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If you want to get laid, go to college...

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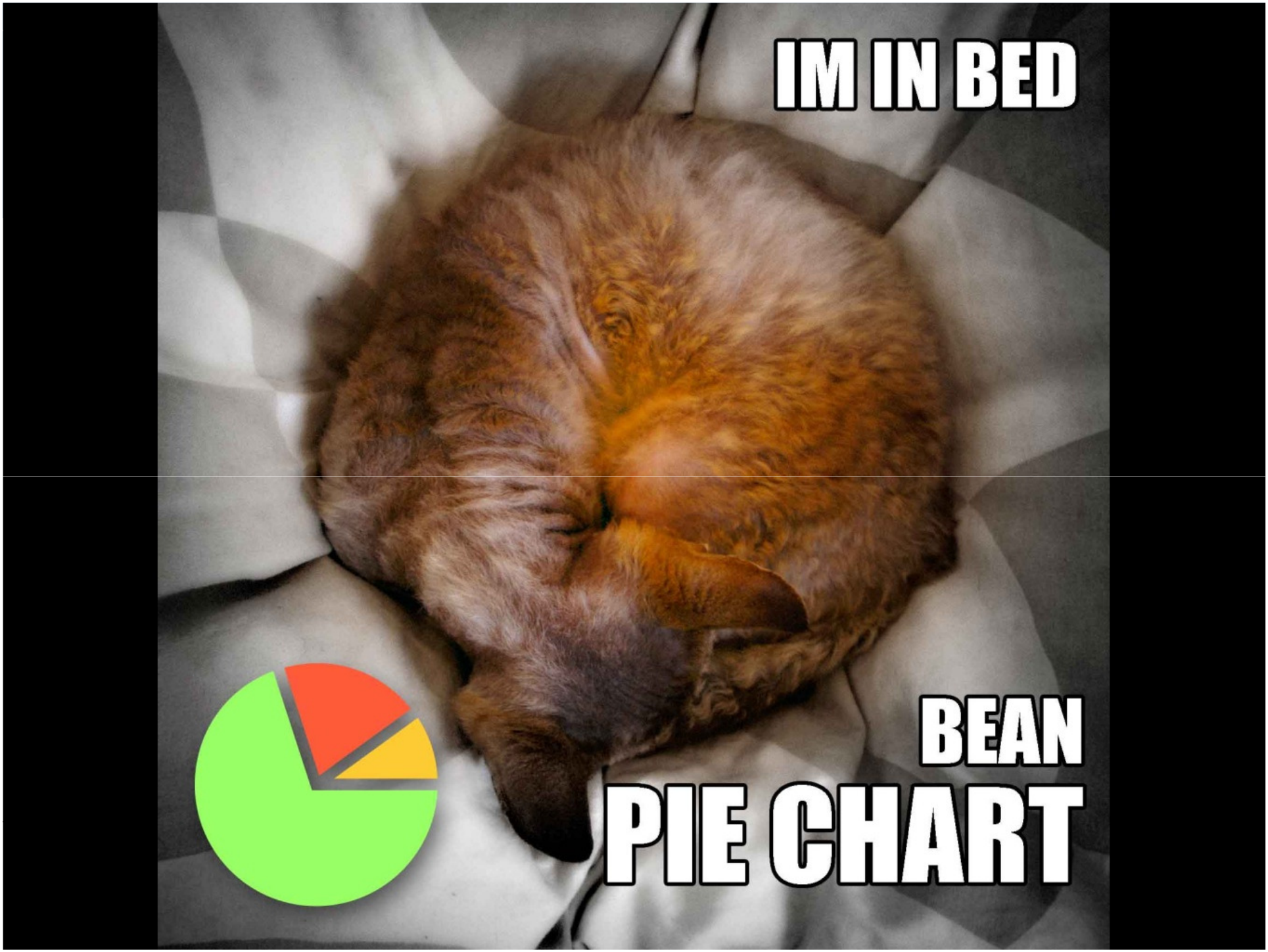
University of HUDDERSFIELD

"If you want to get laid, go to college..."

Dave Pattern
Library Systems Manager
University of Huddersfield, UK
d.c.pattern@hud.ac.uk
www.daveyp.com/blog/

Inspiring tomorrow's professionals


IM IN BED
BEAN
PIE CHART

Preamble

University of HUDDERSFIELD

- Presentation available at:
  - *daveyp.com/blog/*
- Please remix and reuse this presentation
  - *creativecommons.org/licenses/by-nc-sa/3.0*
- Have you switched your phone on?
  - *please feel free to take photos, record audio, blog, tweet (@daveyp), etc!* ☺

Hashtag!

University of HUDDERSFIELD

#cilipw11

What am I going to talk about?

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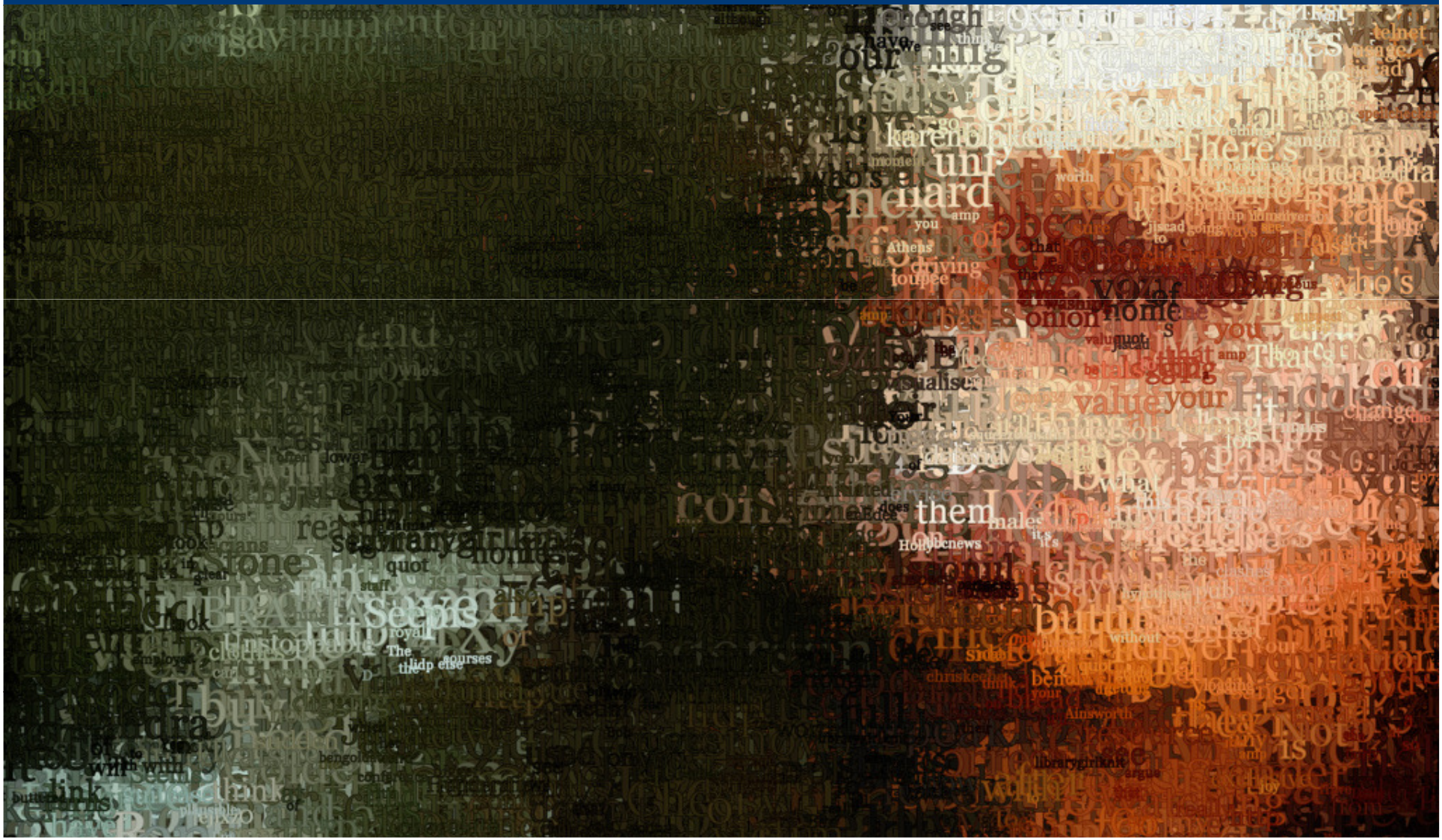

Using Usage Data…

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- …to improve existing services
- …to gain insights into user behaviour
- …to measure the impact of the library
  - *do the students who use the library the most get the highest grades?*

Defining Using Usage

JISC Activity Data Programme

University of HUDDERSFIELD

- User activity data
  - *record of a user's actions on a website or software system or other relevant institutional service*
- Attention data
  - *record of what a user has viewed on a website or software system or other relevant institutional service*

http://bit.ly/g6S5wH

Defining Usage Data
some library examples...

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- Circulation Transactions
  - *user A borrowed this book on 23/Jan/2011*
- E-Resource Usage
  - *user B logged in and accessed ScienceDirect 126 times during 2009*
- Entry Stats
  - *user C entered the library 12 times in Dec/2009*

Usage Data at Huddersfield

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Keyword Cloud

based on keyword search data

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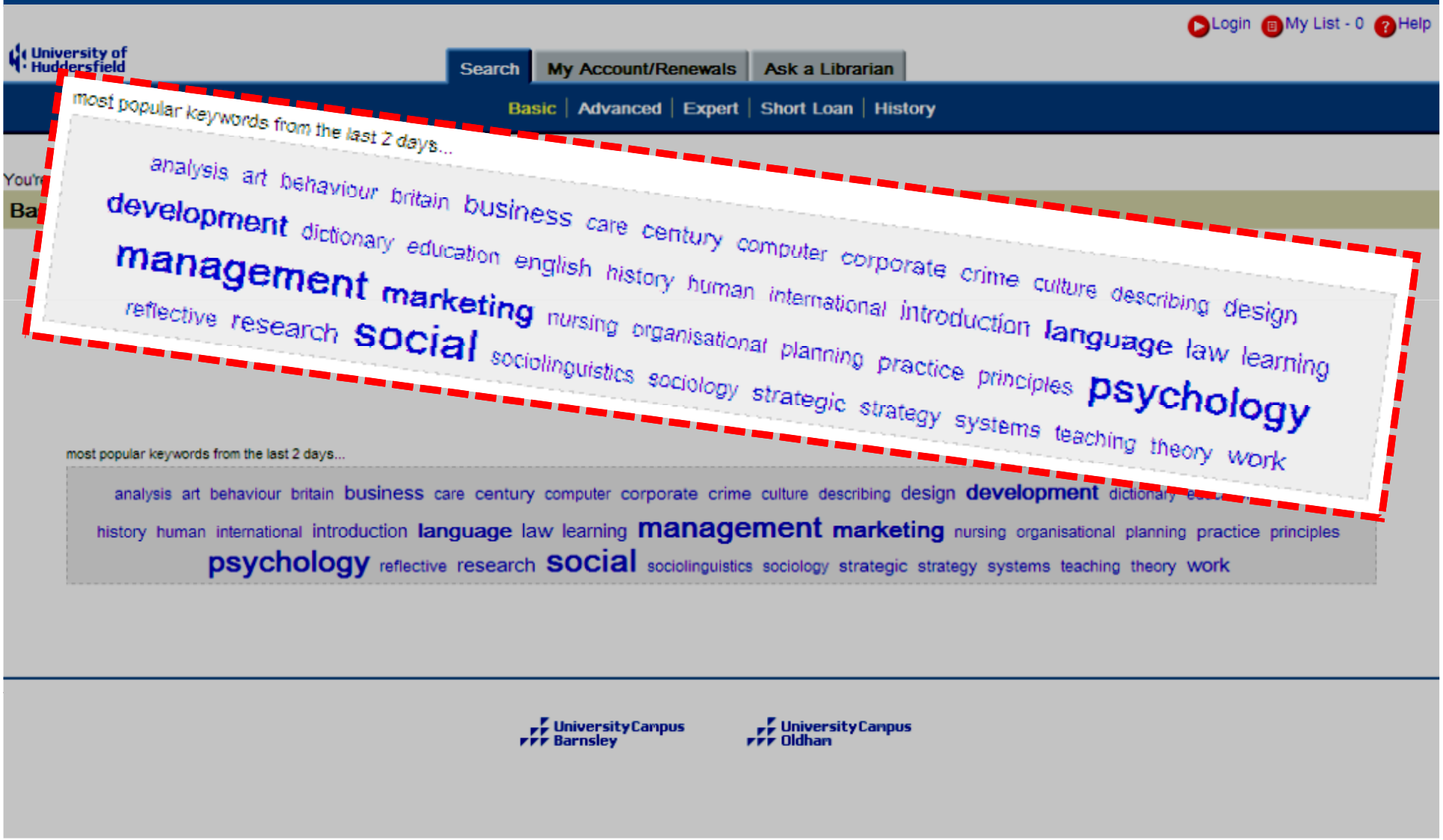

