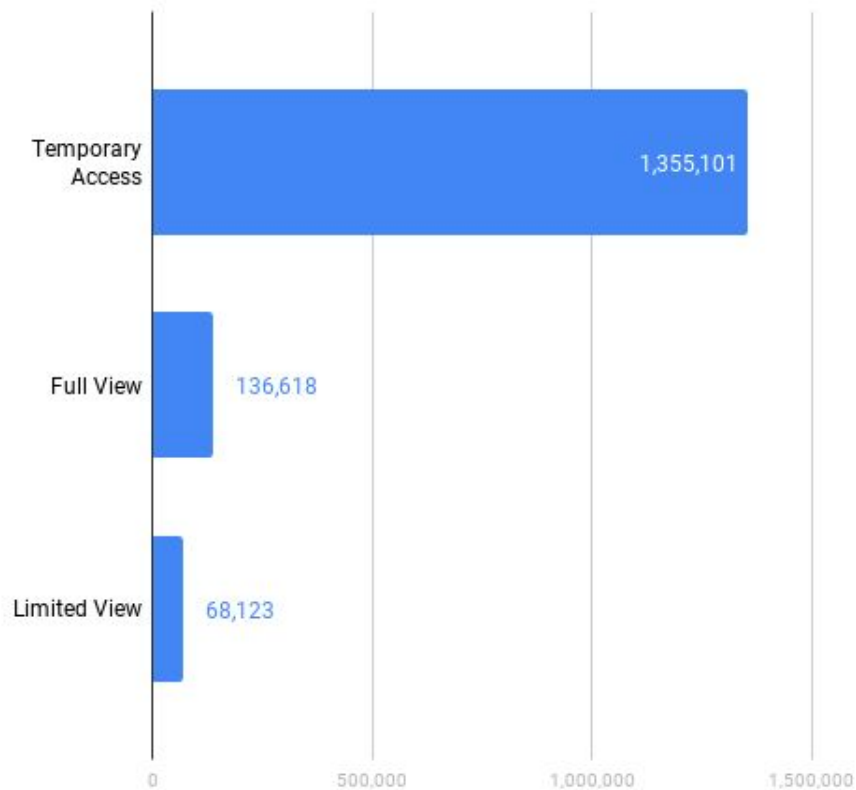
Value to Mission

Berkeley HathiTrust Pageviews: 2020 vs. 2019

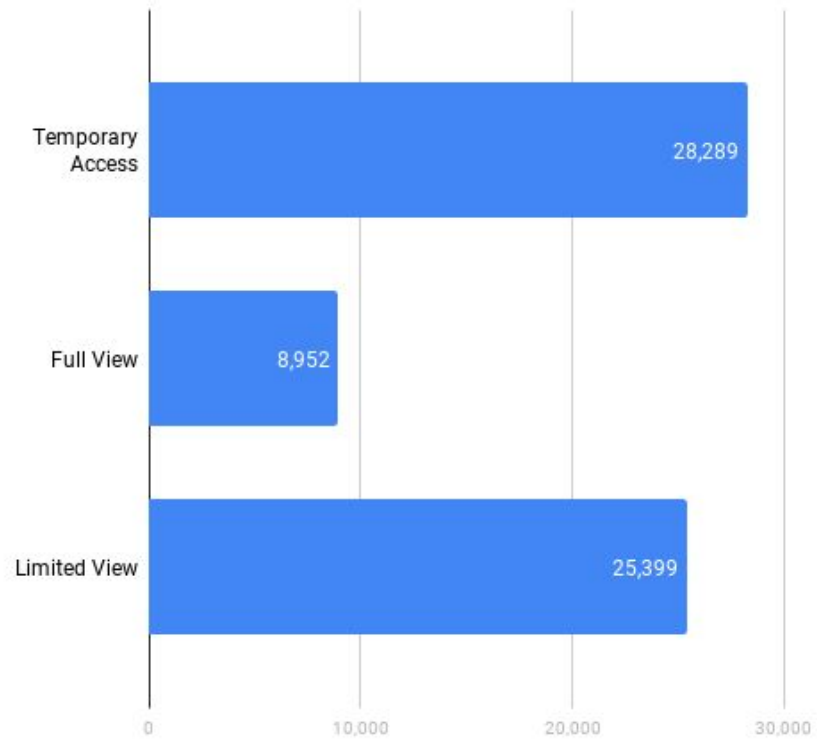
2020 pageviews: 1.55M, 17 times of 2019 pageviews



Pageviews by Access Type



Title Used by Access Type



Challenges

- Understand what questions we want to ask from analytics
- Analytics tools limitations
 - Google Analytics and user log data from Box files
- Understand users
- Cost benefit analysis
- Comparison with print circs
- Qualitative assessment

Questions?

Discussion:

***What questions can/does ETAS
usage data help your library/campus
address?***

Discussion:

What stories can/does usage data tell about ETAS, about HathiTrust? How are you sharing these?

Discussion:

**How can we establish a
“denominator” for understanding HT
ETAS use?**

- *pre/post ETAS HT use*
- *HT use compared to print, other e-resources*

“I’ve had a lot of success finding lists of books for literature faculty working on publications and graduate students who are studying for qualifying exams”

[- Nina Mamikunian, literature librarian, UC San Diego](#)

“I could not have made my book deadline this fall without the expanded HathiTrust access...the services have been essential for me, my colleagues, and my graduate students.”

[- Kathryn Olmsted, Professor of History, UC Davis](#)

“It really feels like I have all this knowledge at my fingertips,”

[- Kian Ravaei, UCLA student](#)

“The HathiTrust ETAS has been a lifesaver for faculty and grads,”

[- Jane Faulkner, English Literature Librarian, UC Santa Barbara](#)

Contextualizing ETAS use with additional data points - qualitative assessment

Resources

HathiTrust ETAS Usage Reports: To get set up with these reports contact feedback@issues.hathitrust.org

- HathiTrust Log Data: Usage & Items Report
- Google Analytics for HathiTrust

HathiTrust Support Documentation for Usage Reports:

- [ETAS Usage Reports](#) (HathiTrust website)
- ETAS [Google Analytics Reports](#)
- HathiTrust [Member Usage Reports](#)

Data Visualization Tools:

- Google Data Studio <https://datastudio.google.com/>
Free easy to use and share data visualization tools.
- Tableau <https://www.tableau.com/>
Visual analytics platform - requires a license. Free trial available.



Thank you!

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- Please complete the survey
- Jump in on the conversation on the HathiTrust Community Slack: #2020-comm-week
- Use @Renata Ewing, @Chan Li, and @Kathryn Stine when referring to this session