



# *University of* **HUDDERSFIELD**

## **University of Huddersfield Repository**

Pattern, David

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

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***“If you want to get laid,  
go to college...”***

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**IM IN BED**



**BEAN  
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  - *please feel free to take photos, record audio, blog, tweet (@daveyp), etc! 😊*

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# Hashtag!

# #cilipw11



# What am I going to talk about?



University of  
HUDDERSFIELD



# Using Usage Data...

- ...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*



- 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...*

- 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





# Keyword Cloud

*based on keyword search data*

most popular keywords from the last 2 days...

analysis art behaviour britain business care century computer corporate crime culture describing design  
development dictionary education english history human international introduction language law learning  
management marketing nursing organisational planning practice principles psychology  
reflective research social sociolinguistics sociology strategic strategy systems teaching theory work

most popular keywords from the last 2 days...

analysis art behaviour britain business care century computer corporate crime culture describing design development dictionary education english history human international introduction language law learning management marketing nursing organisational planning practice principles psychology reflective research social sociolinguistics sociology strategic strategy systems teaching theory work

# Borrowing Suggestions

*based on circulation data*

## People who borrowed this item, also borrowed (show less):

- [The horror film : an introduction \(2007\) / Worland, Rick.](#)
- [Horror films \(2007\) / Odell, Colin.](#)
- [Defining cult movies : the cultural politics of oppositional taste \(2003\) / Jancovich, Mark.](#)
- [Citizen Kane : director, Orson Welles : note \(2000\) / Williams, Dan.](#)
- [The horror genre : from Beezlebub to Blair Witch \(2000\) / Wells, Paul, 1961-](#)
- [British horror cinema \(2002\) / Chibnall, Steve](#)
- [The naked and the undead : evil and the appeal of horror \(2000\) / Freeland, Cynthia A.](#)
- [Horror \(2009\) / Cherry, Brigid, 1957-](#)
- [Men, women and chain saws : gender in the modern horror film \(1993\) / Clover, Carol J.](#)
- [The horror reader \(2000\) / Gelder, Ken, 1955-](#)
- [Scream and scream again. a history of the slasher film. \(2000\)](#)
- [Bright darkness : the lost art of the supernatural horror film \(1997\) / Dyson, Jeremy.](#)
- [Rational fears : American horror in the 1950s \(1996\) / Jancovich, Mark.](#)

# Borrowing Suggestions

## *based on user's recent loans*

Don't forget to logout when you have finished! [Logout](#) [My List - 0](#) [Help](#)

Welcome PATTERN D

Search

My Account/Renewals

Ask a Librarian

Overview

Items on Loan/Renewals

Requests

Fines/Blocks

Personal Details

## Account Overview

**View and Renew Items on Loan**– See and renew currently checked out

Checked Out: 5

Overdue: 0

Lost: 0

**Hold Requests**

K

Re

**Blocks**

Nu

Cur

Fines

Looking for something? We think you might be interested in:  
**Health promotion: foundations for practice** by Naidoo, Jennie

Fines calculated on OVERDUE items are not displayed. These will be calculated when the items are **returned** or **renewed**.

**Personal Details**– See and change address, phone number, email address, PIN and preferences

Looking for something? We think you might be interested in:

**Health promotion: foundations for practice** by Naidoo, Jennie

**Lending History** – See below for a list of the last 200 items you borrowed

Did you find these books useful? Please add your ratings or comments!




# Course Level New Book Lists

## *analysis of course loans & Dewey*

### New Item List - AH100 (BA HISTORY)

You are viewing a feed that contains frequently updated content. Updated information from the feed is automatically downloaded to your programs. [Learn more about feeds.](#)

 [Subscribe to this feed](#)

### Modernism, romance, and the fin de siècle : popular fiction

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*

Search:

**popular searches:** transport economics  
international economics  
managerial economics  
economics for business  
introduction to economics  
essential economics  
tourism economics  
business economics  
environmental economics  
international business economics  
economics of strategy  
transport economics and policy  
foundations of economics

business economics  
environmental economics  
international business economics  
economics of strategy  
transport economics and policy  
foundations of economics

# Guided Keyword Searches

*based on keyword search data*

7310 titles matched: **law**

Search for **law** combined with criminal, employment or business.

Search Results RSS

Sort by: Author

561 titles matched: **law criminal**

Search for **law criminal** combined with cases, textbook or statutes.

by Corns, Alan  
Oxford : Oxford University Press, 2000.

OF EUROPEAN

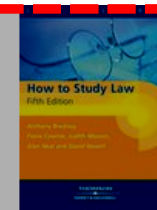
34 titles matched: **law criminal statutes**

## 2. How to study law

by Bradney, Anthony  
London : Thomson/Sweet & Maxwell, 2005.  
340.07 HOW

Add to my list

no rating yet



## 3. Handbook of consumer behavior, tourism, and the Internet

by Mills, Juline E. ; Law, Rob.  
Binghamton, N.Y. ; London : Haworth Hospitality, c2004.  
338.4791 HAN