Borrowing Suggestions
based on circulation data

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Borrowing Suggestions

based on user's recent loans

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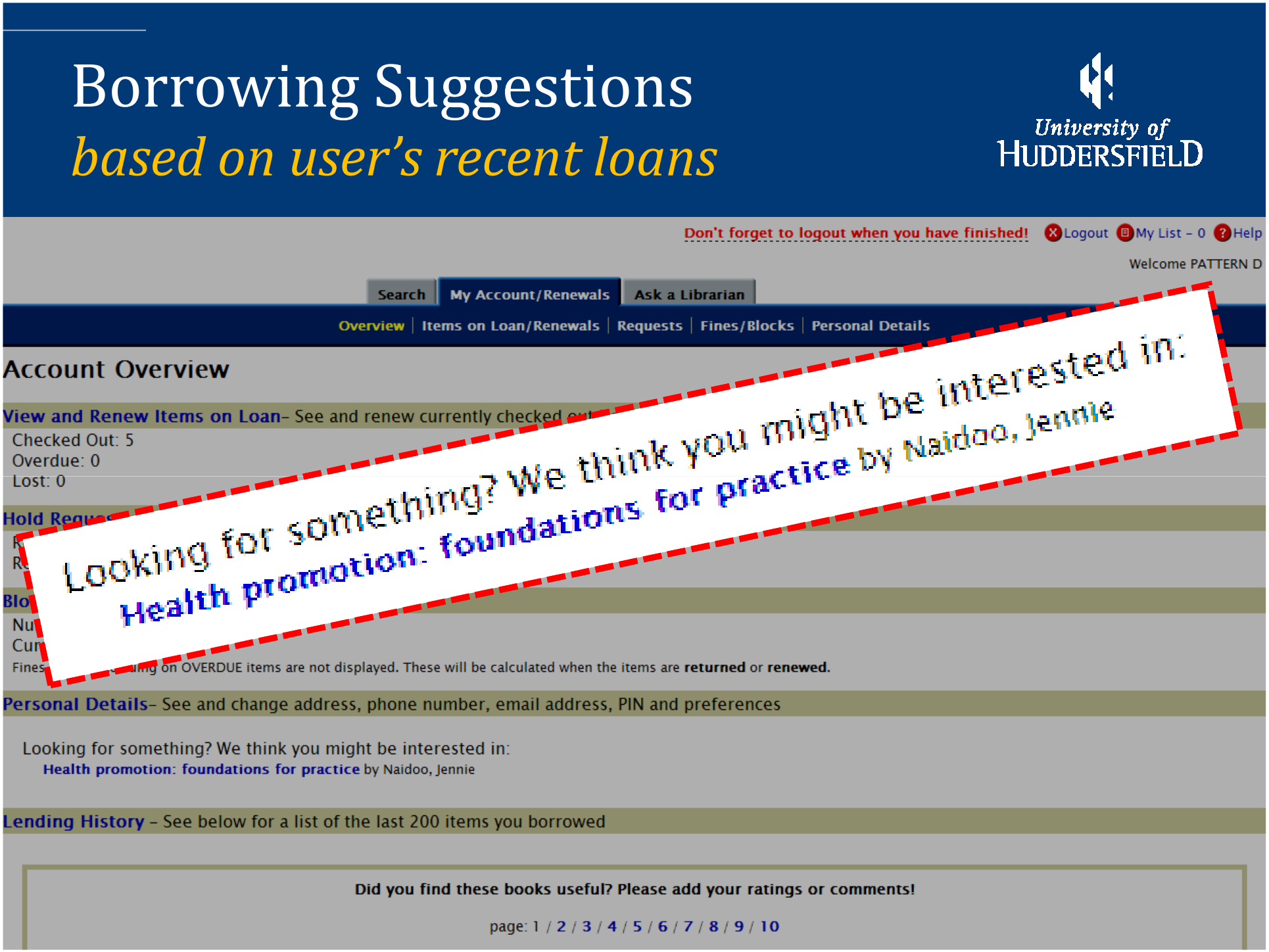

Course Level New Book Lists

analysis of course loans & Dewey

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New Item List - AH100 (BA HISTORY)

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Modernism, romance, and the fin de siècle : popular fict

06 May 2011, 02:00:00

Daly, Nicholas.
Cambridge : Cambridge University Press, 1999.
823.809112 DAL

The Cambridge companion to British literature of the F

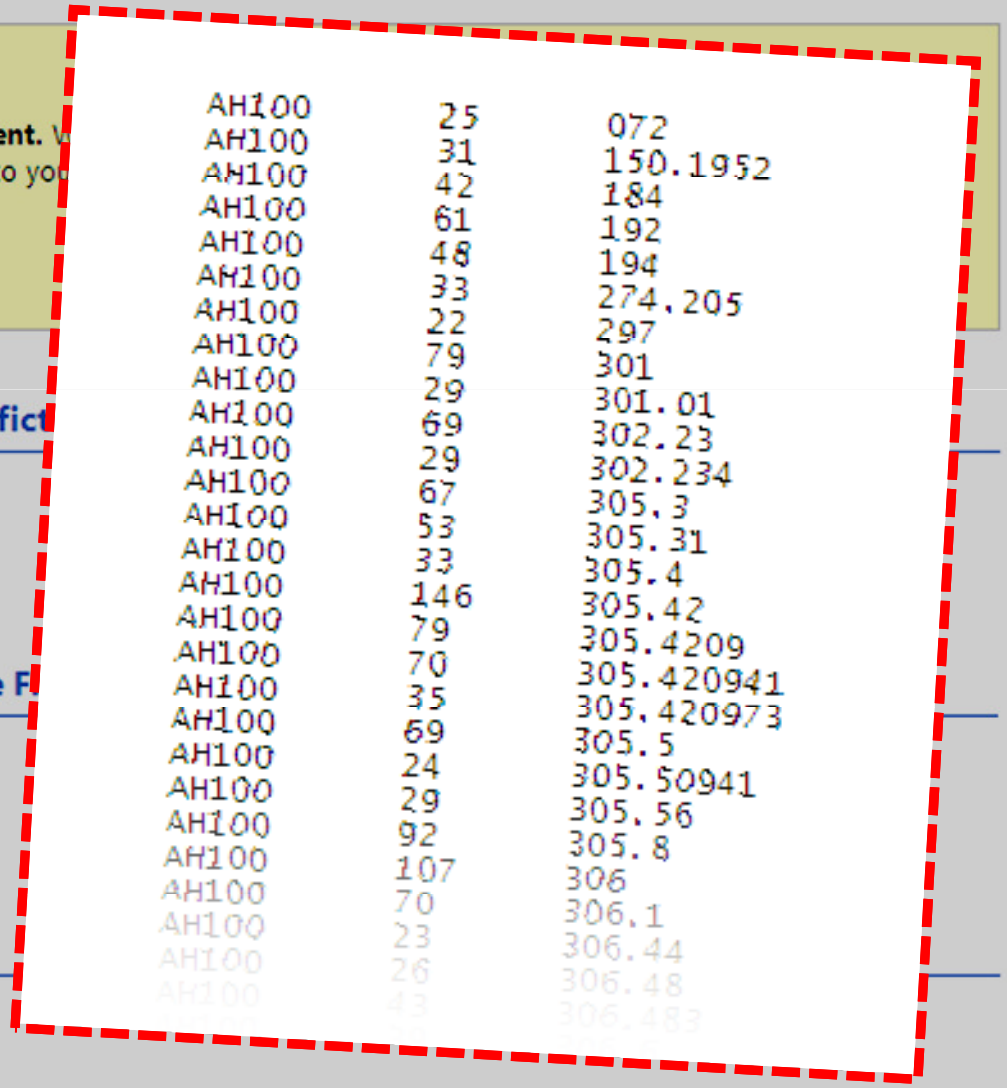
06 May 2011, 02:00:00

Clemit, Pamela
Cambridge : Cambridge University Press, 2011.
823.609358 CAM

Karl Marx : selected writings

02 May 2011, 02:00:00

Marx, Karl, 1818-1883.,McLellan, David.
Oxford : Oxford University Press, 1977.



AH100	25	072
AH100	31	150.1952
AH100	42	184
AH100	61	192
AH100	48	194
AH100	33	274.205
AH100	22	297
AH100	79	301
AH100	29	301.01
AH100	69	302.23
AH100	29	302.234
AH100	67	305.3
AH100	53	305.31
AH100	33	305.4
AH100	146	305.42
AH100	79	305.4209
AH100	70	305.420941
AH100	35	305.420973
AH100	69	305.5
AH100	24	305.50941
AH100	29	305.56
AH100	92	305.8
AH100	107	306
AH100	70	306.1
AH100	23	306.44
AH100	26	306.48
AH100	43	306.483

Search Suggestions

based on keyword search data

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Guided Keyword Searches

based on keyword search data

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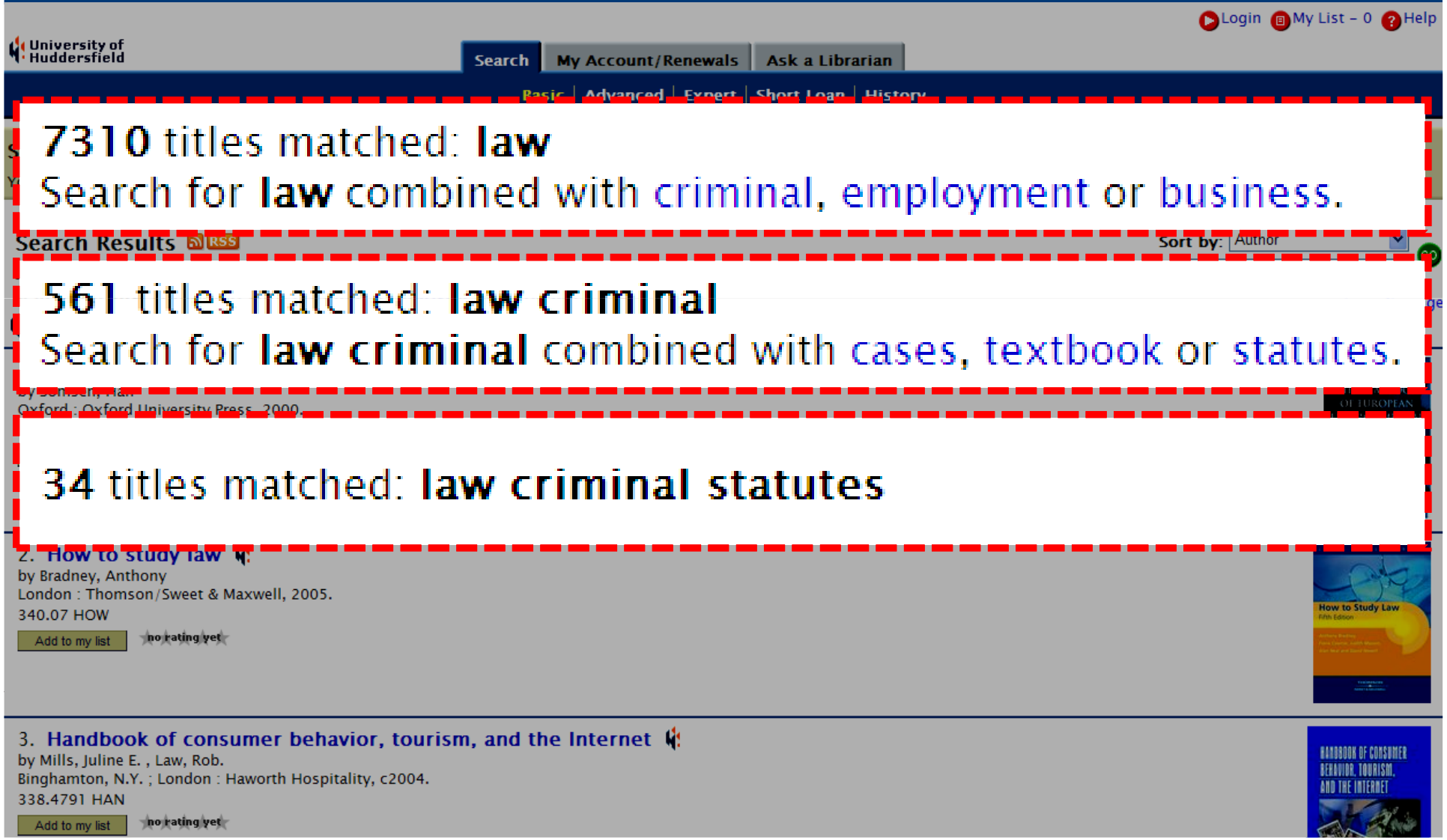

Journal Suggestions
based on link resolver logs

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Computing and Library Services
delivering an inspiring information environment for the digital age

You are here: Computing & Library Services » Journals (A to Z)

British journal of midwifery

People who looked at this journal, also looked at...

- Midwifery (ISSN 0266-6138)
- Journal of advanced nursing (ISSN 0309-2402)
- BMJ. British medical journal [International ed.] (ISSN 0959-8146)
- Journal of midwifery & women's health (ISSN 1526-9523)
- Nursing standard (ISSN 0029-6570)
- Birth [Berkeley, Calif.] (ISSN 0730-7659)
- Journal of clinical nursing (ISSN 0962-1067)

Article keyword cloud...

2002 about action advice analysis antenatal assessment baby based birth breastfeeding care choice clinical critical degree depression domestic education evidence experience experiences fetal first health home hoop intrapartum issues labour learning maternity medical mental midwife midwifery midwives model mothers one part perinatal perineum phase postnatal practice pregnancy public pushing reflection research role screening second skills stage third violence water waterbirth women

The Impact of Serendipity

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Trends in Borrowing

unique titles circ'ing per acad. year

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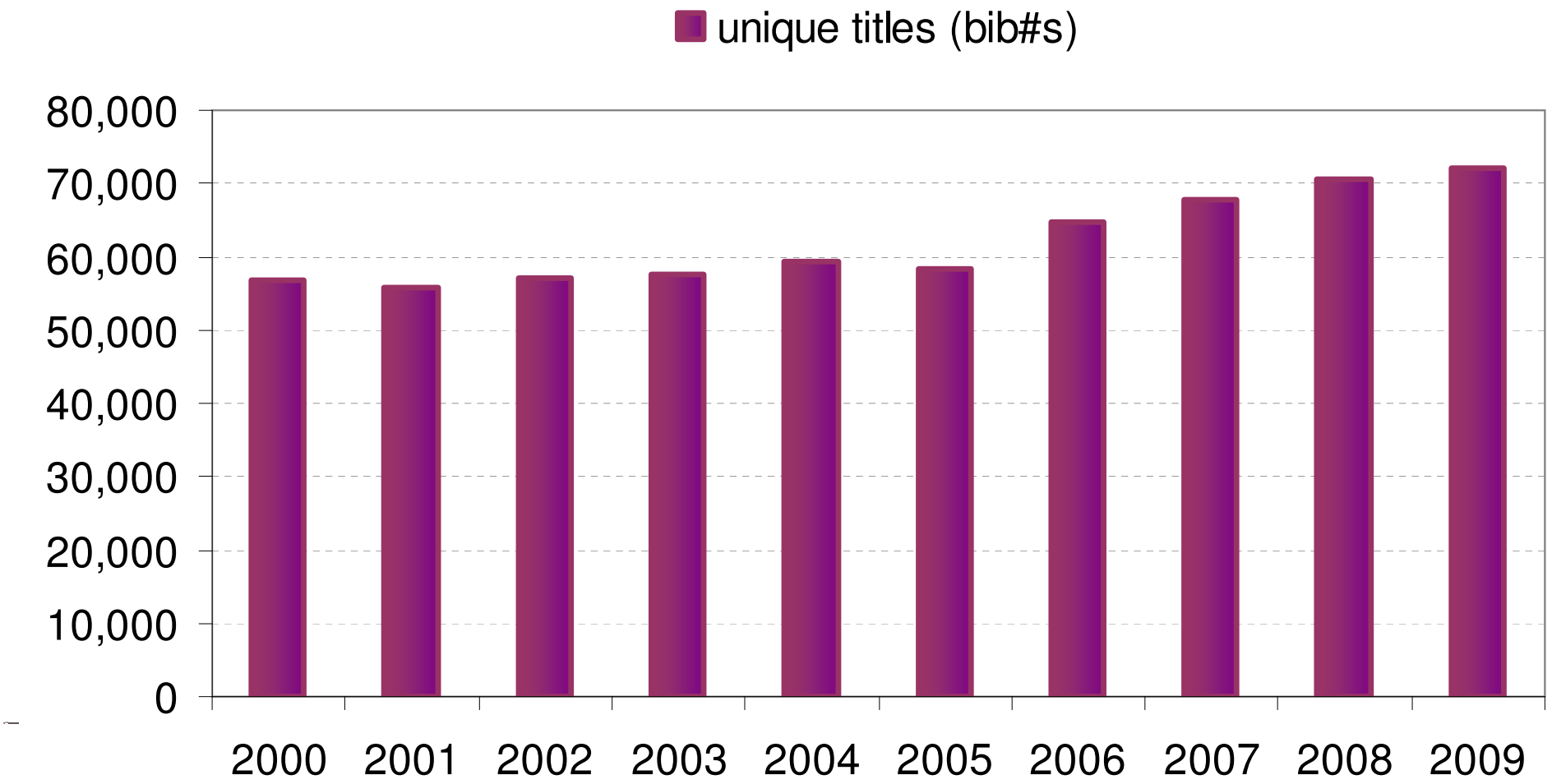

