Wrangling User Data to Understand ETAS Success

Renata Ewing, Chan Li, Kathryn Stine

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.
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

Data Source: HathiTrust Log Data Usage Report
<table>
<thead>
<tr>
<th>title</th>
<th>format</th>
<th>publisher</th>
<th>oclc#</th>
<th>record id</th>
<th>total checkouts</th>
<th>total renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gauchos and the vanishing frontier / Richard W. Slatta.</td>
<td>BK</td>
<td>University of Nebraska Press, c1983</td>
<td>8866701</td>
<td>279700</td>
<td>353</td>
<td>318</td>
</tr>
<tr>
<td>2. Druzhba narodov.</td>
<td>SE</td>
<td>Gos. izd-vo &quot;Khudoz. liter.&quot; 1939-</td>
<td>4886519</td>
<td>497543</td>
<td>301</td>
<td>645</td>
</tr>
<tr>
<td>3. Chemical abstracts.</td>
<td>SE</td>
<td>American Chemical Society.</td>
<td>1553947</td>
<td>521186</td>
<td>295</td>
<td>0</td>
</tr>
<tr>
<td>4. al-Musawwar.</td>
<td>SE</td>
<td>Mu'assasat Dar al-Hilal, 1924-</td>
<td>5180702</td>
<td>47295</td>
<td>201</td>
<td>51</td>
</tr>
<tr>
<td>5. Microeconomics as a second language / Martha L. Olney.</td>
<td>BK</td>
<td>Wiley, c2009</td>
<td>244768458</td>
<td>6861205</td>
<td>201</td>
<td>121</td>
</tr>
</tbody>
</table>

Grand total: 89,180 - 38,005

Data Source: HathiTrust Log Data Item Report
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

April: 16,043  May: 15,823  June: 14,404  July: 12,498  August: 15,360  September: 10,429

2020 vs. 2019
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!

- 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

renata.ewing@ucop.edu
chan.li@berkeley.edu
kathryn.stine@ucop.edu