Add to my list

no rating yet



# Journal Suggestions

## *based on link resolver logs*



### 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

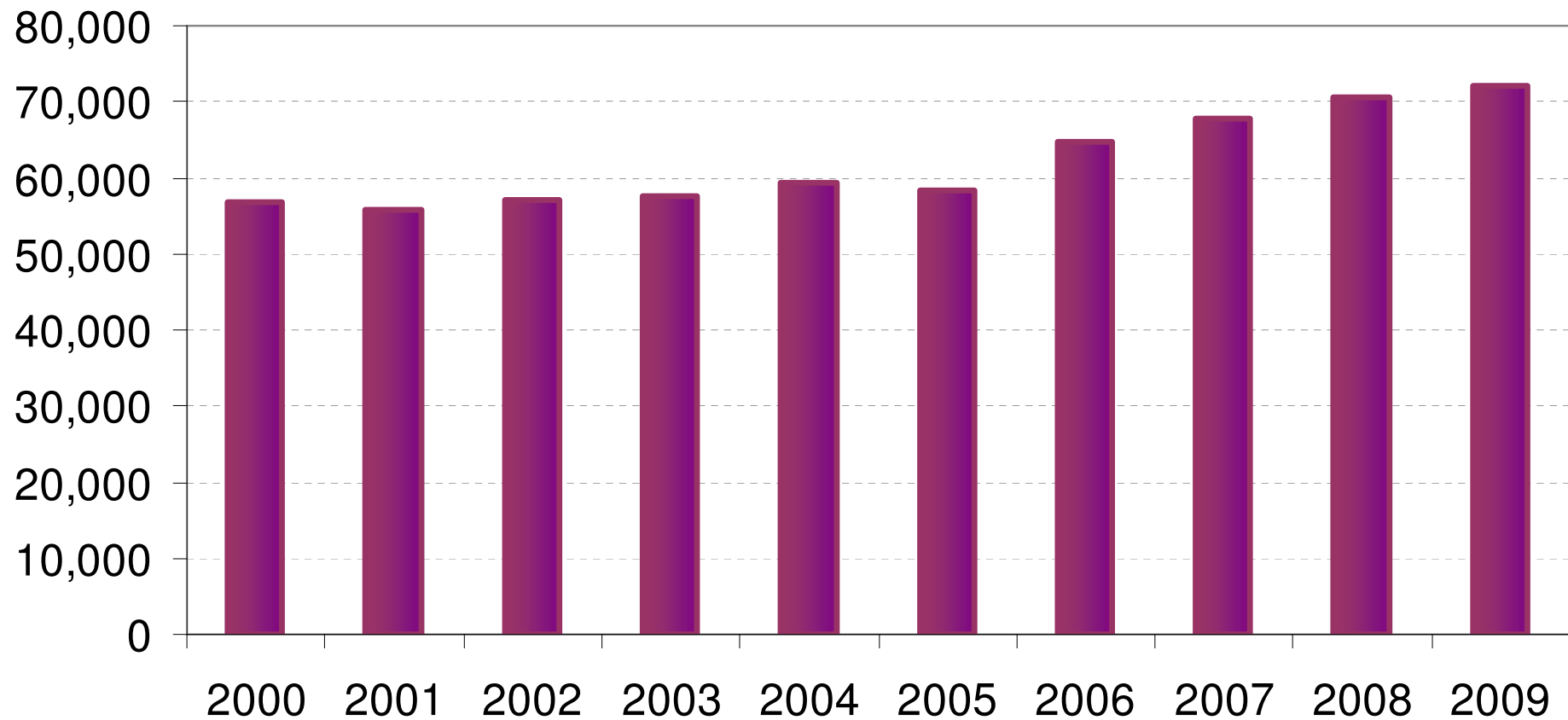




# Trends in Borrowing

*unique titles circ'ing per acad. year*

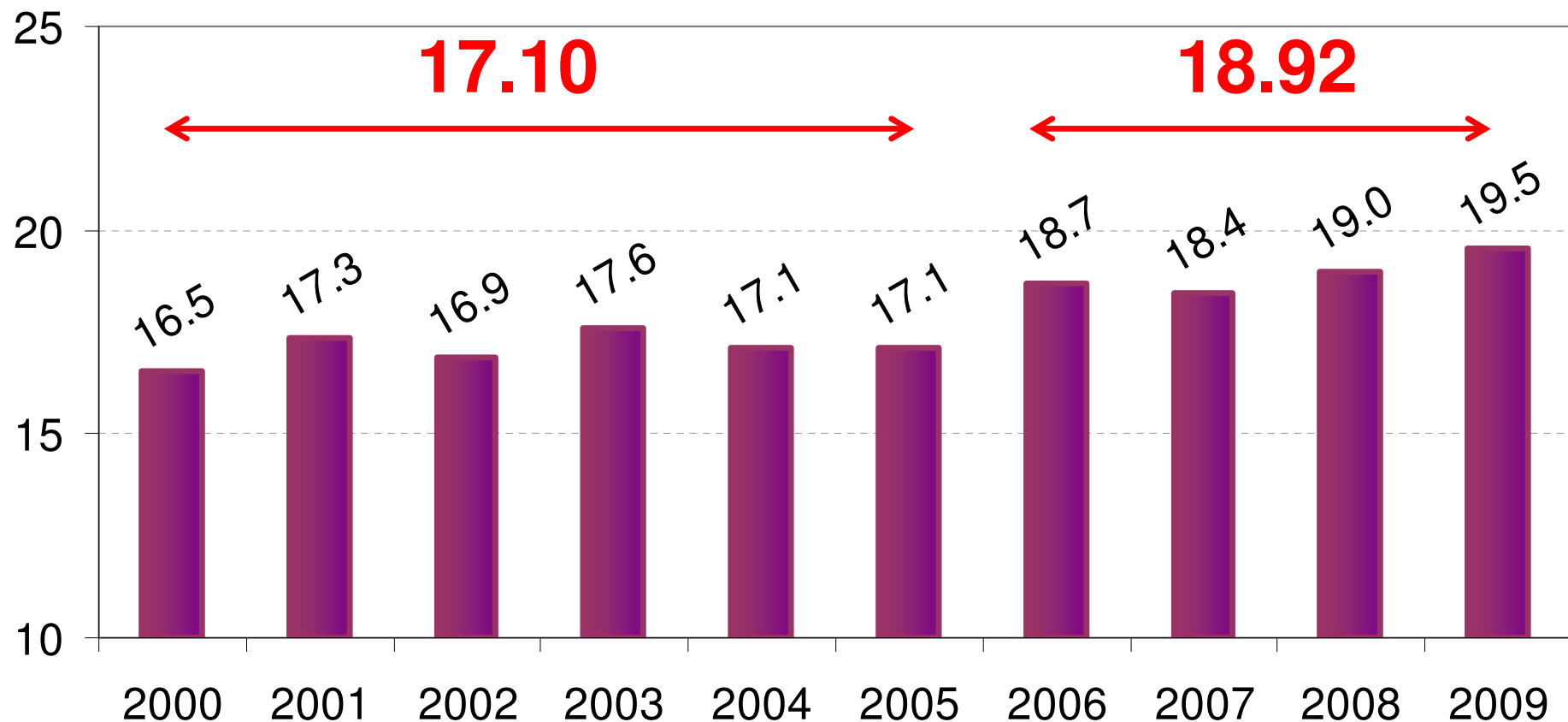
■ unique titles (bib#s)



# Trends in Borrowing

*# of items borrowed per acad. year*

■ average number of items borrowed per academic year



# Discussing Open Data

*JISC TILE Project meeting (Jun 2008)*



# Sharing Data

## *Why should I release my data?*



- “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/](http://m.okfn.org/files/talks/xtech_2007/)*

# Sharing Data

## *Why should I release my data?*

- “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)*

### University of Huddersfield -- Circulation and Recommendation Data

#### Background

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

At the time of writing, the library has details of just under 3 million circulation records. This data has proved both beneficial to our students (via recommendation services) and to the library (via usage analysis to inform stock management).

Involvement with the [JISC TILE Project](#) has enabled the University to share this data with others. The released data has been anonymised and any identifying information has been omitted.

#### Use

The data is released under a [CC0 / Open Data Commons](#) license. Ideally, the data should be distributed, shared and used as widely as possible. If you do something cool with the data, please let us know ([library@hud.ac.uk](mailto:library@hud.ac.uk)).

One file of data derived from [LibraryThing's thingISBN](#) service. This file is used to provide a handy index of ISBNs and is distributed under the same terms 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*



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### Multimedia Design BA(Hons)

**School**  
[School of Art, Design and Architecture](#)

**Available at**  
Huddersfield

**UCAS Code**  
Route A: W215 MOD/MD  
Route B: E215 MOD/MDb

**Course Length**  
3 years full-time  
4 years sandwich

**Number of Places**  
20

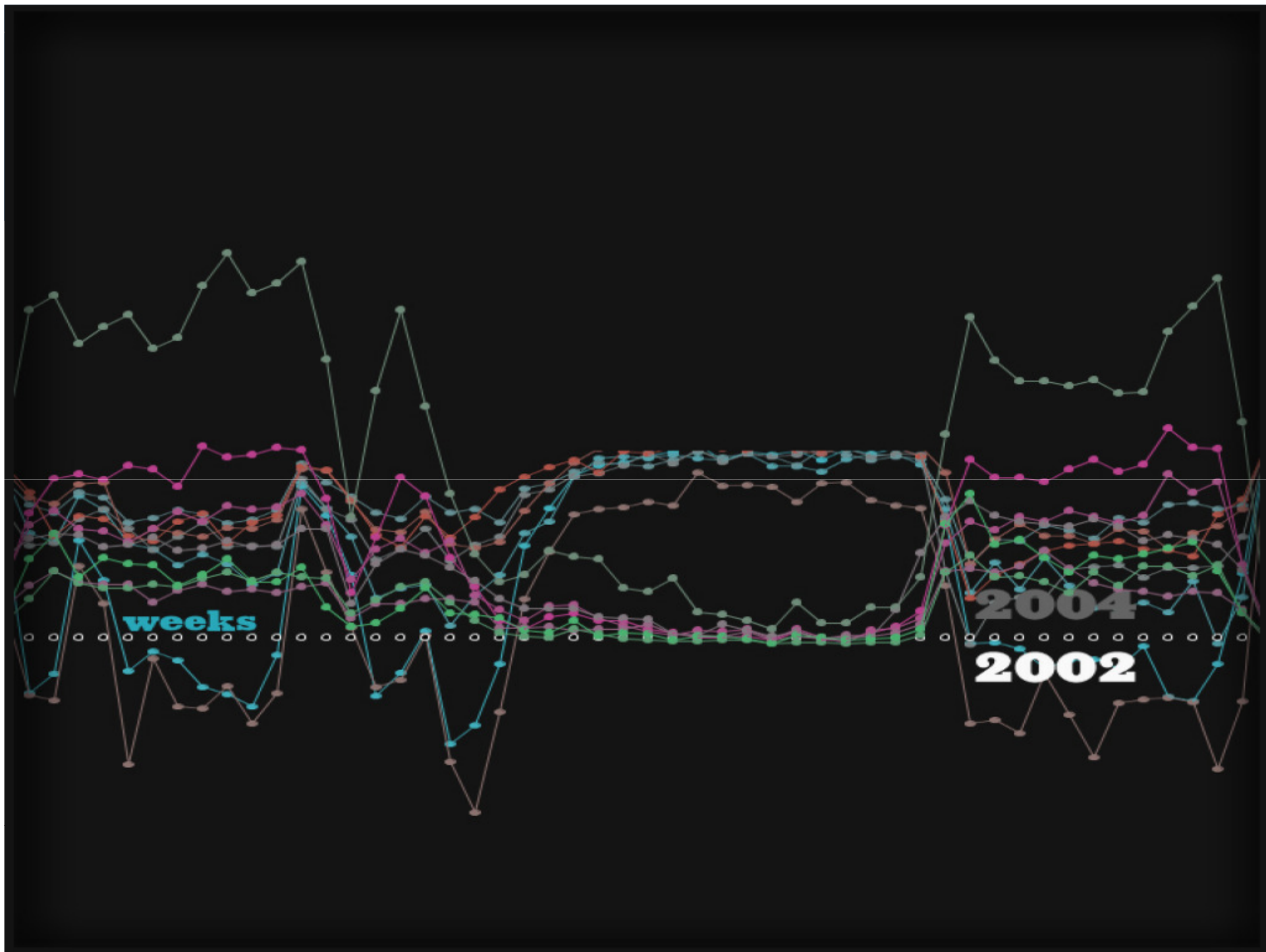
**Contact**  
Derek Hales  
Telephone: 01484 473589  
Fax: 01484 472440  
E-mail: [d.hales@hud.ac.uk](mailto:d.hales@hud.ac.uk)