Trends in Borrowing

# of items borrowed per acad. year

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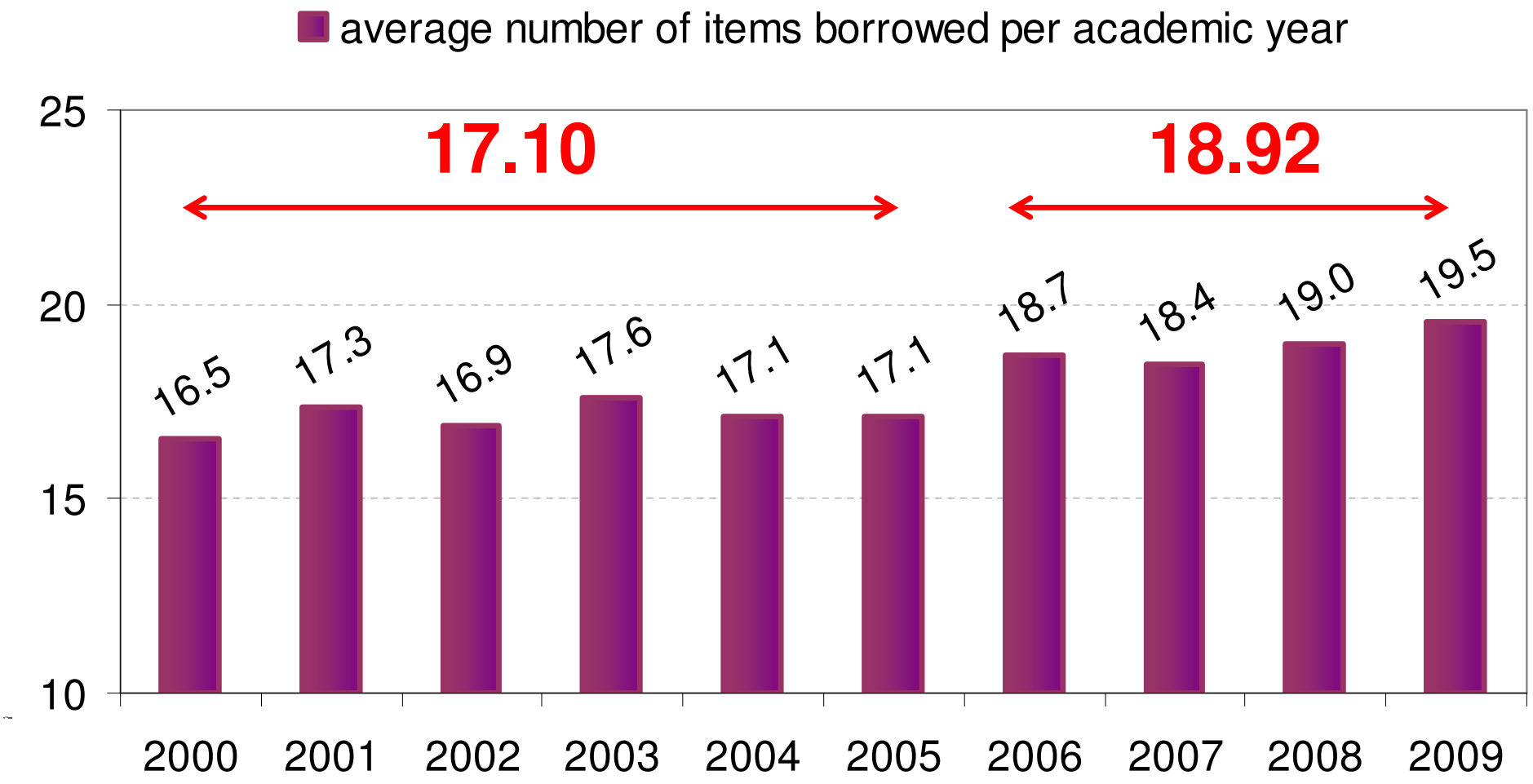

Discussing Open Data

JISC TILE Project meeting (Jun 2008)

University of HUDDERSFIELD

Sharing Data

Why should I release my data?

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- "The coolest thing to do with your data will be thought of by someone else."
  - *Rufus Pollack (Open Knowledge Foundation) http://m.okfn.org/files/talks/xtech_2007/*

Sharing Data

Why should I release my data?

University of HUDDERSFIELD

- "Absolutely, couldn't agree more. The point is not so much whether this statement might be true or not, so much as what it does to your thinking and planning if you decide to take it as an article of faith."

  – Paul Walk (UKOLN) *http://bit.ly/9ao3c4*

Sharing Data

usage data release (Dec 2008)

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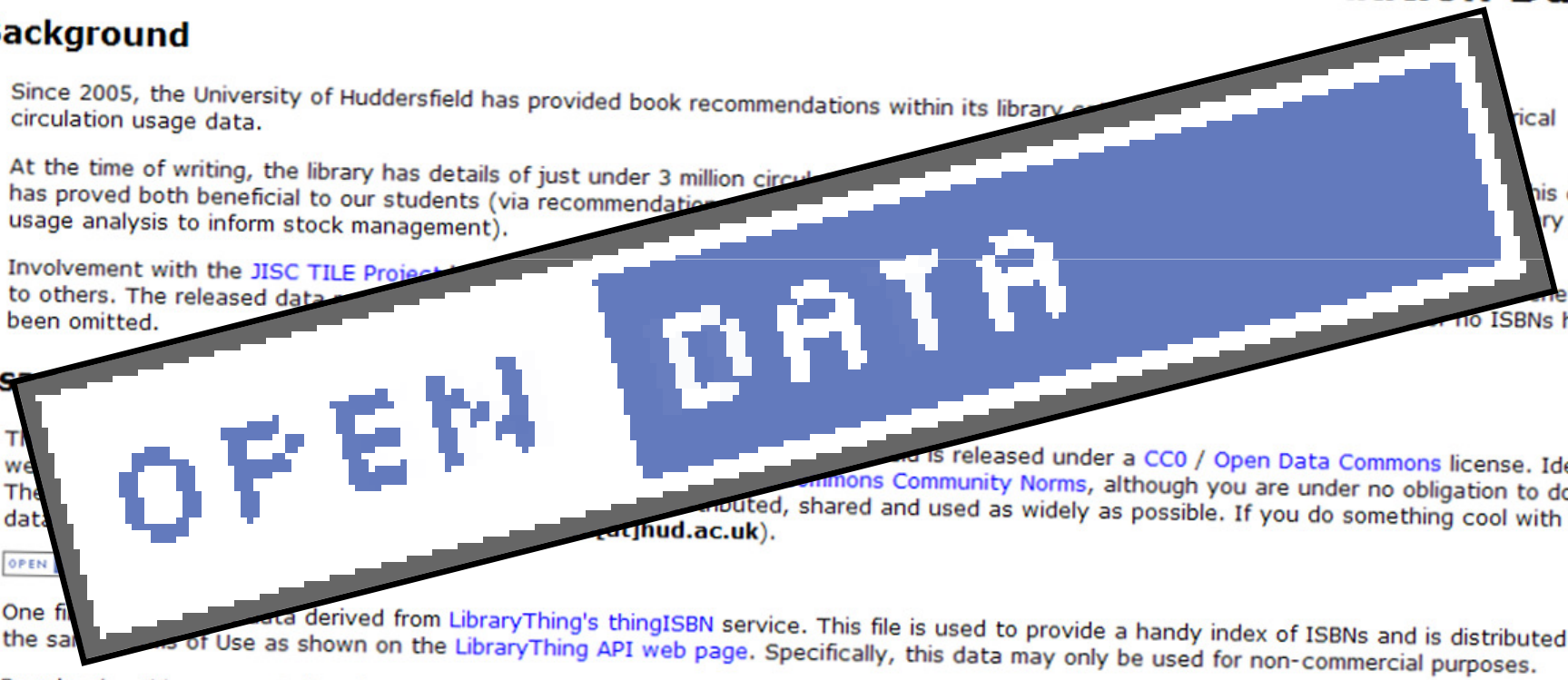
University of Huddersfield -- Circulation and Recommendation Data

Background

Since 2005, the University of Huddersfield has provided book recommendations within its library ... circulation usage data.

At the time of writing, the library has details of just under 3 million circul... has proved both beneficial to our students (via recommendatio... usage analysis to inform stock management).

Involvement with the JISC TILE Project ... to others. The released data ... been omitted.



Us...

T... we... The... dat...

OPEN ...

...is released under a CC0 / Open Data Commons license. Ideally, ...mmons Community Norms, although you are under no obligation to do so. ...ibuted, shared and used as widely as possible. If you do something cool with the ...jhud.ac.uk).

One fi... ...ata derived from LibraryThing's thingISBN service. This file is used to provide a handy index of ISBNs and is distributed under the sa... ...s of Use as shown on the LibraryThing API web page. Specifically, this data may only be used for non-commercial purposes.

By releasing this aggregated and anonymised data, the University of Huddersfield is hoping to:

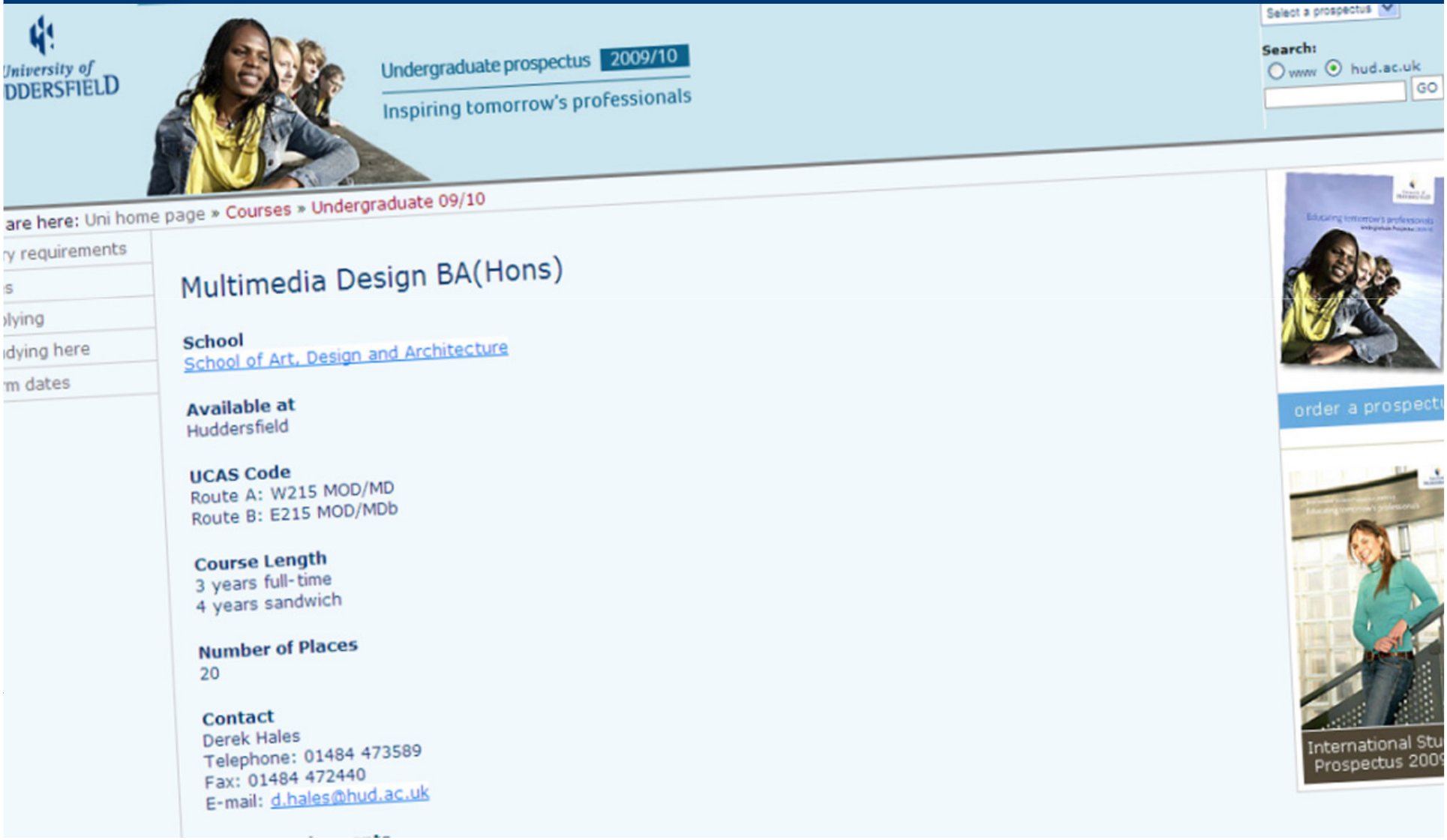
1. allow others to mine the data and to exploit it
2. stimulate a discussion about the value of library usage data
3. promote collaboration and sharing of such data in order to benefit both libraries and their users

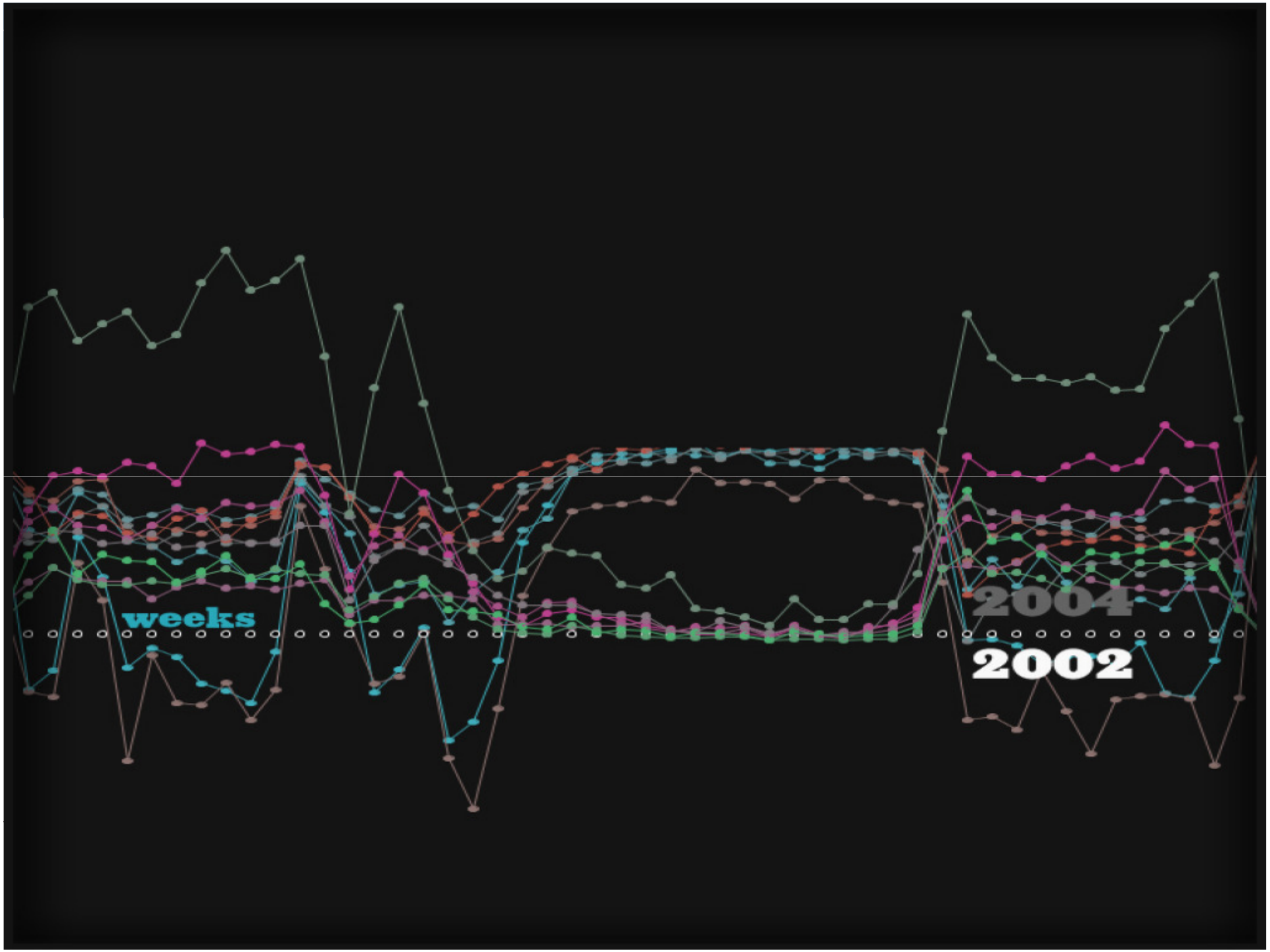
Data Files

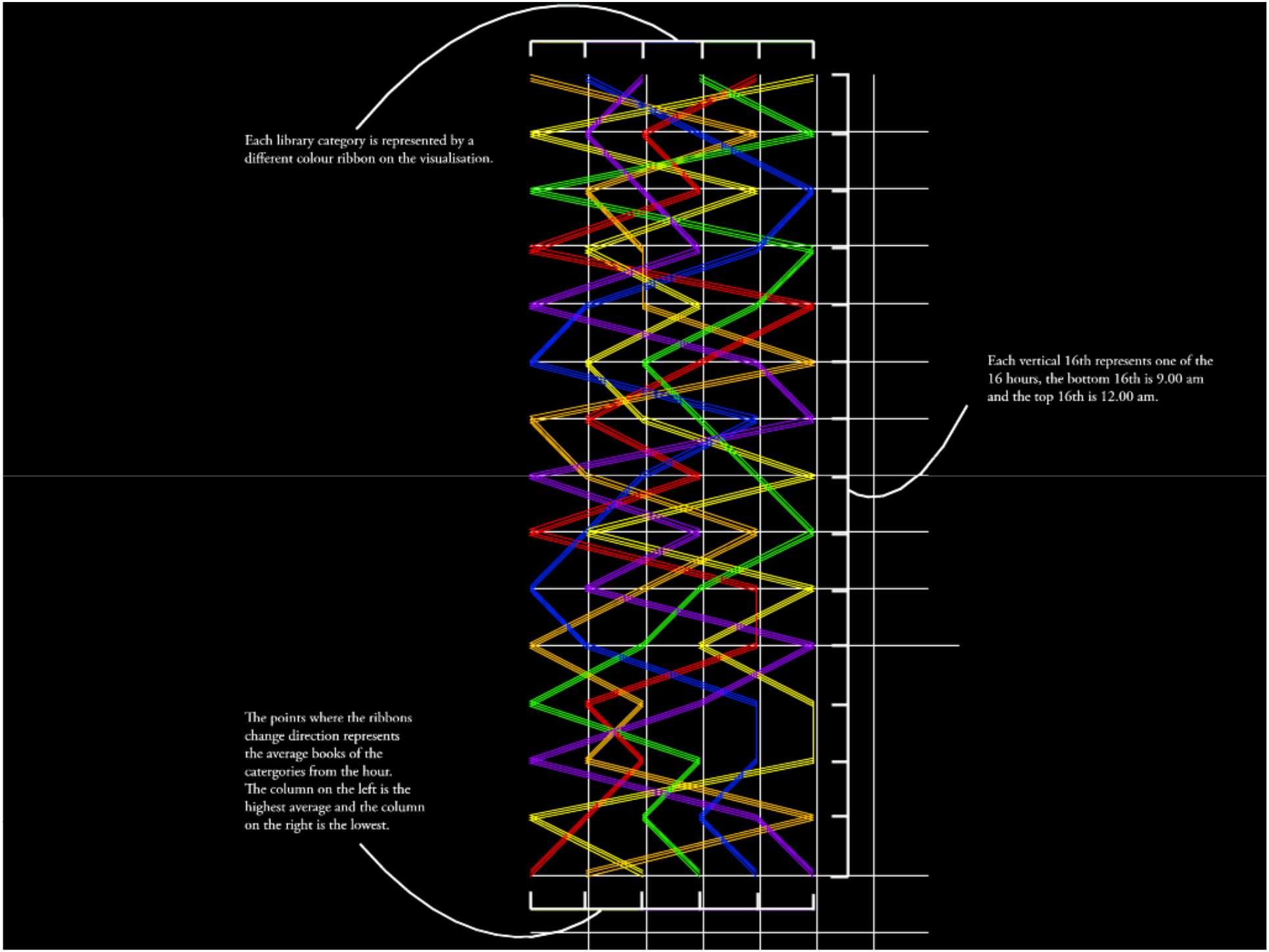
Sharing Data

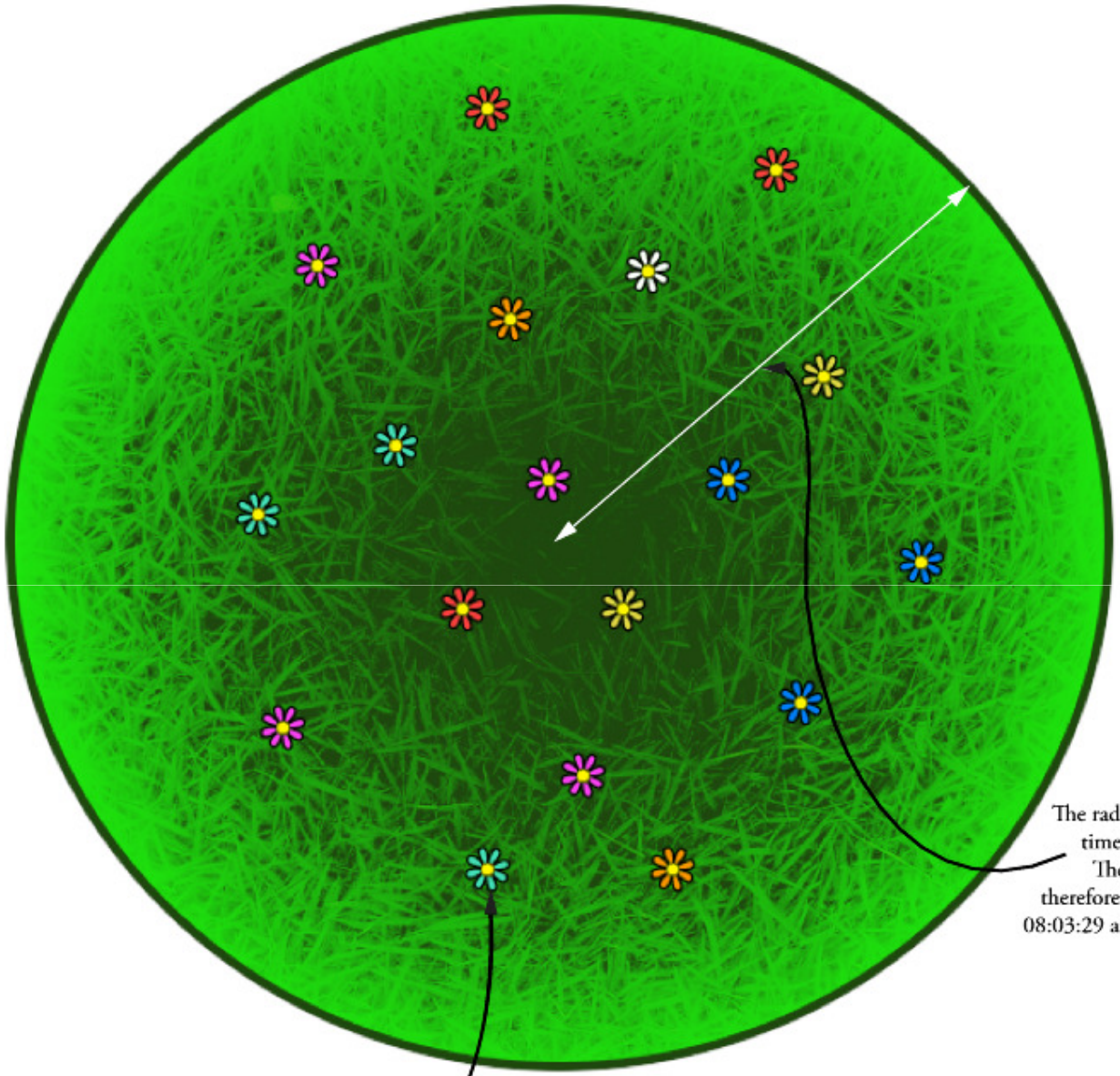
BA Multimedia Design

University of HUDDERSFIELD




weeks
2004
2002


Each library category is represented by a different colour ribbon on the visualisation.
Each vertical 16th represents one of the 16 hours, the bottom 16th is 9.00 am and the top 16th is 12.00 am.
The points where the ribbons change direction represents the average books of the catergories from the hour. The column on the left is the highest average and the column on the right is the lowest.



The radius of the grass will indicate the time of when the book is taken out. The hours will increase spherically therefore making the center of the grass 08:03:29 and the circumference 23:53:10

Each different book category will be represented its own colour.