order a prospectus



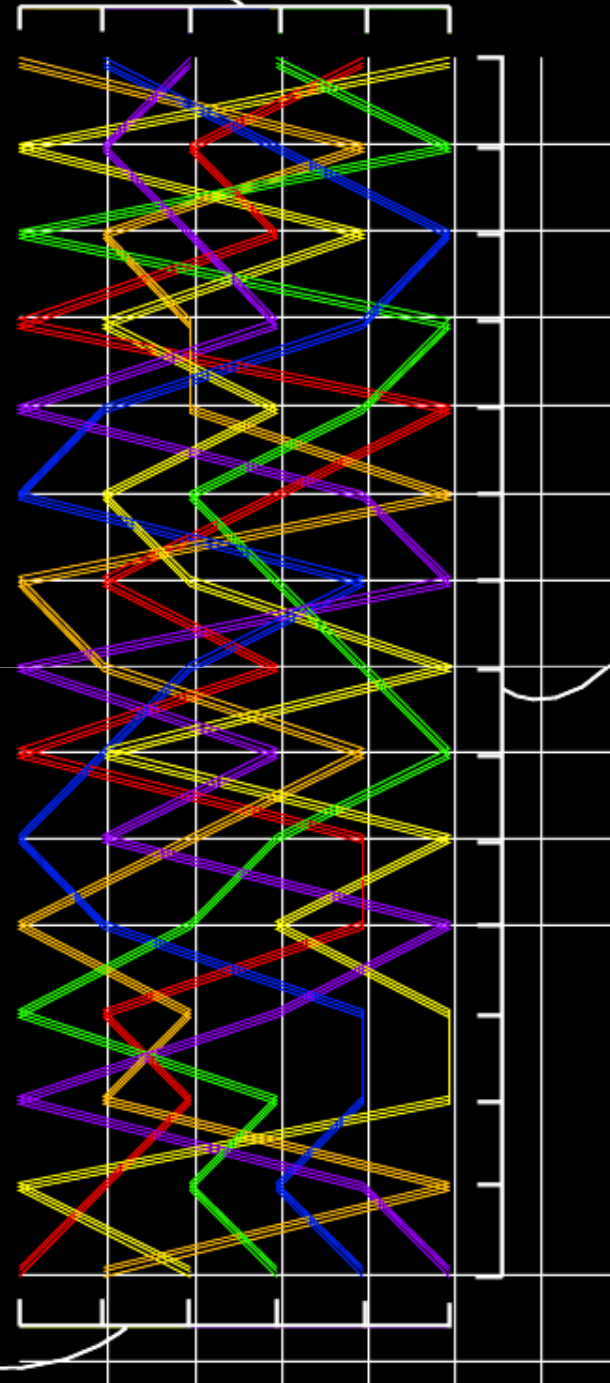
International Stu  
Prospectus 2009



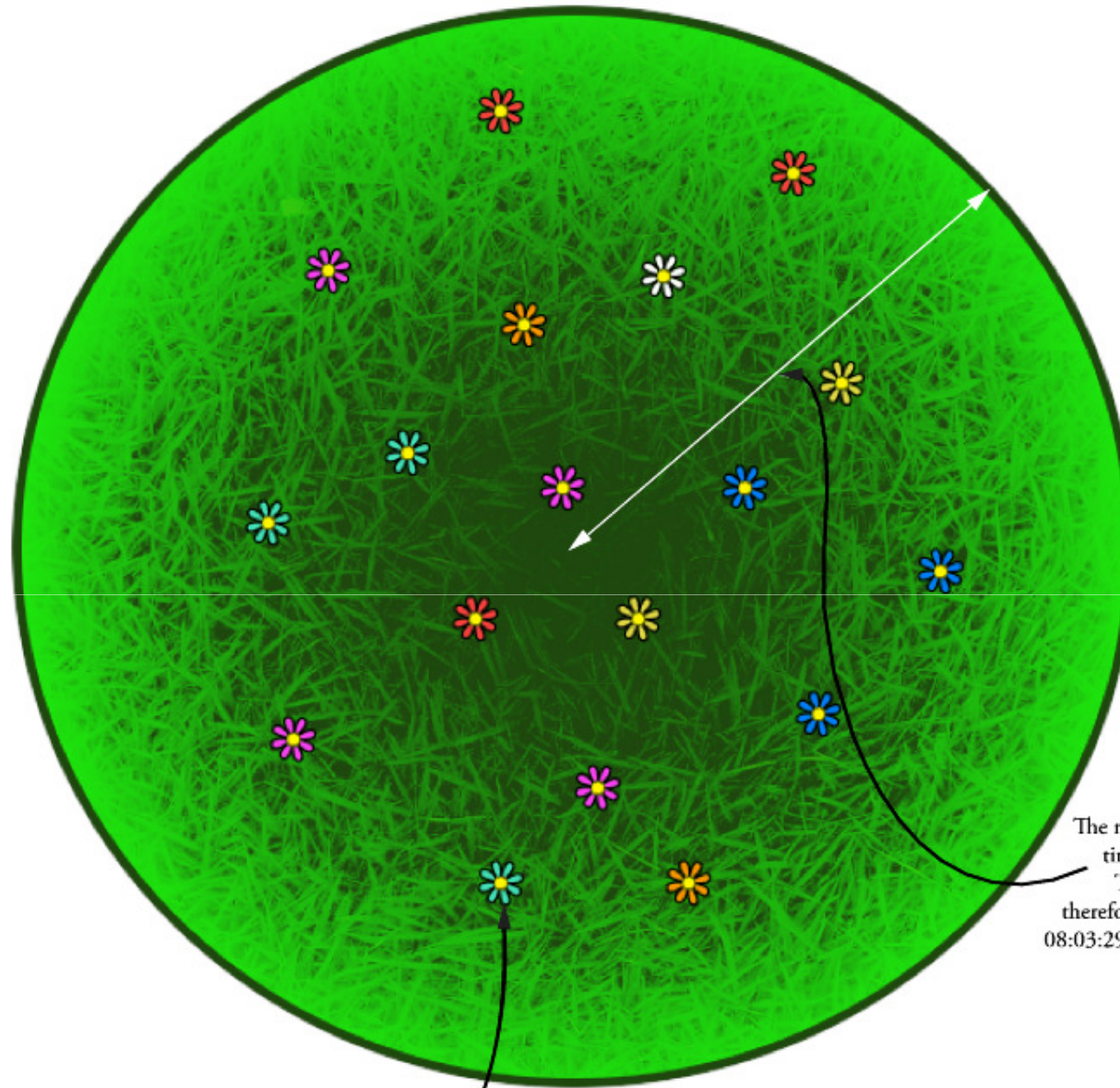
Each library category is represented by a different colour ribbon on the visualisation.

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 categories from the hour. The column on the left is the highest average and the column on the right is the lowest.





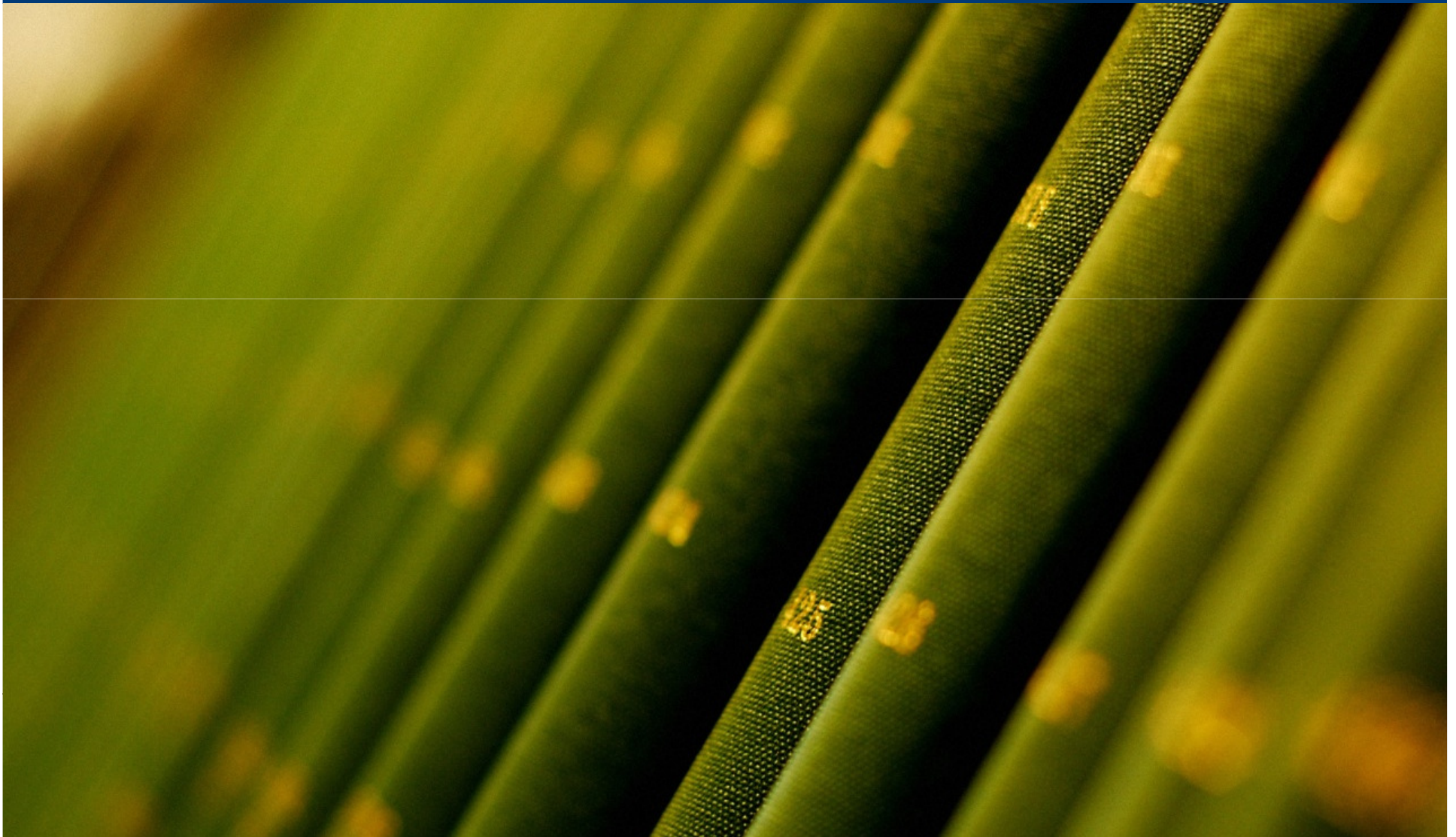


The radius of the grass will indicate the time of when the book is taken out.  
The hours will increase spherically therefore making the center of the grass 08:03:29 and the circumference 23:53:10

Each different book category will be represented its own colour.



# Non & Low Usage Project



# Non & Low Usage Project

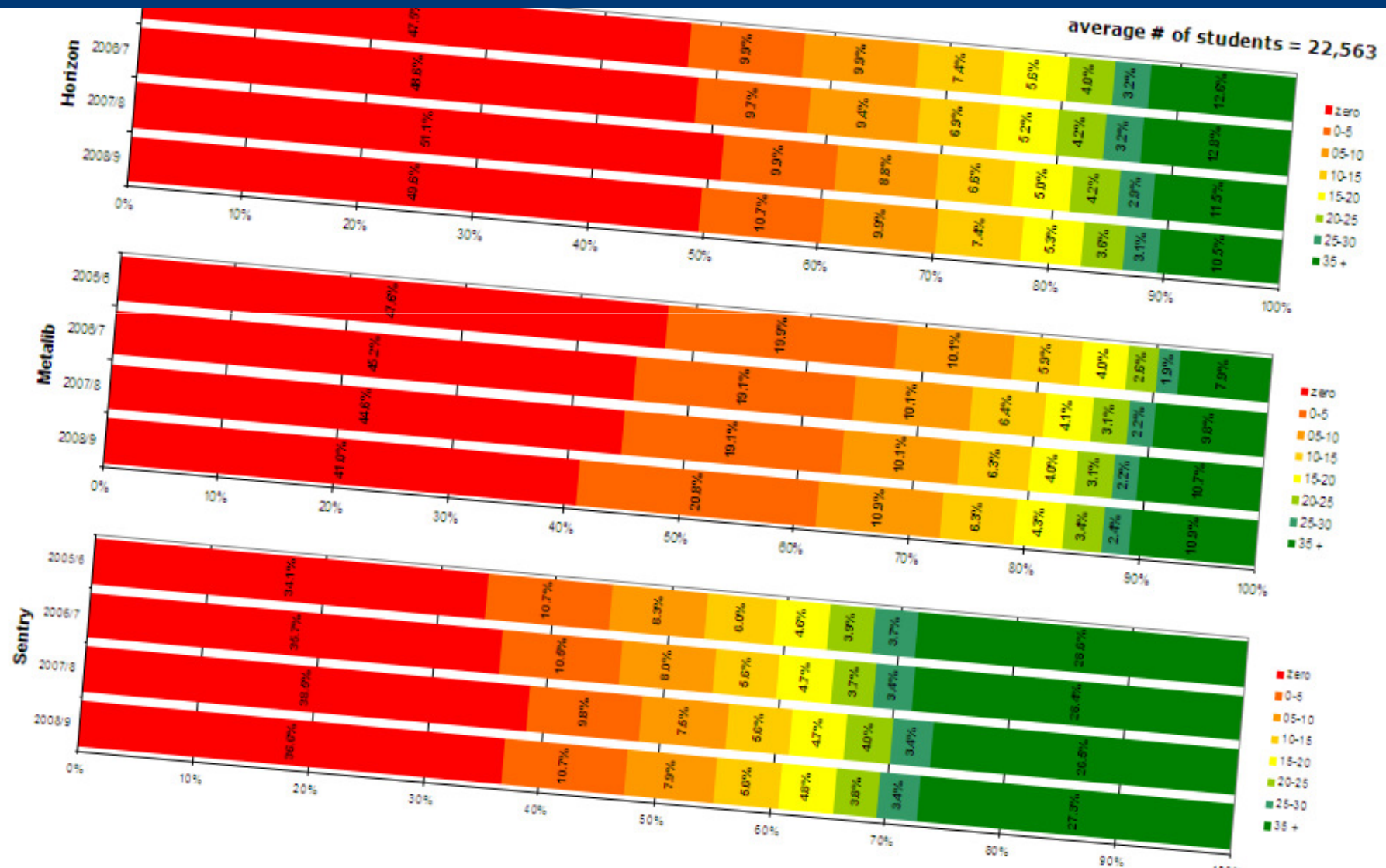
*digging deeper into data since 2005!*

y	37%	50%	3542	43%	61%	3544	49%	64%	3713	Postgraduate Taught
	42%	59%	18740	38%	47%	20140	41%	50%	21209	Undergraduate Taught
	36%	45%								
TOOLS										
	2005-6			2006-7			2007-8			ACADEMIC SCHOOLS
	zero	low	total	zero	low	total	zero	low	total	
Lib	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
				40%	47%	2006	45%	52%	2226	School of Applied Sciences