Non & Low Usage Project

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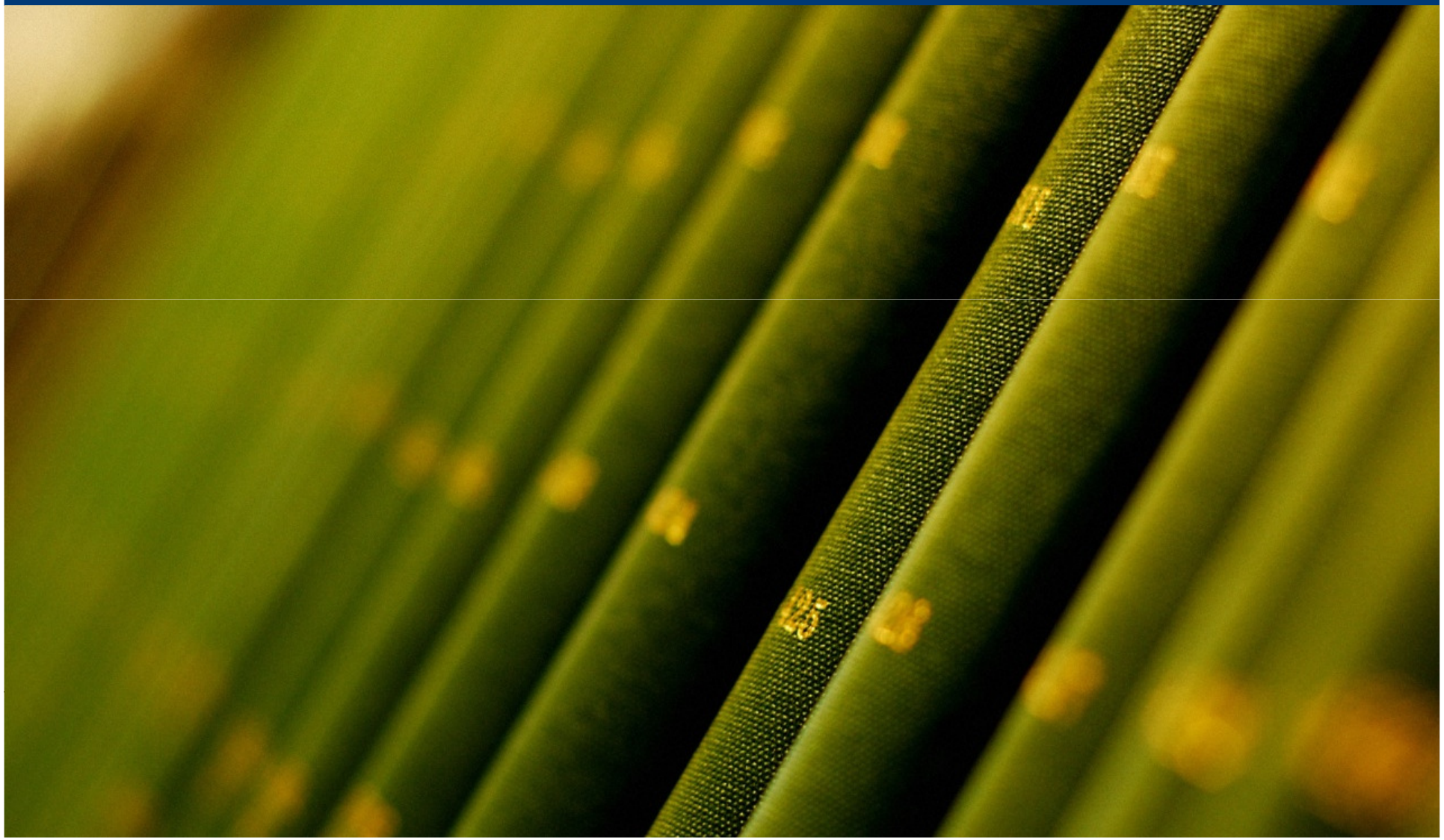
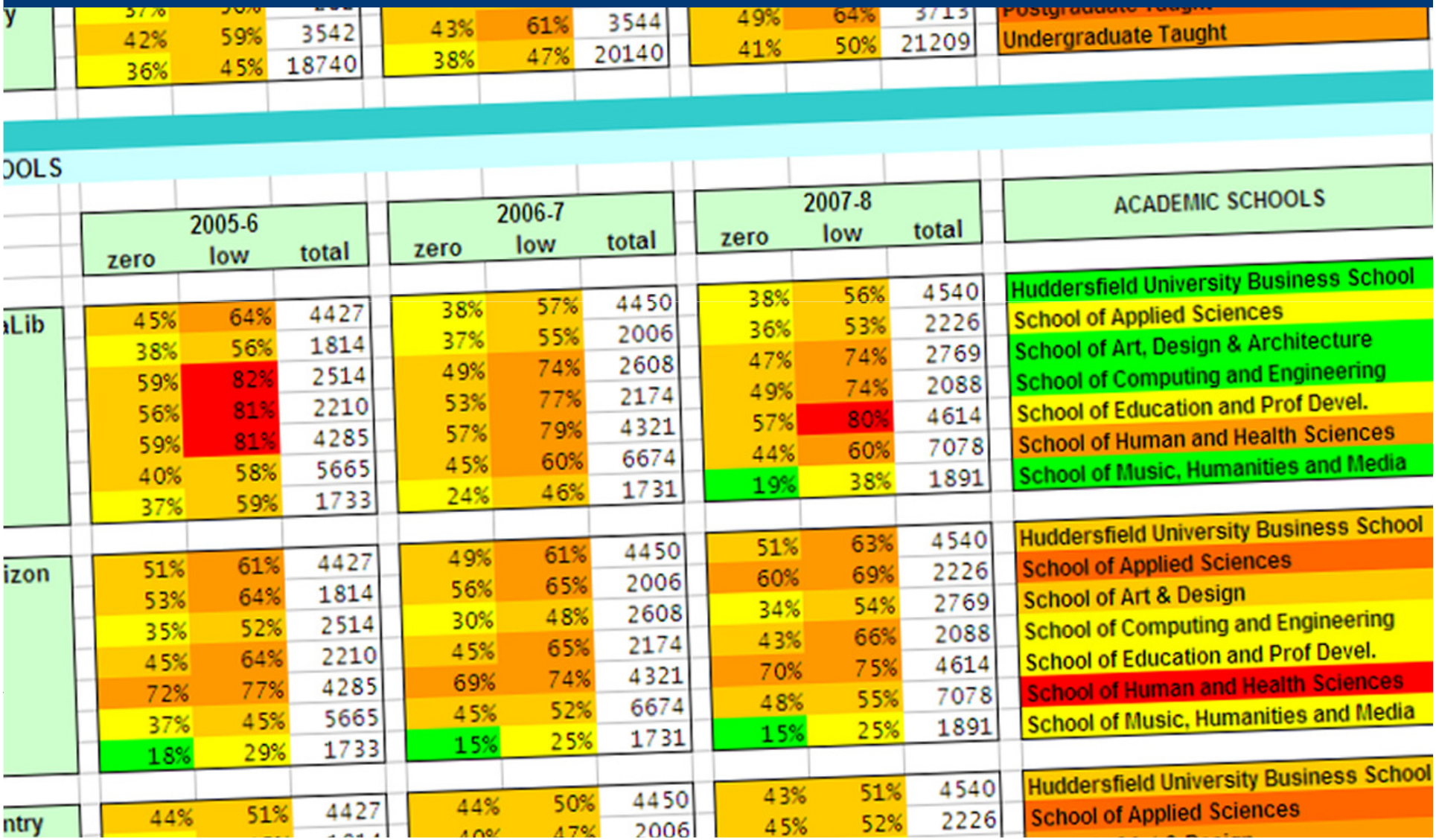


Non & Low Usage Project

digging deeper into data since 2005!

University of HUDDERSFIELD

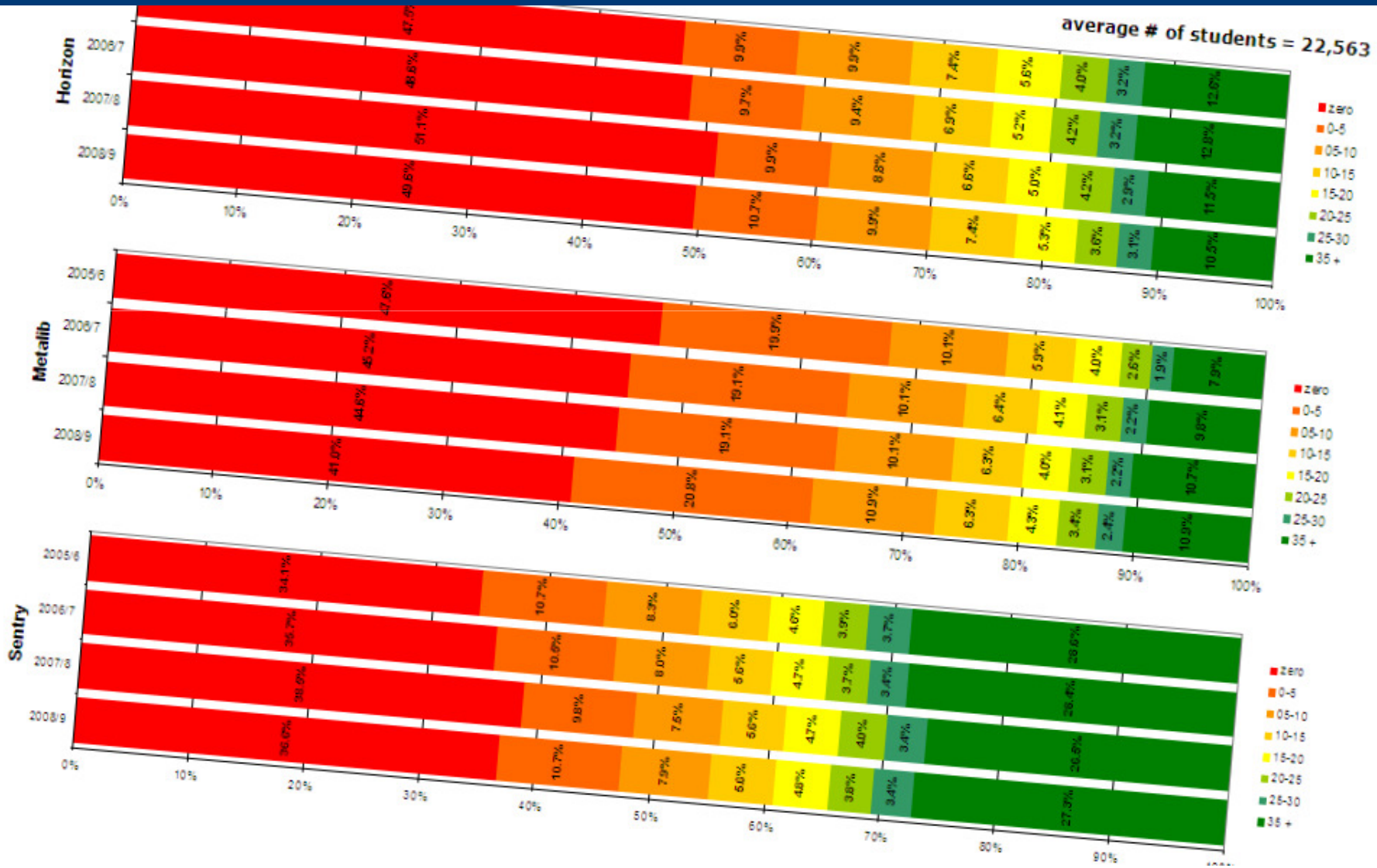


	2005-6			2006-7			2007-8			ACADEMIC SCHOOLS
	zero	low	total	zero	low	total	zero	low	total	
	42%	59%	3542	43%	61%	3544	49%	64%	3713	Undergraduate Taught
	36%	45%	18740	38%	47%	20140	41%	50%	21209	
OOLS										
aLib	45%	64%	4427	38%	57%	4450	38%	56%	4540	Huddersfield University Business School
	38%	56%	1814	37%	55%	2006	36%	53%	2226	School of Applied Sciences
	59%	82%	2514	49%	74%	2608	47%	74%	2769	School of Art, Design & Architecture
	56%	81%	2210	53%	77%	2174	49%	74%	2088	School of Computing and Engineering
	59%	81%	4285	57%	79%	4321	57%	80%	4614	School of Education and Prof Devel.
	40%	58%	5665	45%	60%	6674	44%	60%	7078	School of Human and Health Sciences
	37%	59%	1733	24%	46%	1731	19%	38%	1891	School of Music, Humanities and Media
izon	51%	61%	4427	49%	61%	4450	51%	63%	4540	Huddersfield University Business School
	53%	64%	1814	56%	65%	2006	60%	69%	2226	School of Applied Sciences
	35%	52%	2514	30%	48%	2608	34%	54%	2769	School of Art & Design
	45%	64%	2210	45%	65%	2174	43%	66%	2088	School of Computing and Engineering
	72%	77%	4285	69%	74%	4321	70%	75%	4614	School of Education and Prof Devel.
	37%	45%	5665	45%	52%	6674	48%	55%	7078	School of Human and Health Sciences
	18%	29%	1733	15%	25%	1731	15%	25%	1891	School of Music, Humanities and Media
ntry	44%	51%	4427	44%	50%	4450	43%	51%	4540	Huddersfield University Business School
							45%	52%	2226	School of Applied Sciences

Non & Low Use Project

digging deeper into data

University of HUDDERSFIELD

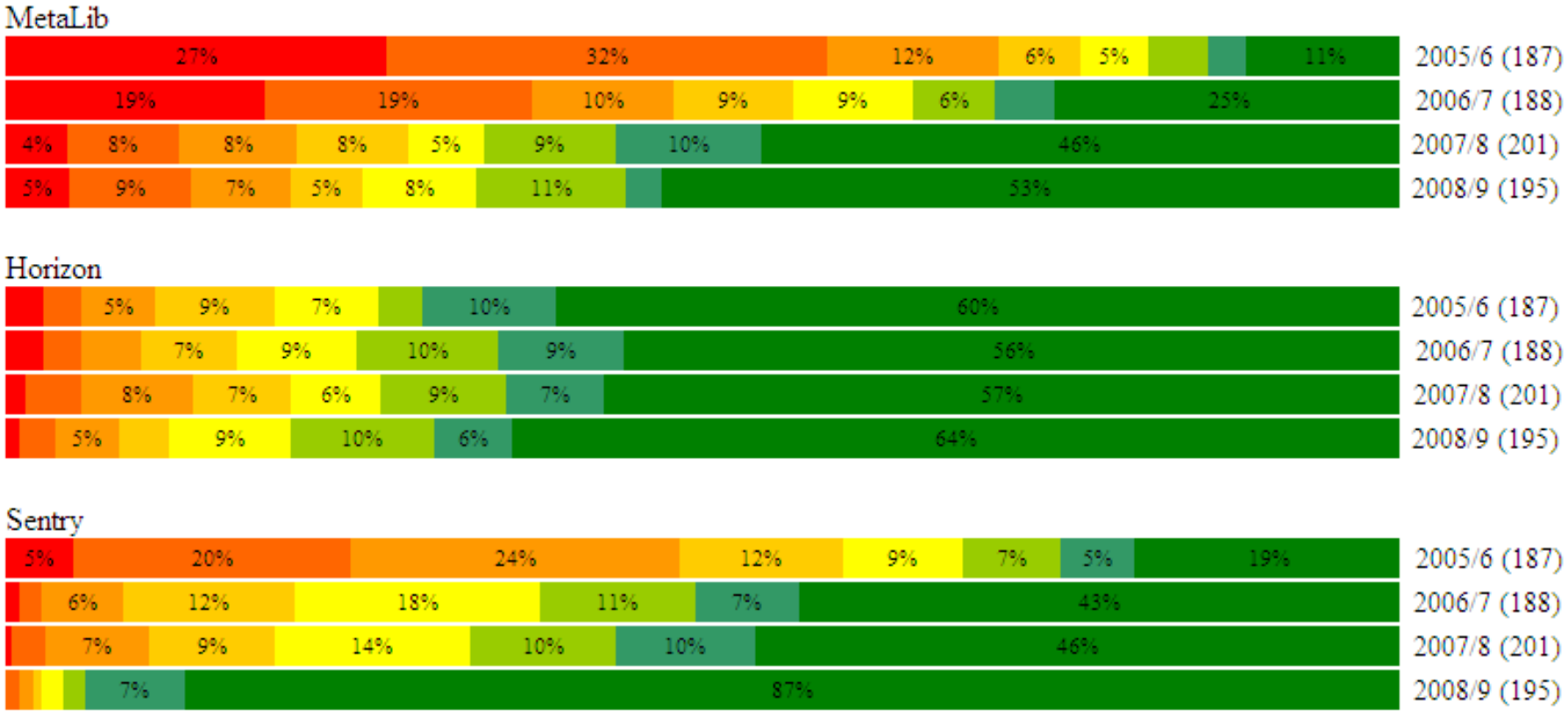


Non & Low Use Project

digging deeper into data

University of HUDDERSFIELD

AM100 BMus Music



Measuring Library Impact

is there a link between usage & grade?

University of HUDDERSFIELD

Measuring Library Impact

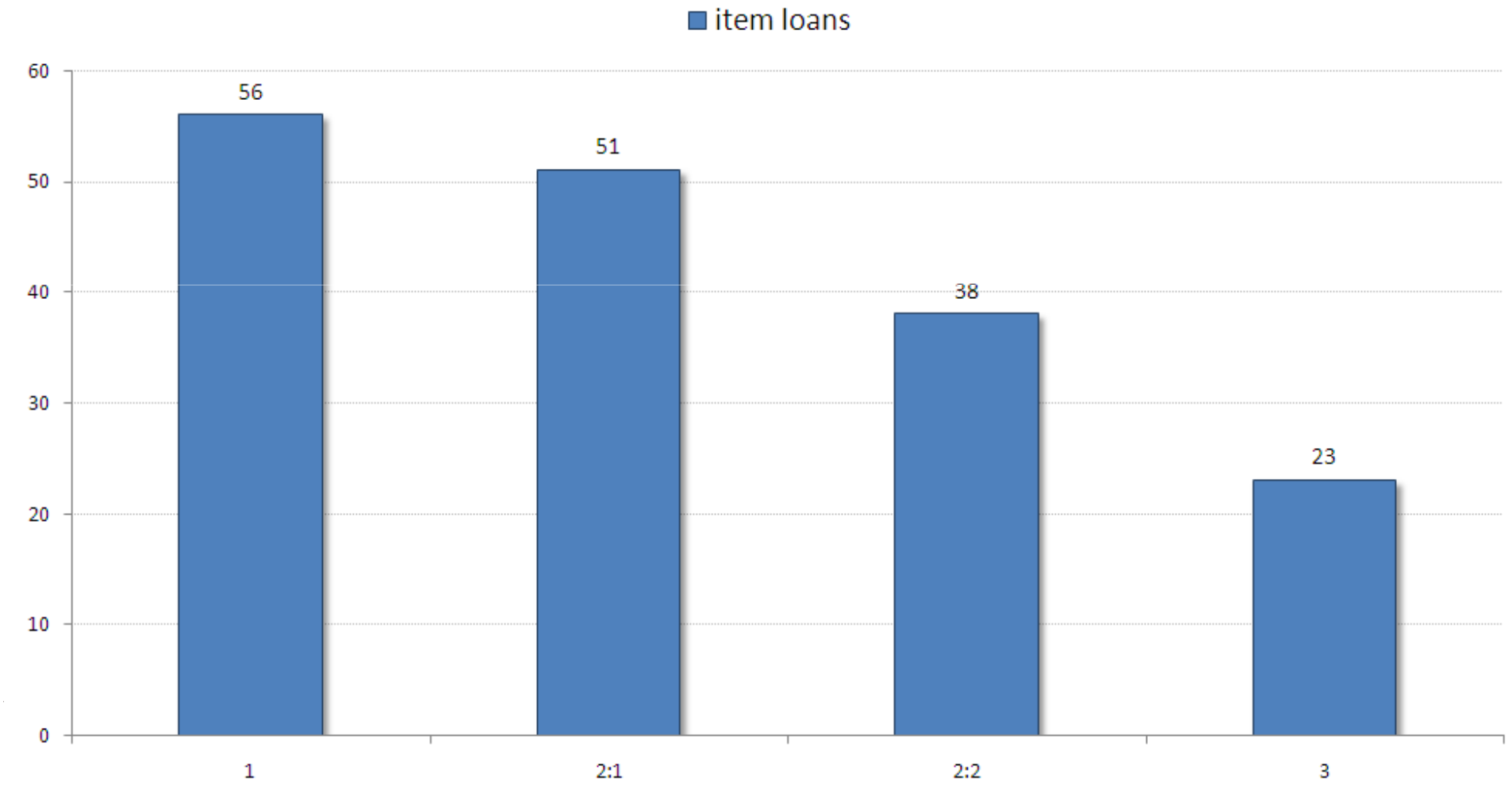
2008/9 & 2008/9 honours graduates

University of HUDDERSFIELD

Measuring Library Impact

2008/9 & 2008/9 honours graduates

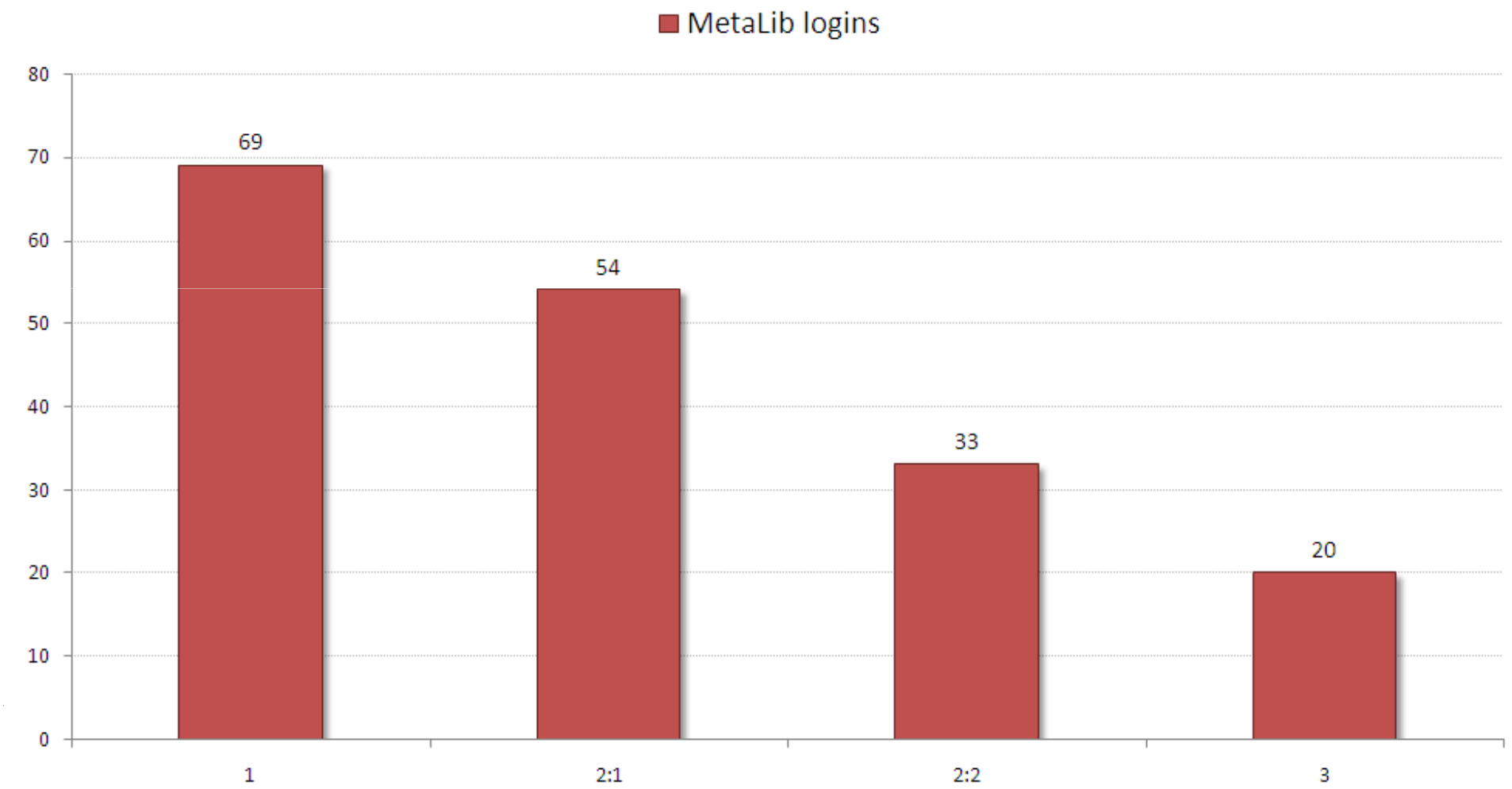
University of HUDDERSFIELD



Measuring Library Impact

2008/9 & 2008/9 honours graduates

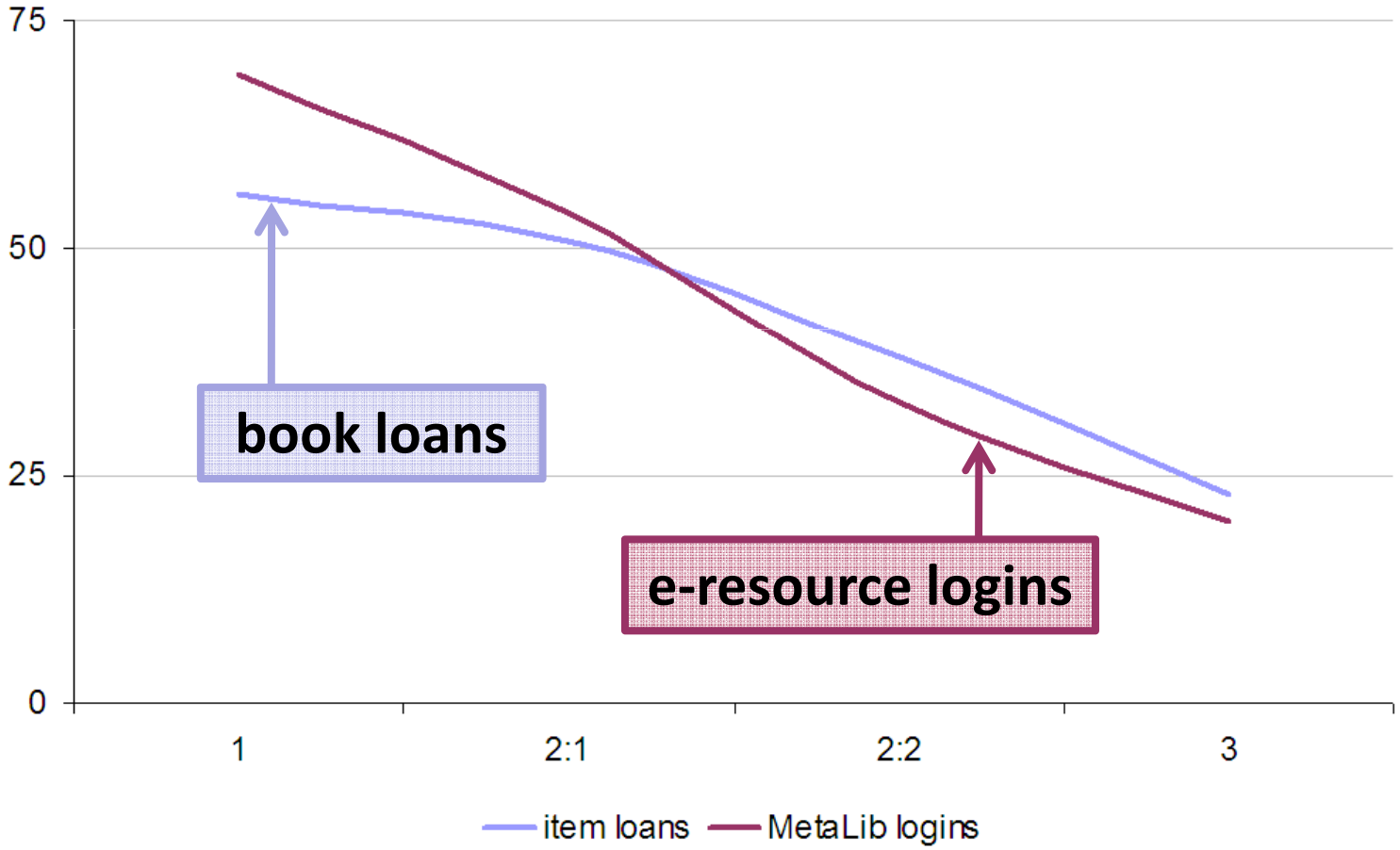
University of HUDDERSFIELD



Measuring Library Impact

2008/9 & 2008/9 honours graduates

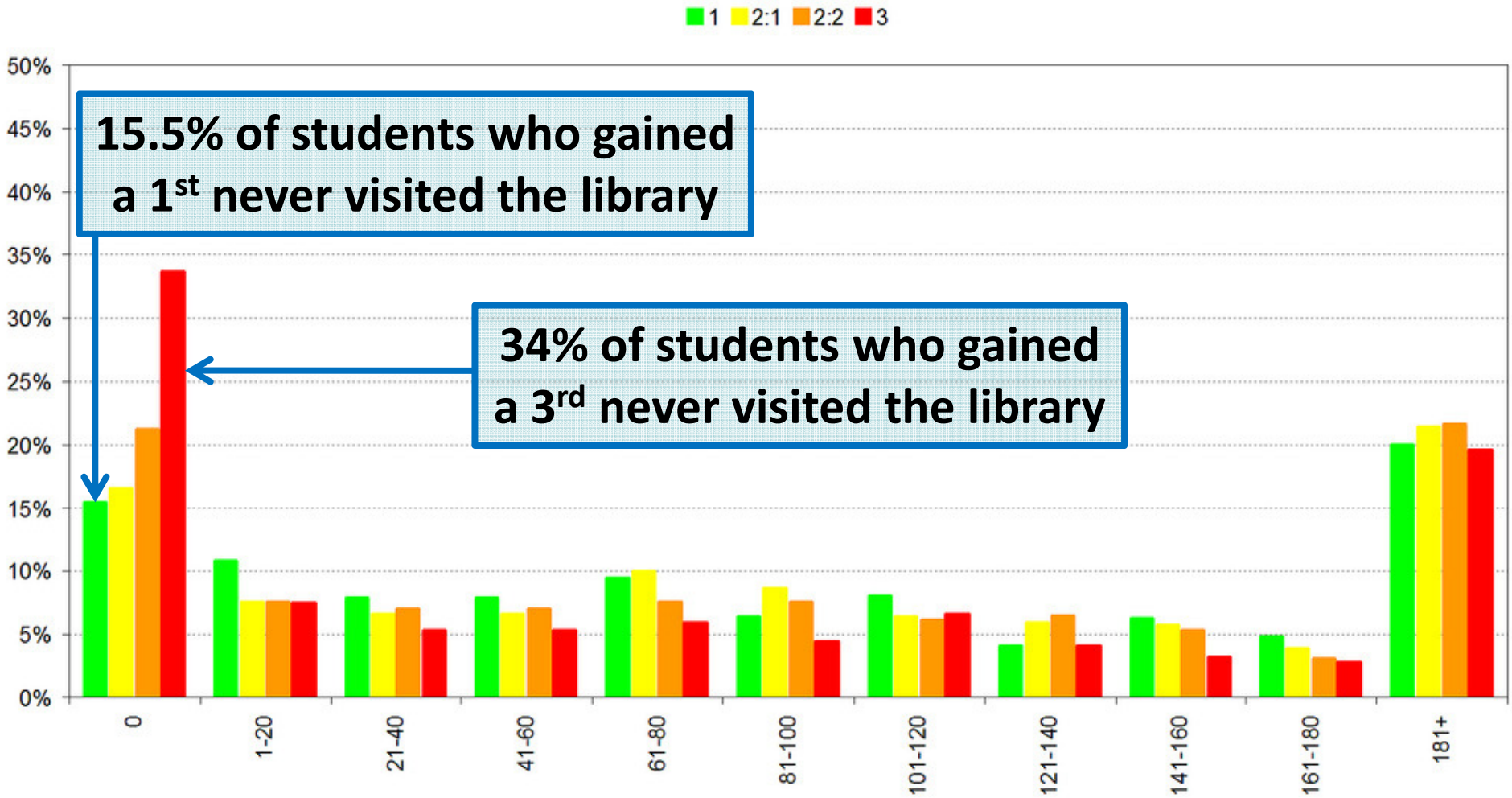
University of HUDDERSFIELD



Measuring Library Impact

2008/9 & 2008/9 – library visits

University of HUDDERSFIELD



Measuring Library Impact

2008/9 & 2008/9 – MetaLib usage