# Non & Low Use Project

## *digging deeper into data*

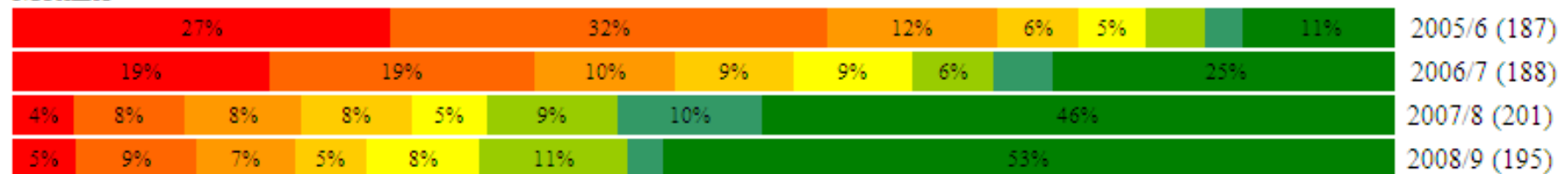


# Non & Low Use Project

## *digging deeper into data*

### AM100 BMus Music

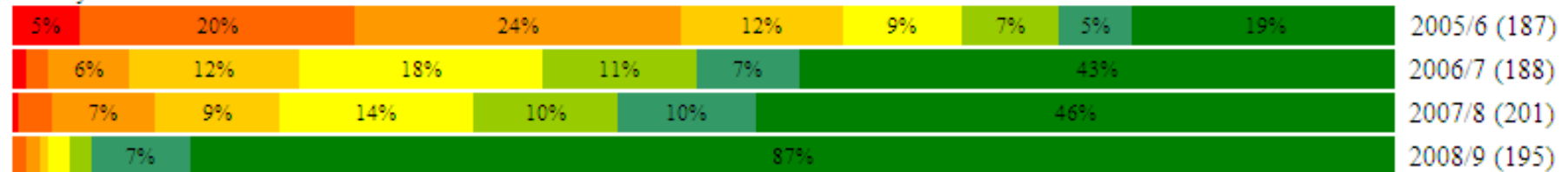
#### MetaLib



#### Horizon



#### Sentry



# Measuring Library Impact

*is there a link between usage & grade?*





# Measuring Library Impact

## *2008/9 & 2008/9 honours graduates*



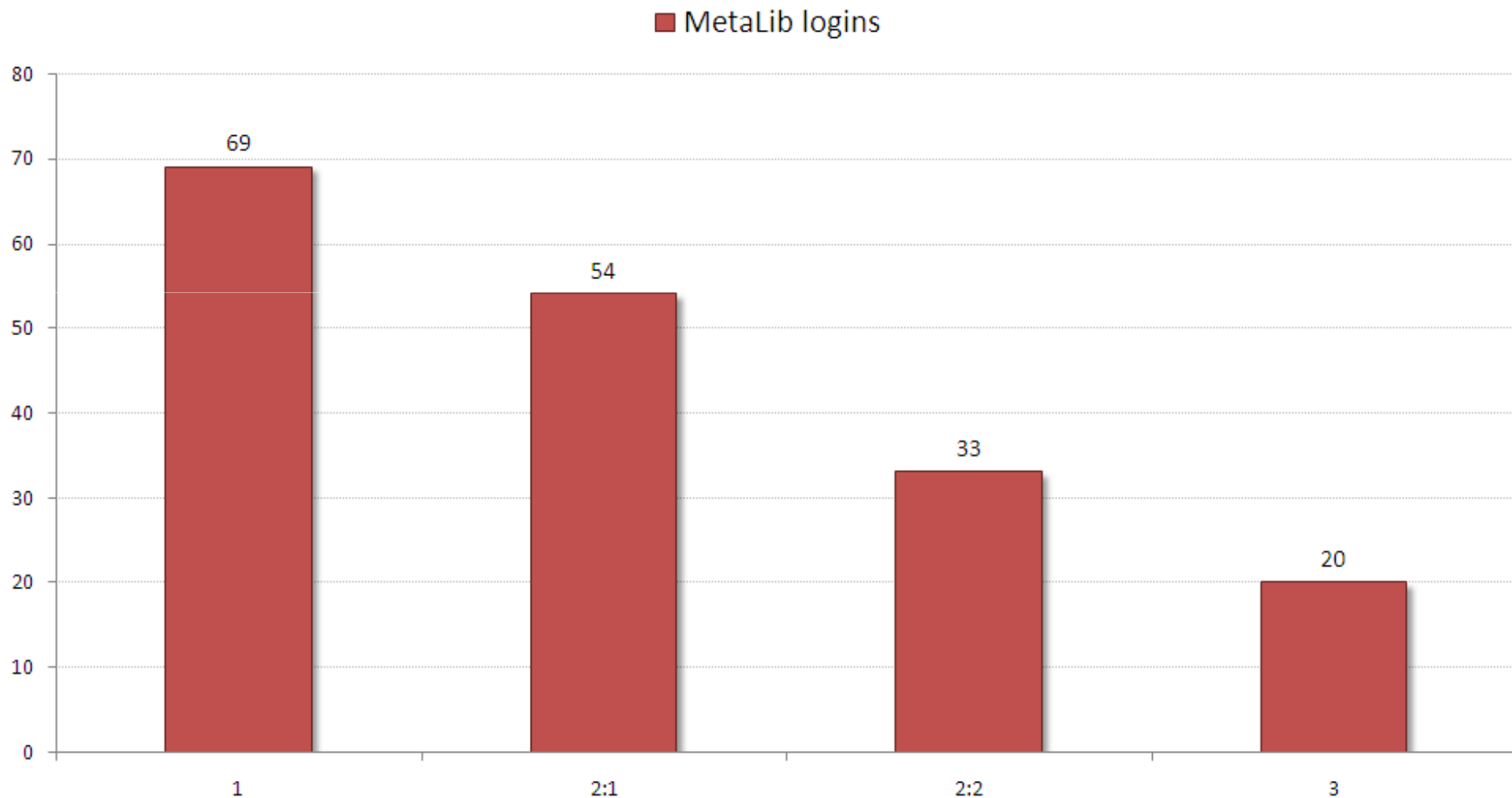
# Measuring Library Impact

## *2008/9 & 2008/9 honours graduates*



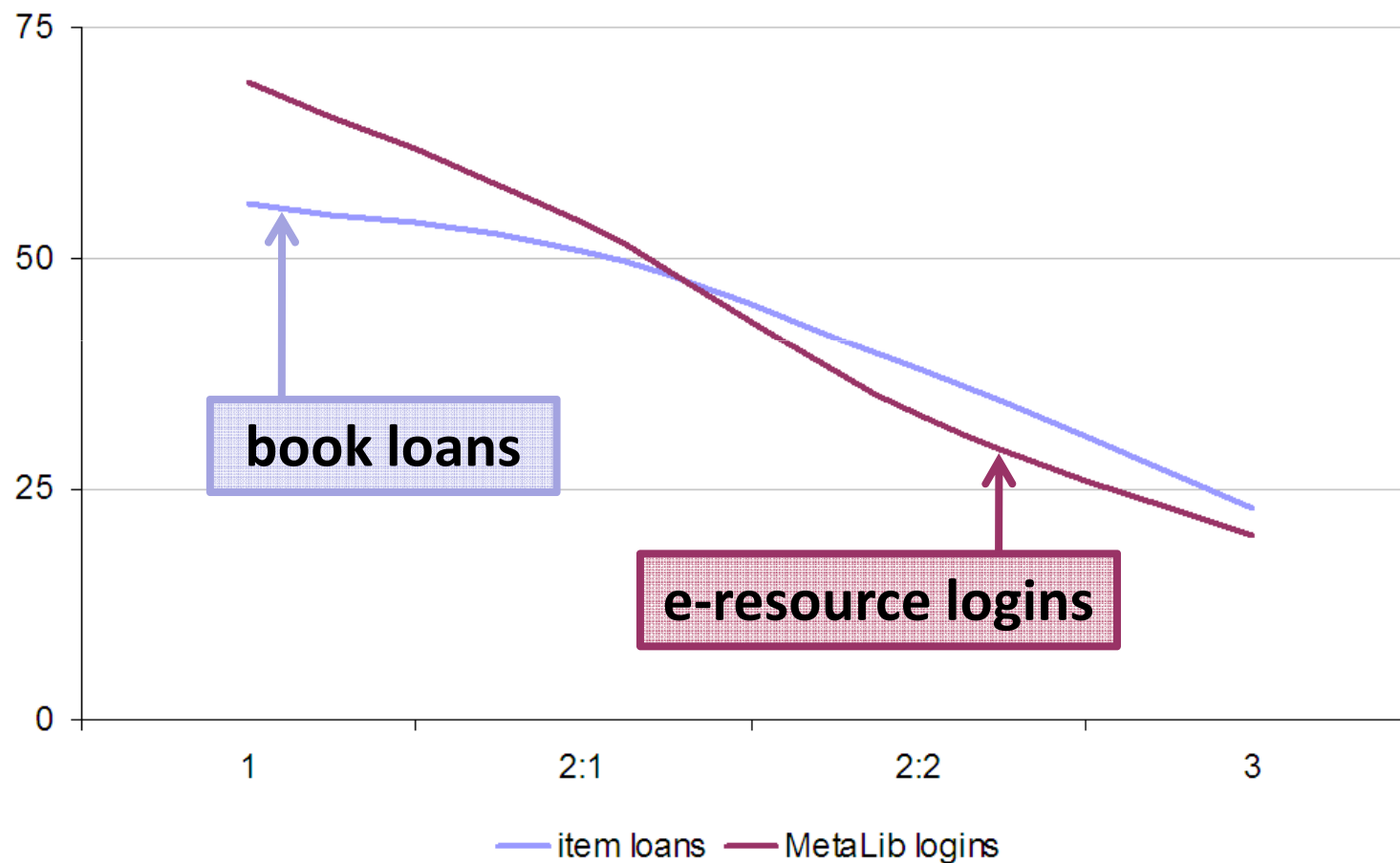
# Measuring Library Impact

## *2008/9 & 2008/9 honours graduates*



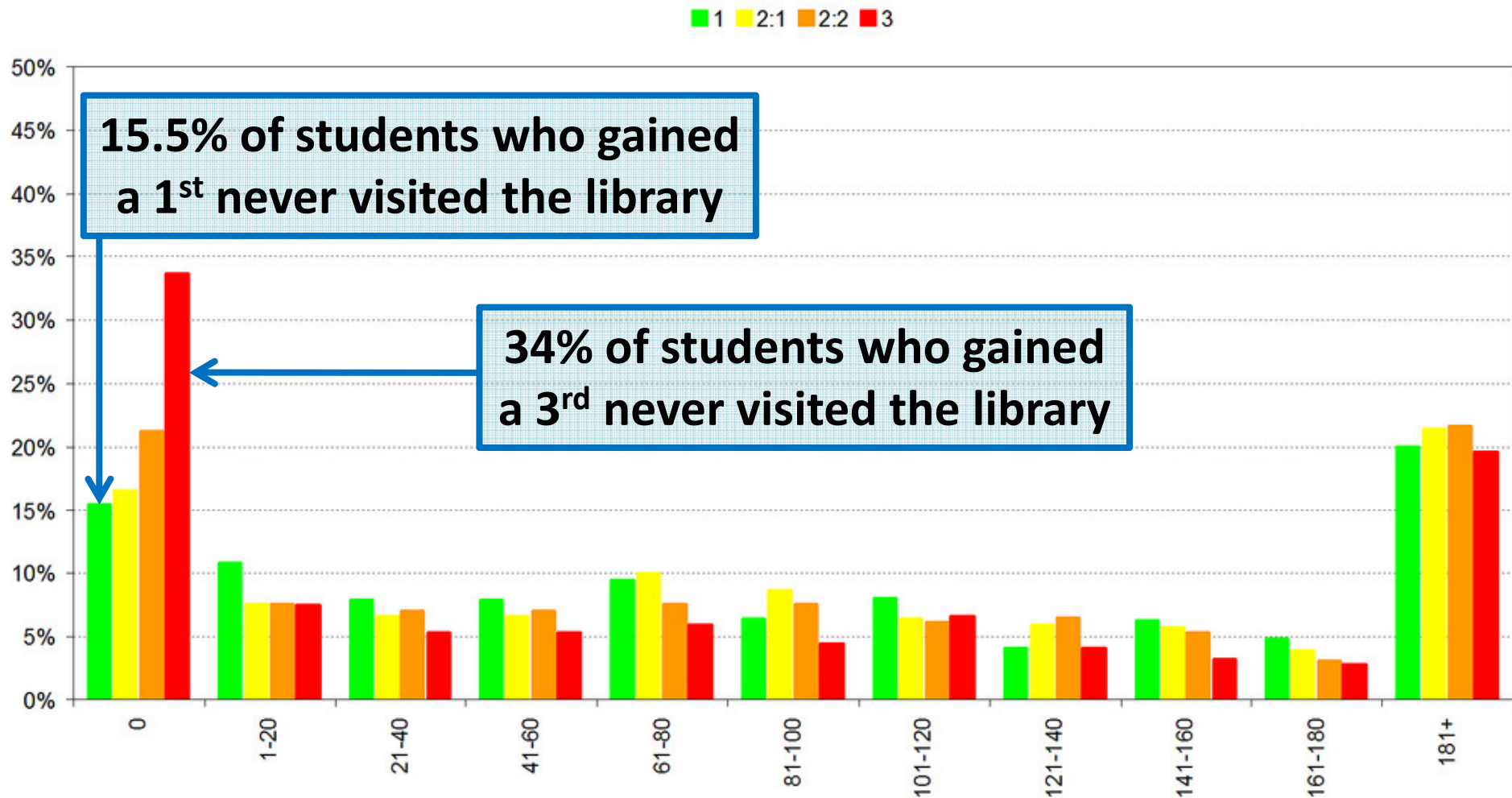
# Measuring Library Impact

## *2008/9 & 2008/9 honours graduates*



# Measuring Library Impact

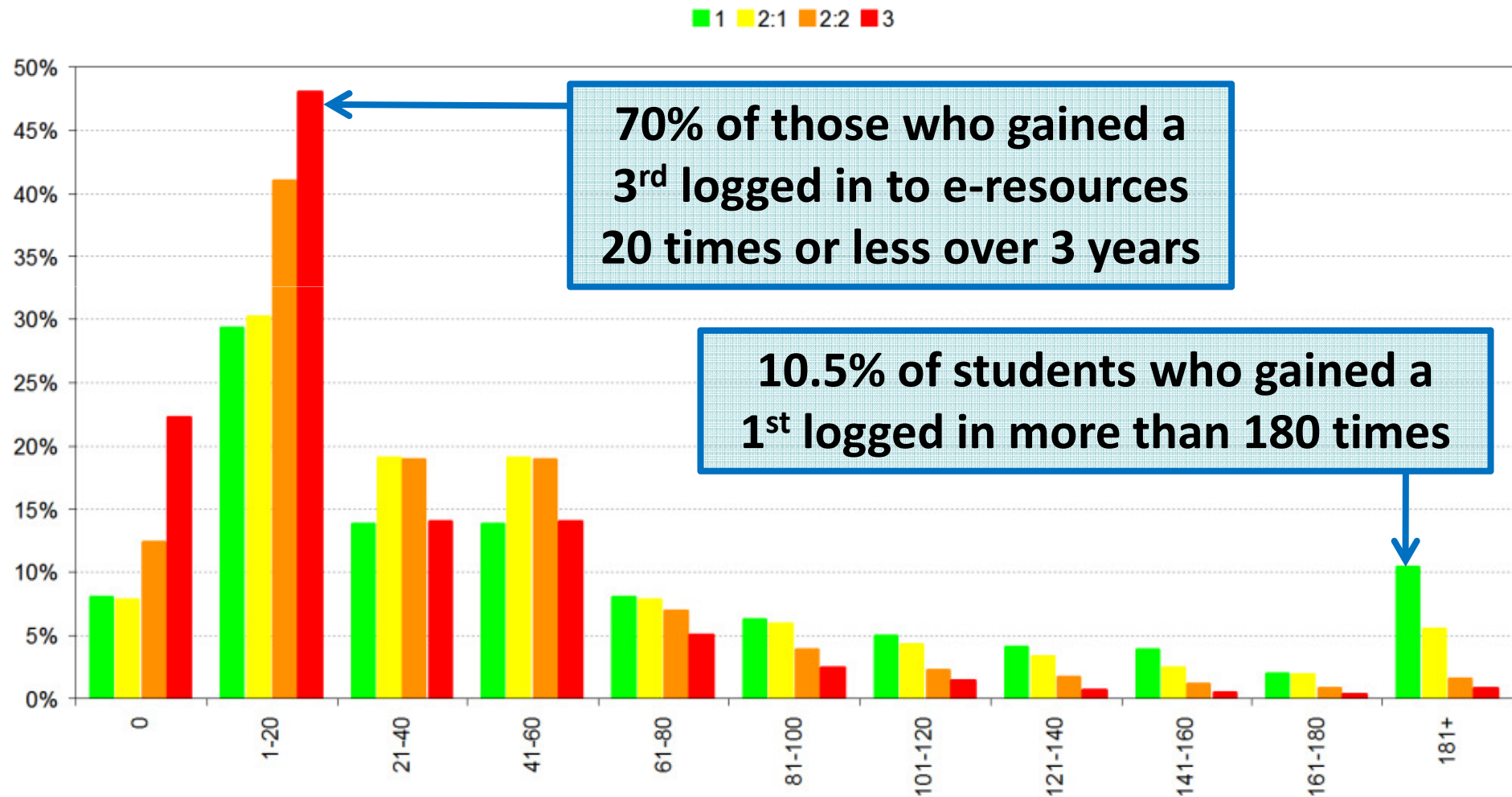
## *2008/9 & 2008/9 – library visits*





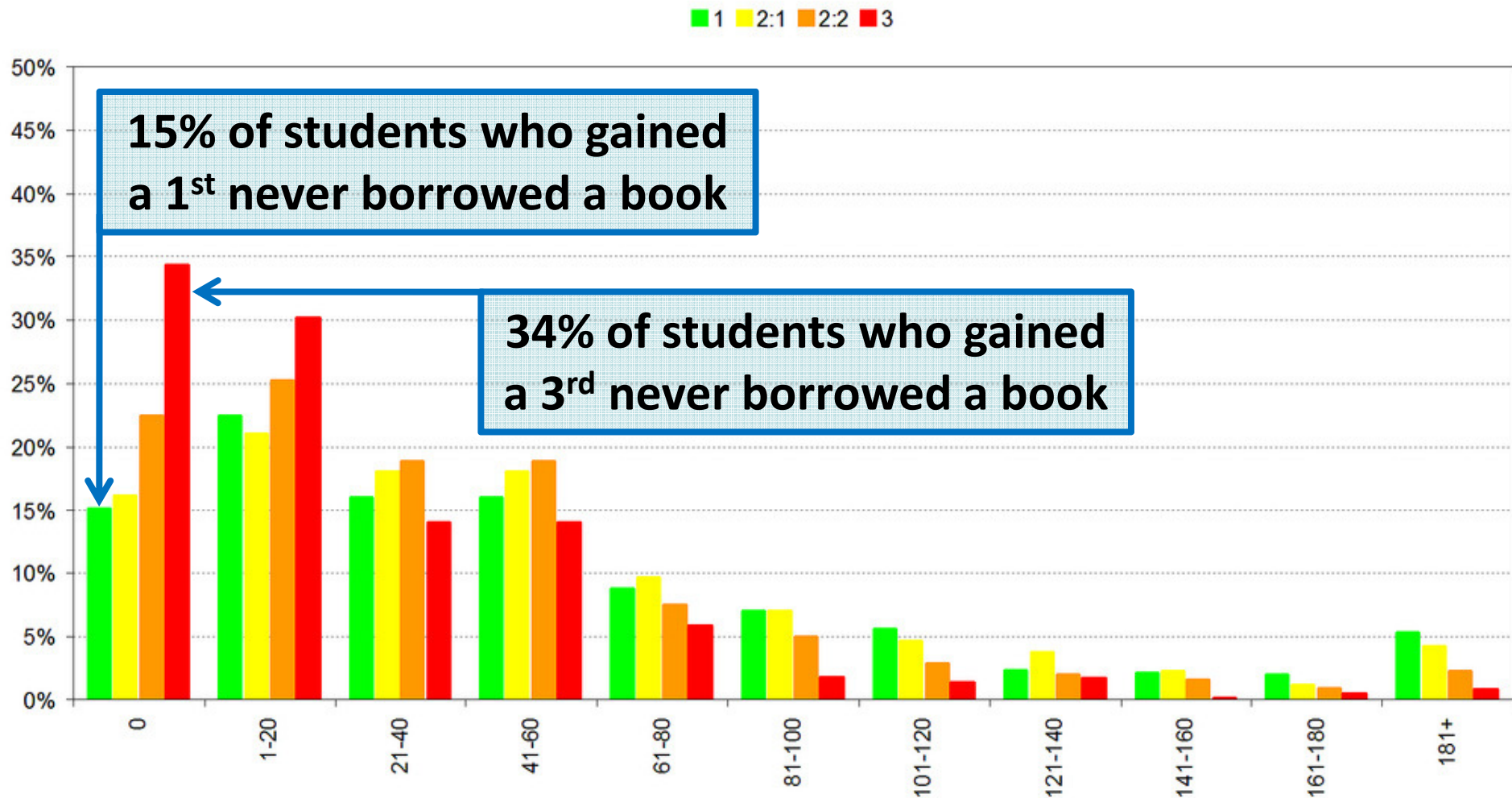