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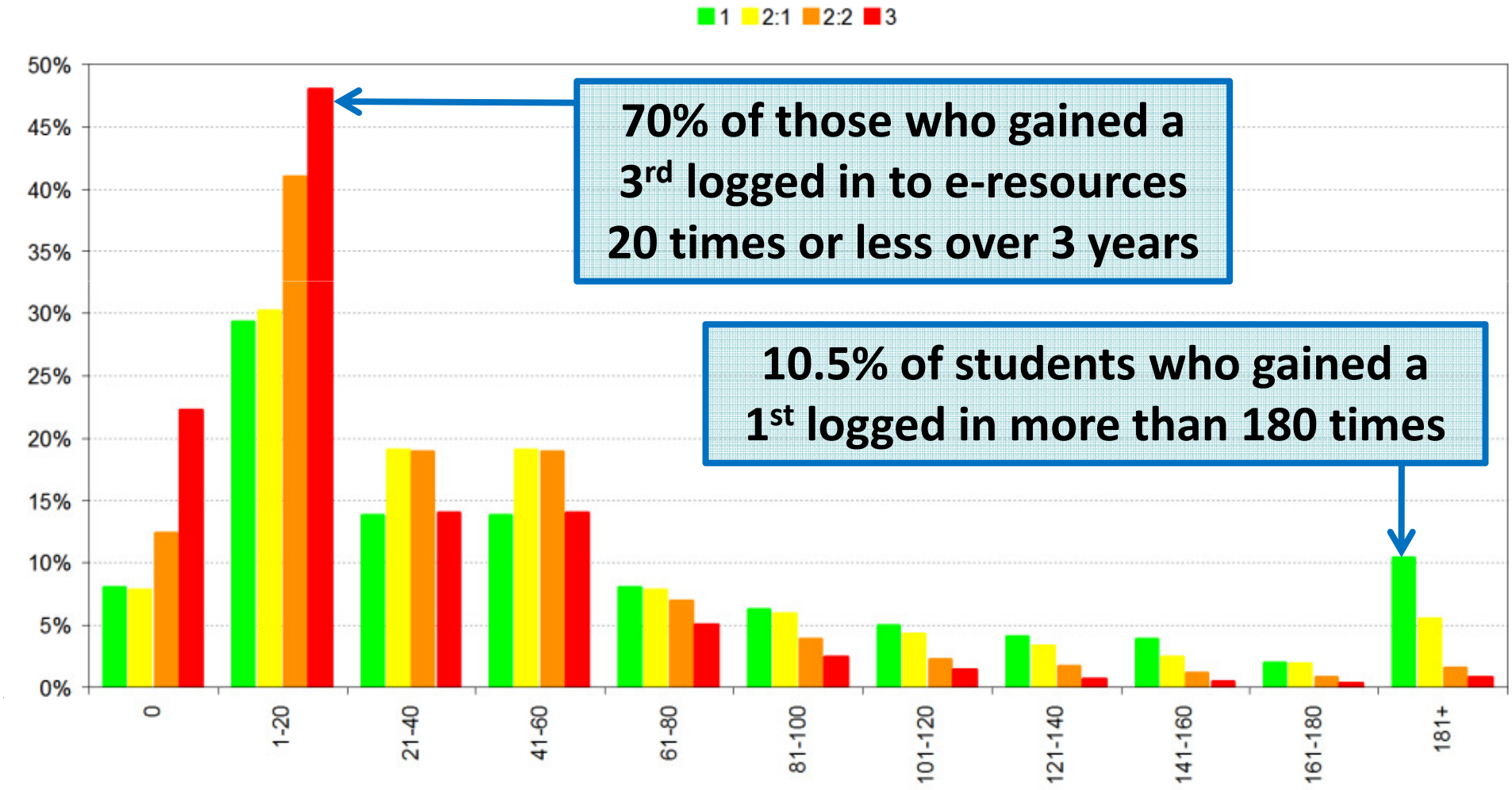
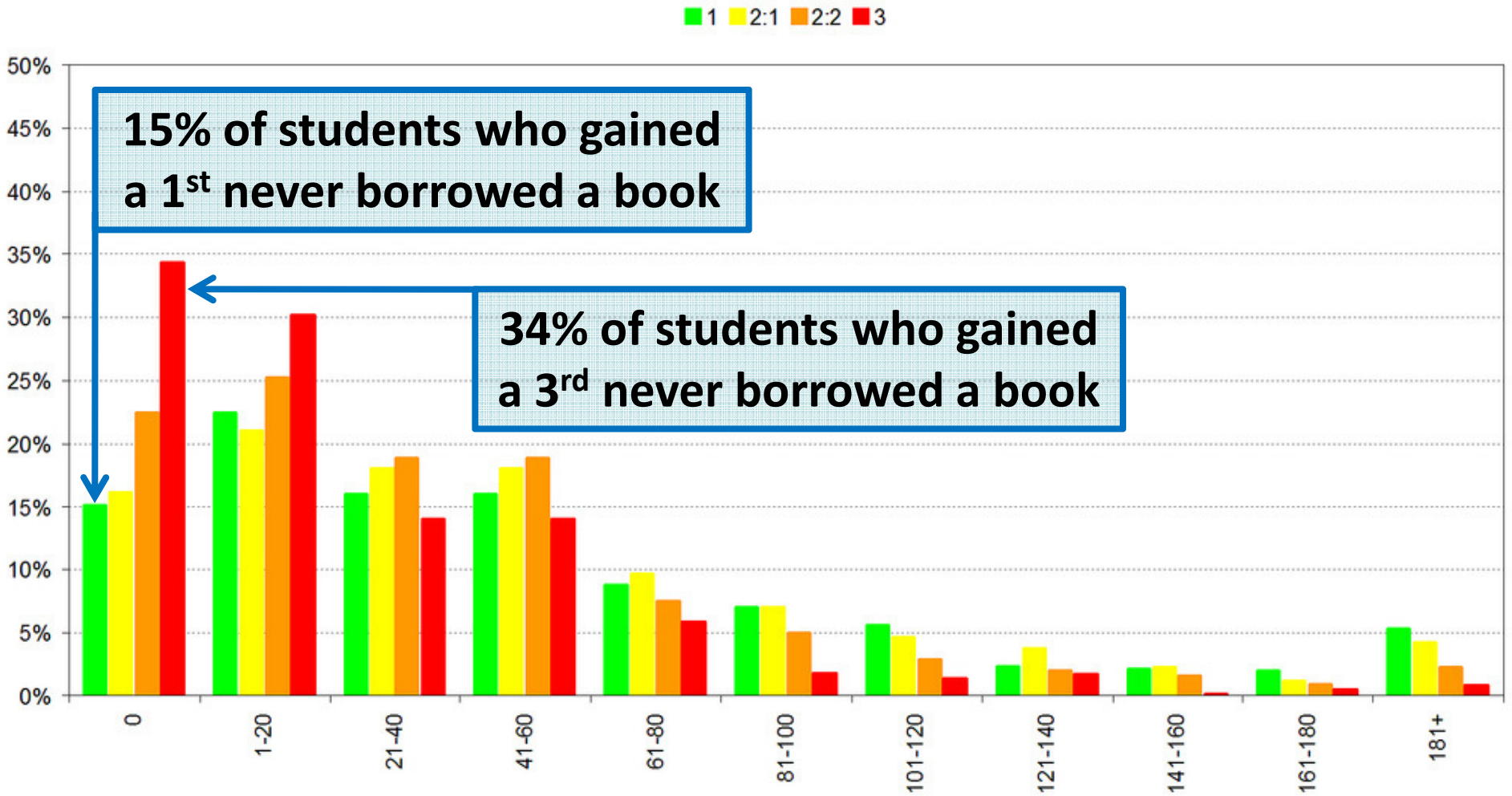


Measuring Library Impact

2008/9 & 2008/9 – book loans

University of HUDDERSFIELD



Measuring Library Impact

BSc Physiotherapy

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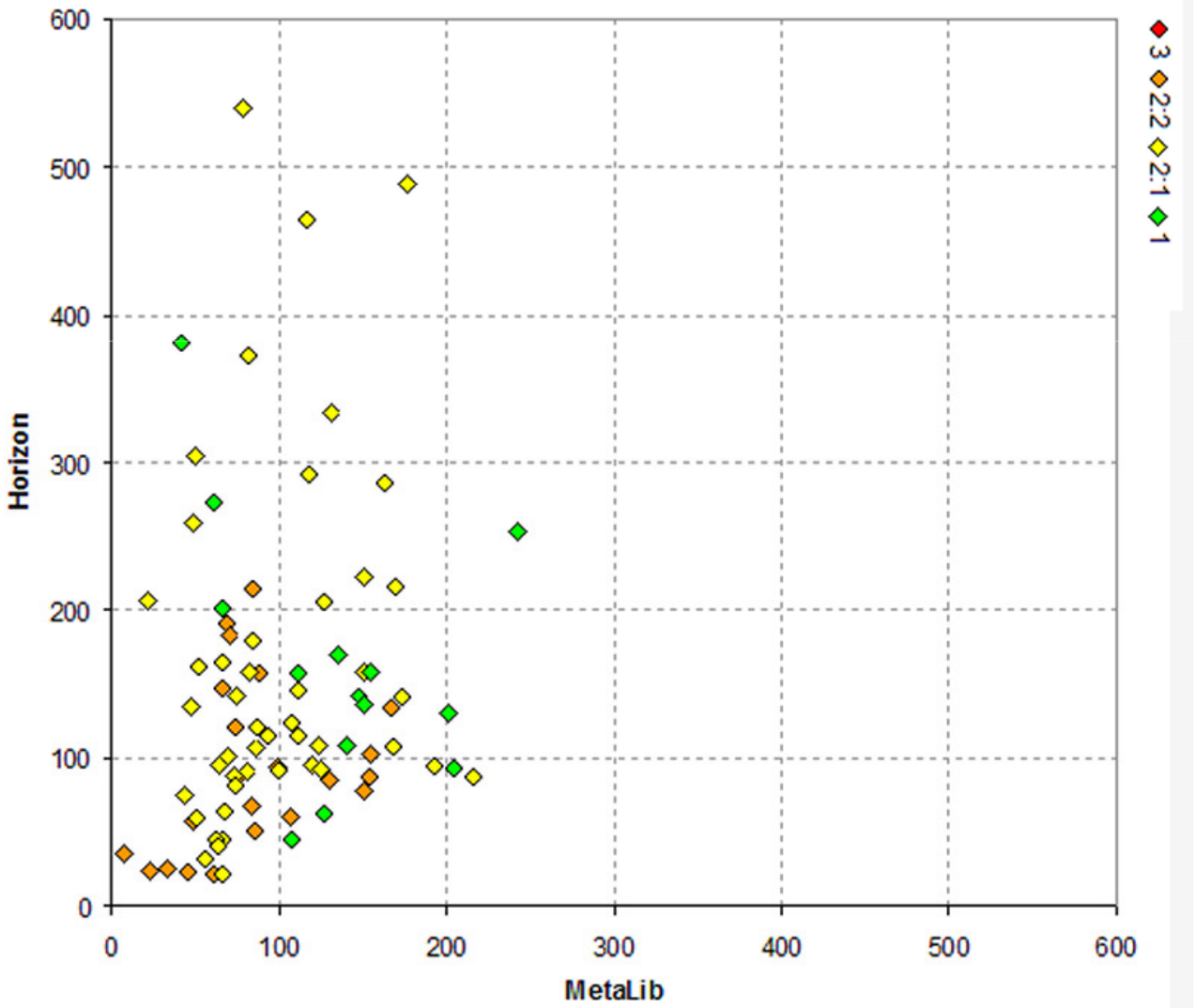

JISC Library Impact Data Project

University of HUDDERSFIELD

Library Impact Data Project
project hypothesis

University of HUDDERSFIELD

- "There is a statistically significant correlation across a number of universities between library activity data and student attainment."
  - *http://library.hud.ac.uk/lidp*

Hashtags!

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#lidp
#jiscad

Library Impact Data Project

JISC Activity Data Programme

University of HUDDERSFIELD

- University of Bradford
- De Montfort University
- University of Exeter
- University of Huddersfield (lead partner)
- University of Lincoln
- Liverpool John Moores University
- University of Salford
- Teesside University

Library Impact Data Project

book loans at Huddersfield (5 years)

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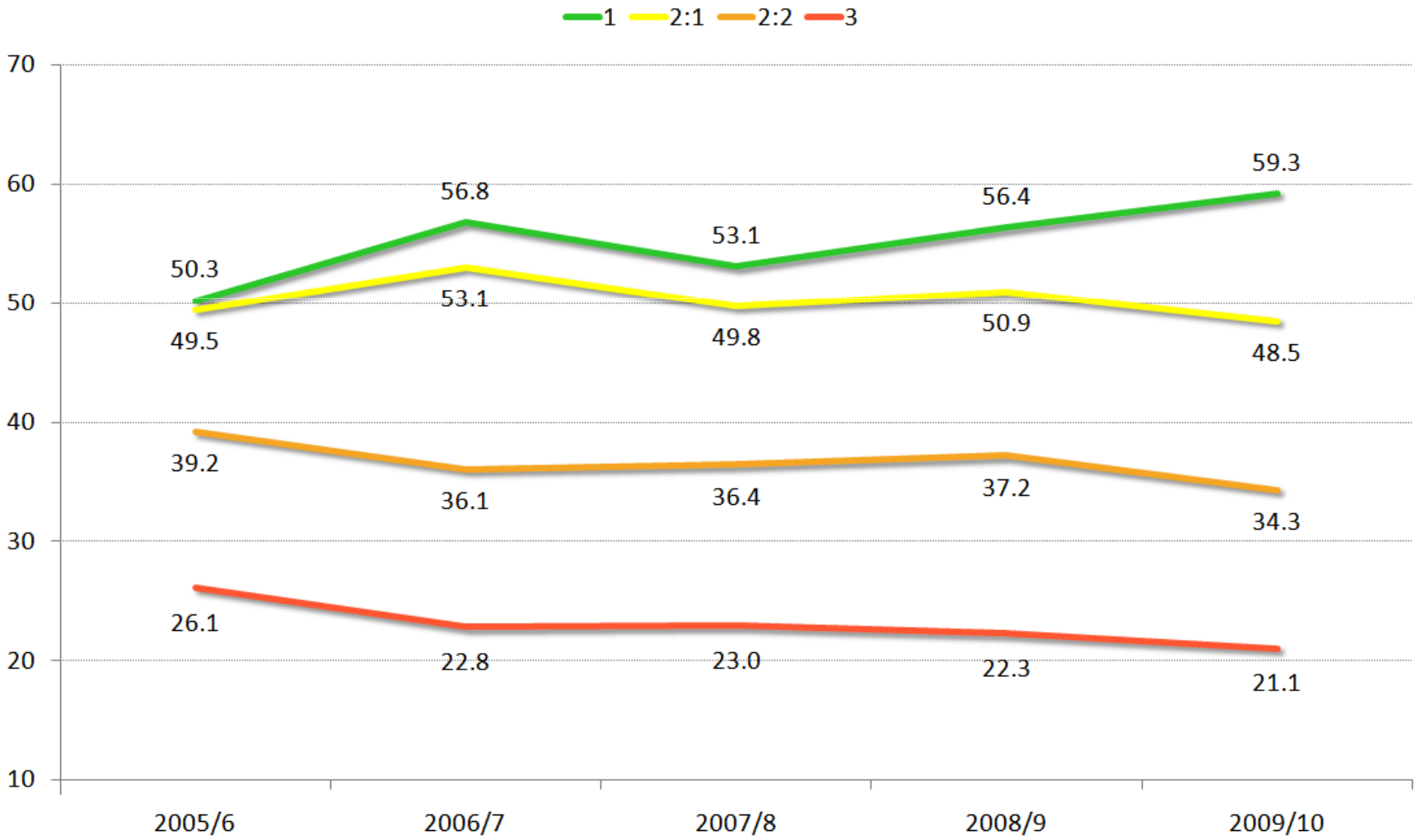

Library Impact Data Project

book loans inc. renewals (2009/10)

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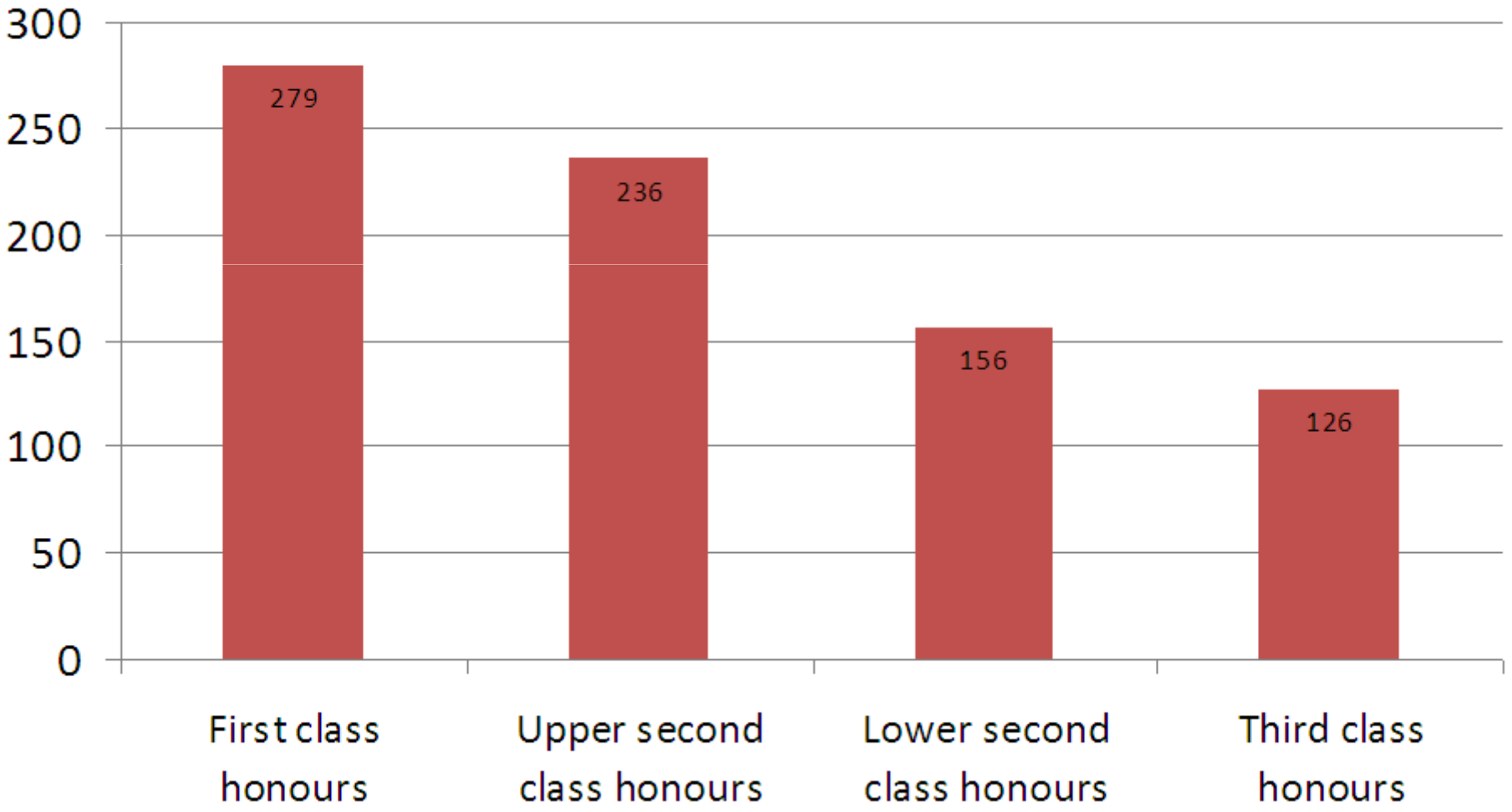

Library Impact Data Project

book loans & Athens (2009/10)

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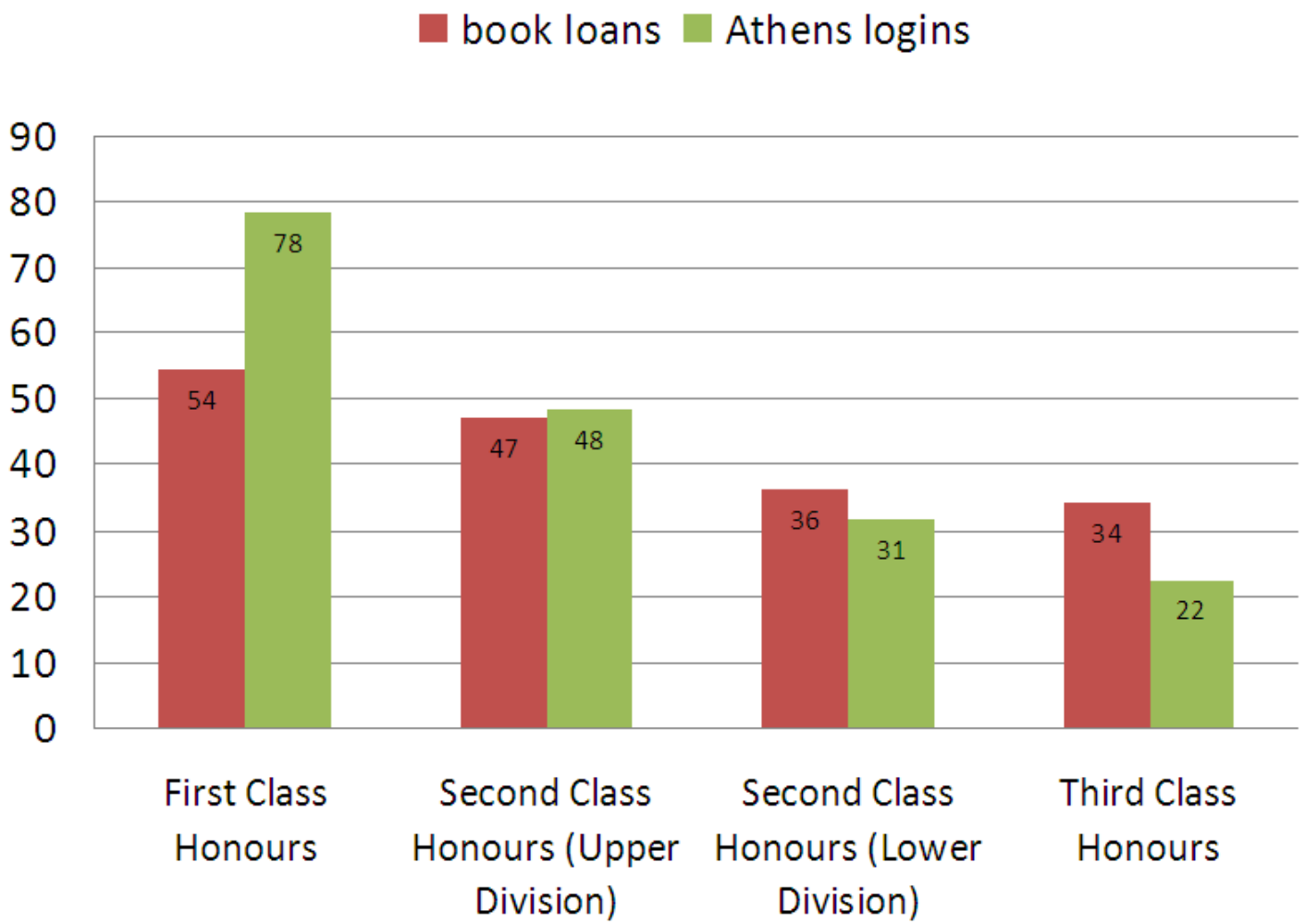

Library Impact Data Project

library PC logins & visits (2009/10)

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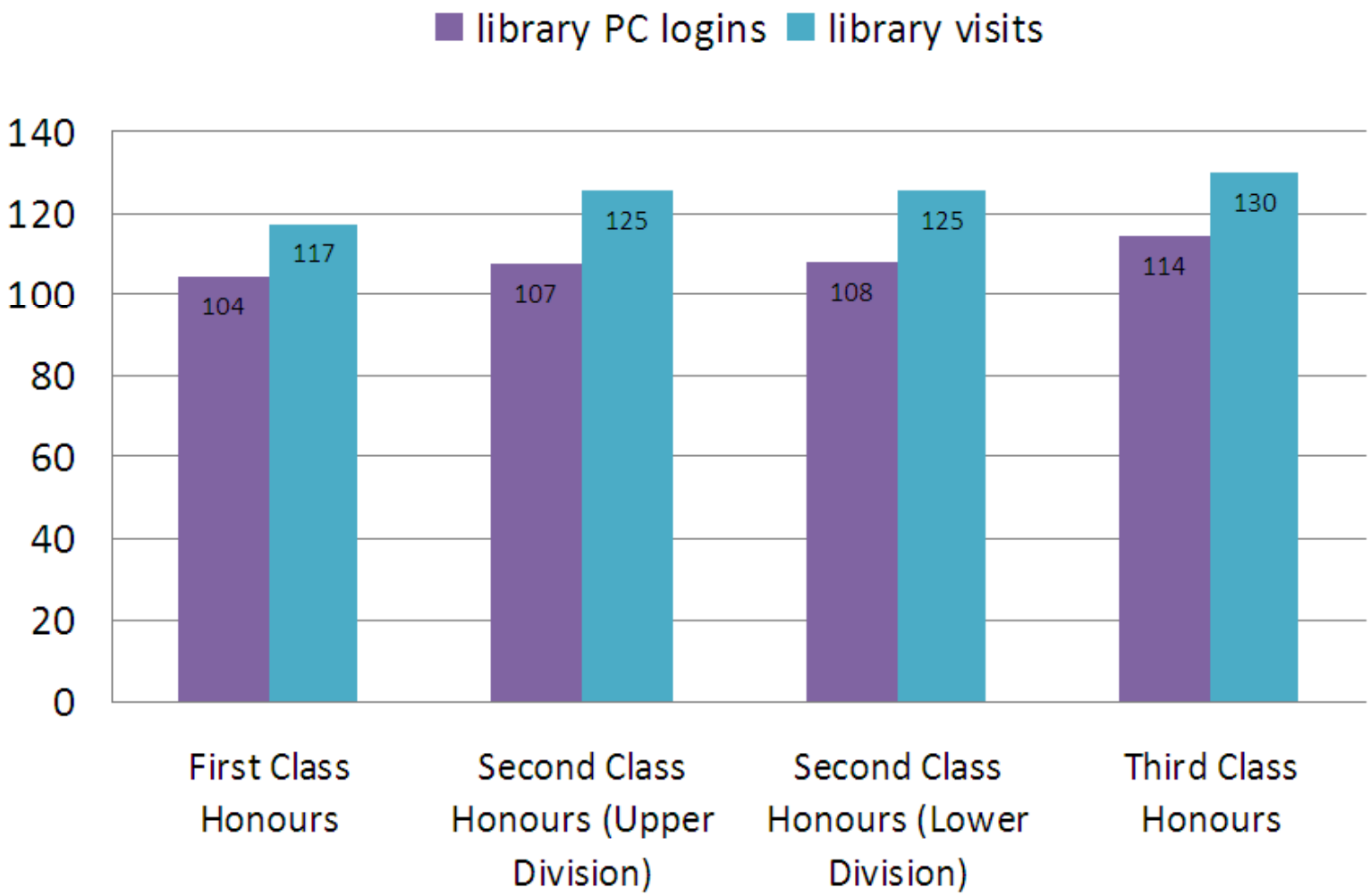

Library Impact Data Project
project hypothesis

University of HUDDERSFIELD

- "There is a statistically significant correlation across a number of universities between library activity data and student attainment."
  - *at this early stage, for books & e-resource usage, the correlation appears to be significant across **all** partner libraries*

Library Impact Data Project

http://library.hud.ac.uk/lidp

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http://www.flickr.com/photos/nicholasngkw/5512321874/

In Summary...

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- Create serendipity with your usage data
- Data mine your usage data to generate business intelligence
- If you love your usage data, set it free!

So, what about that quote?!

University of HUDDERSFIELD

"If you want to get laid, go to college…

Frank Zappa (1940-1993)

Thank you very much!

does anyone have any questions?

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"If you want to get laid,
go to college…
…if you want an education,
go to the library."

Frank Zappa (1940-1993)