# Measuring Library Impact

## *2008/9 & 2008/9 – MetaLib usage*



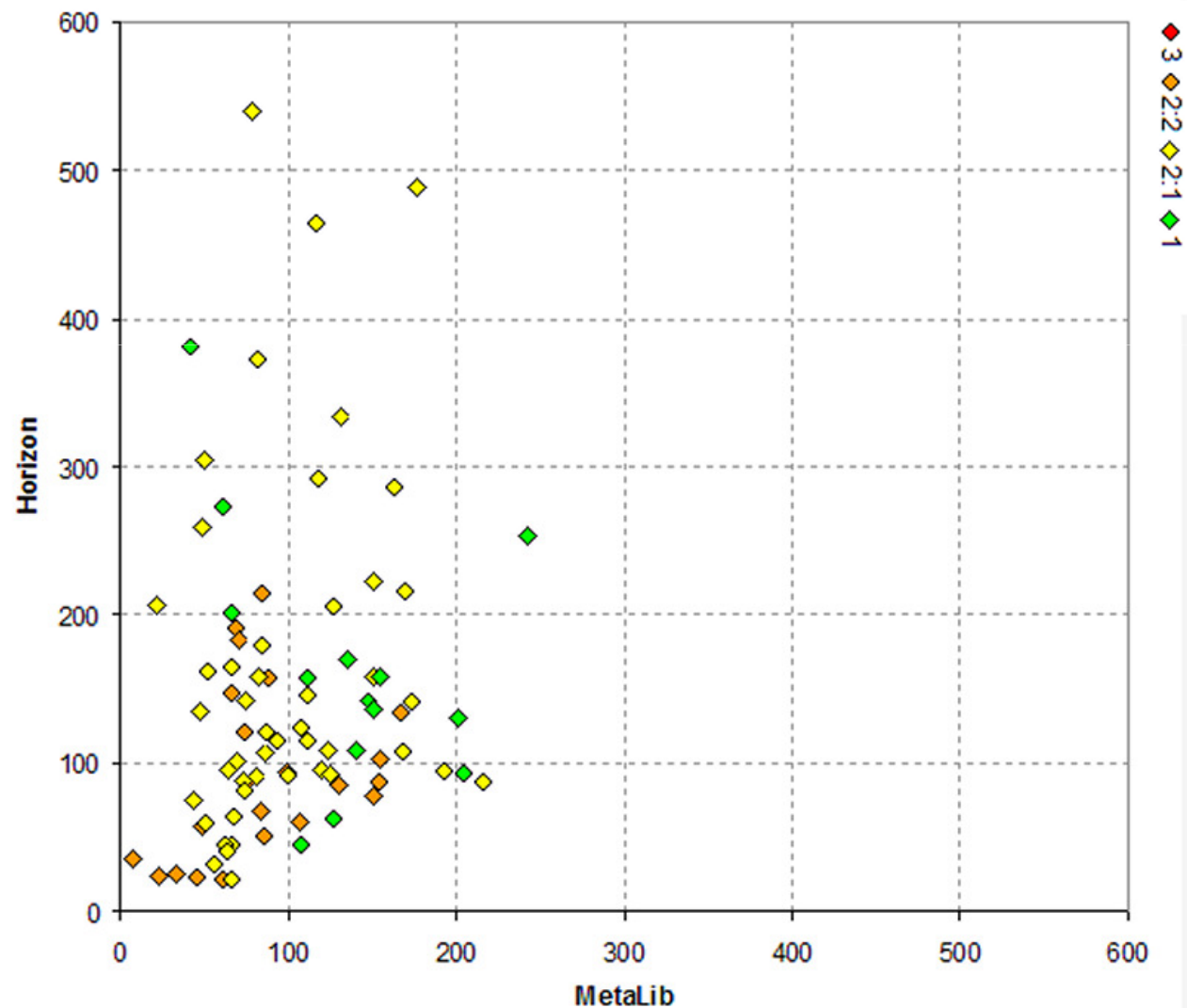
# Measuring Library Impact

## *2008/9 & 2008/9 – book loans*



# Measuring Library Impact

## *BSc Physiotherapy*



# JISC Library Impact Data Project



# Library Impact Data Project

## *project hypothesis*



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



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# Hashtags!

#lidp  
#jiscad

# Library Impact Data Project

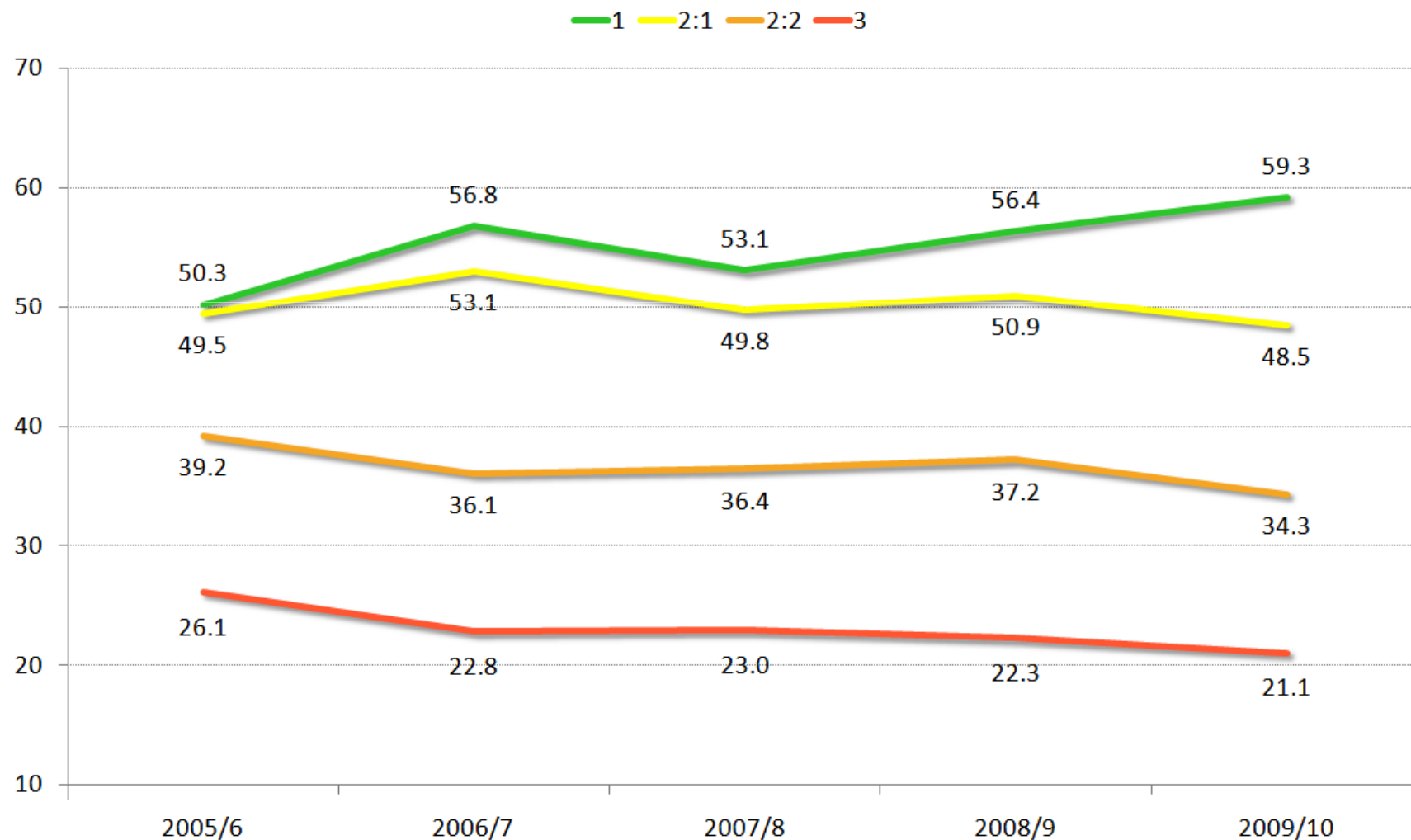
## *JISC Activity Data Programme*



- 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

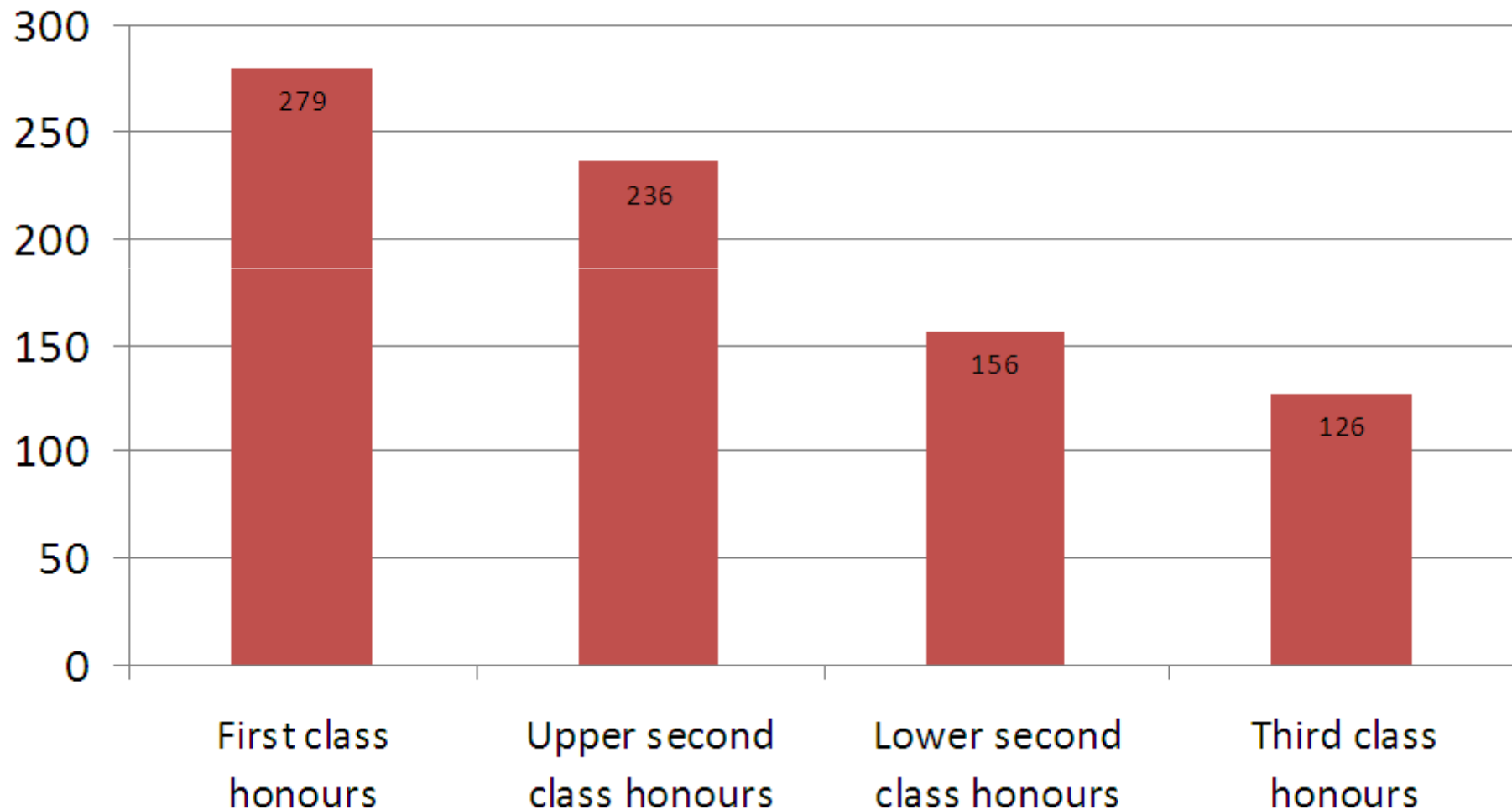
# Library Impact Data Project

## *book loans at Huddersfield (5 years)*



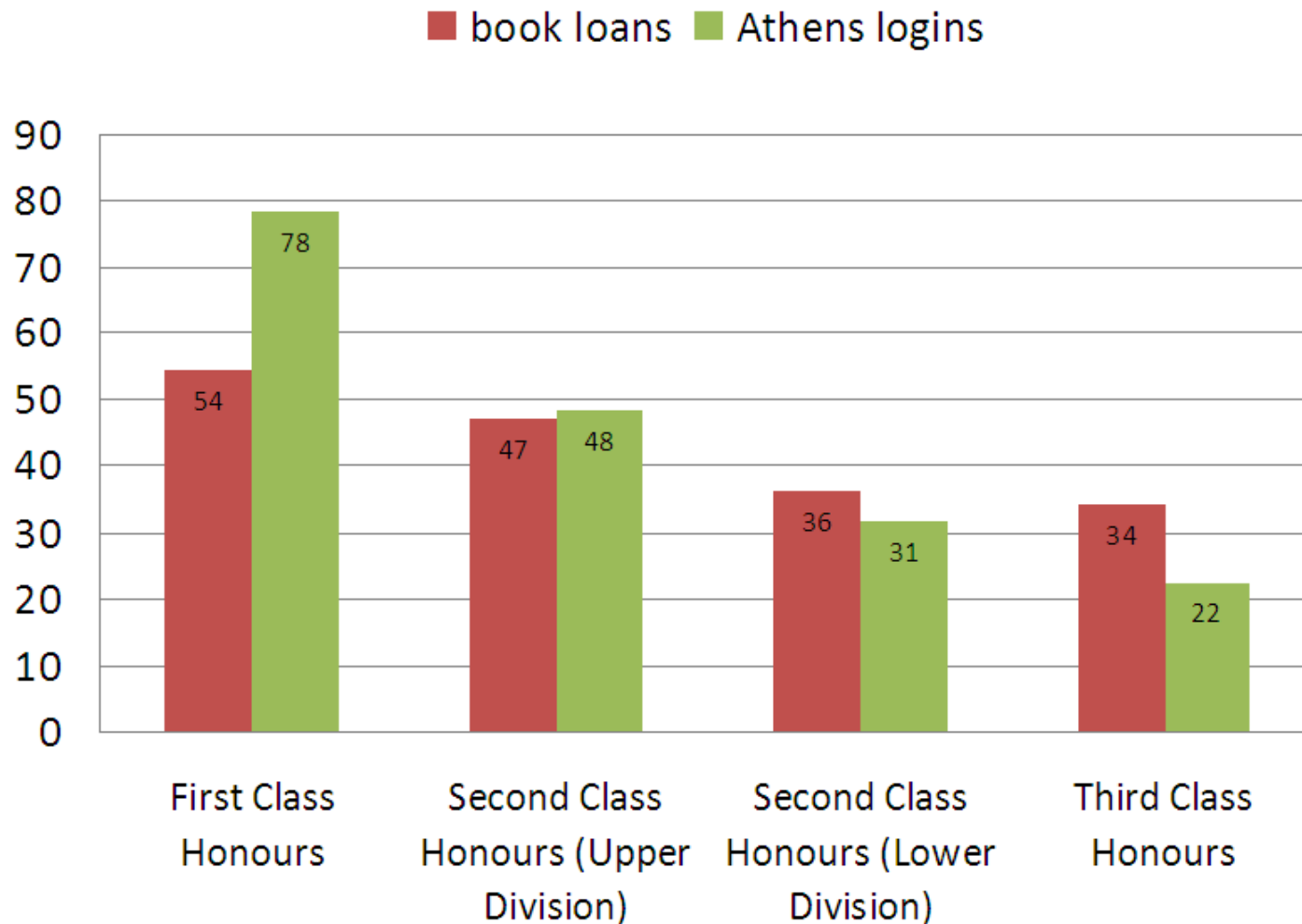
# Library Impact Data Project

## *book loans inc. renewals (2009/10)*



# Library Impact Data Project

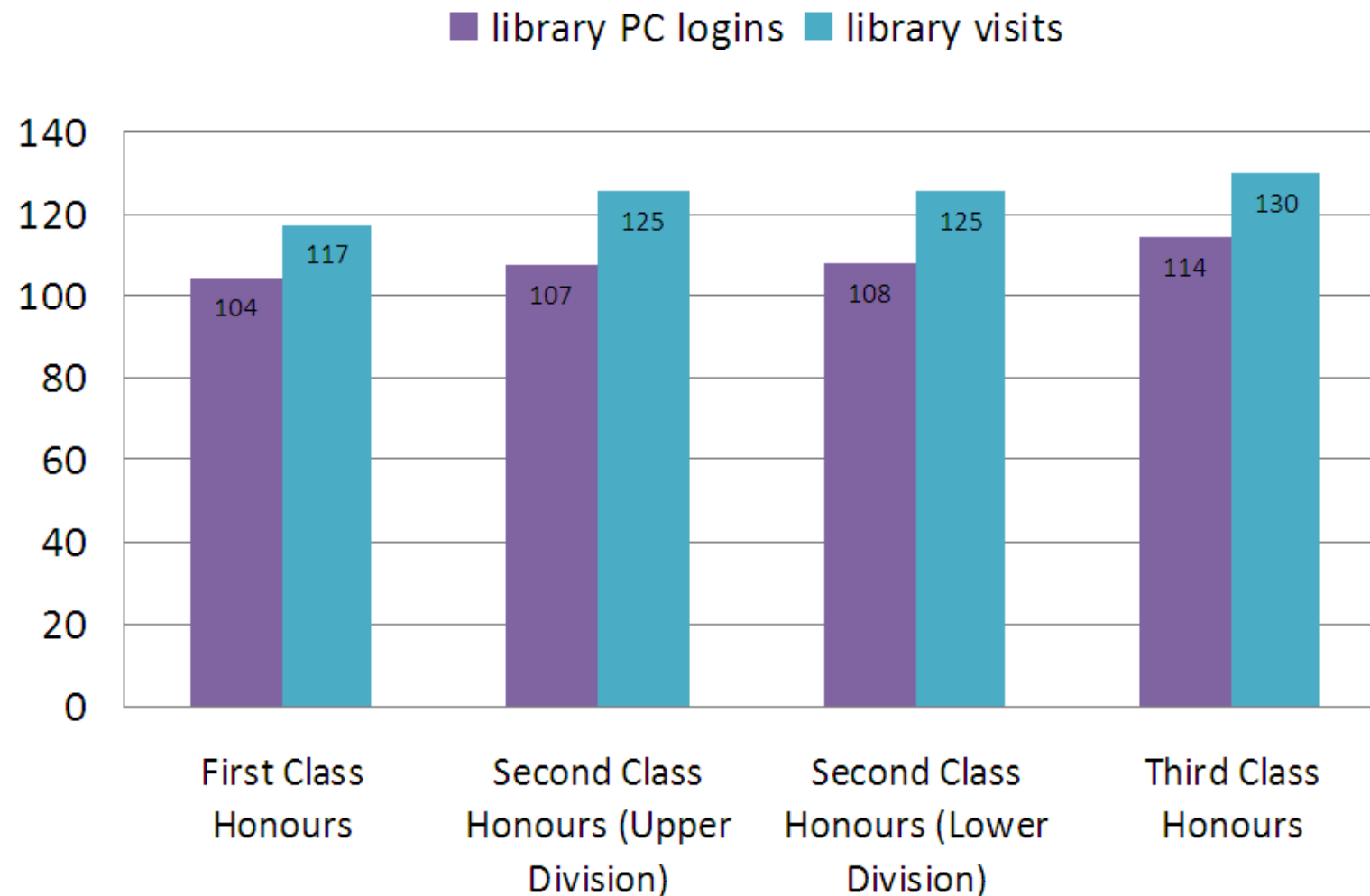
## *book loans & Athens (2009/10)*





# Library Impact Data Project

## *library PC logins & visits (2009/10)*



# Library Impact Data Project

## *project hypothesis*

- “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>



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

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# In Summary...

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



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# So, what about that quote?!

*“If you want to get laid,  
go to college...”*

Frank Zappa (1940-1993)

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Thank you very much!  
*does anyone have any questions?*

*“If you want to get laid,  
go to college...  
...if you want an education,  
go to the library.”*

Frank Zappa (1940-1993)