Data informed stewardship of search & discovery: a Yale University case study

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Data Informed Stewardship of Search & Discovery

A Yale University Case Study
Angela Sidman and Sarah Tudesco
January 22, 2020
Using Summon at Yale: Articles++

Quicksearch: includes results from the Summon API

Native Summon: available as a link from the library homepage
Who we are and how we support discovery

E-Resources & Serials Management
• Department within Tech Services
• Service owner for linking and article discovery products
  • 360Core
  • 360Link
  • 360MARC
  • Summon
• Co-Chair, E-Resource Discovery & Access Advisory Group
• Member, Quicksearch Advisory Group

Assessment & User Experience (AUXR)
• Consultation group
• Team includes
  • User Experience Research Librarian
  • Library Data Business Analyst
• Consultation areas
  • Analytics
  • Data Visualization
  • User Research
  • User Testing
  • Service Design
How we get our discovery analytics

Vendor-provided analytics
• Provided by Ex Libris
• Managed by E-Resources
• Interfaces
  • 360Link
  • Native Summon interface
• Tracking
  • Intota: Link resolver click-throughs and referring sources
  • OBI: Example search terms and IEDL usage

Local analytics
• Provided by Google
• Set-up and managed by AUXR
• Interfaces
  • Quicksearch
  • Link menu
  • Native Summon
• Tracking
  • Google Analytics / Google Tag Manager
  • Use event tracking to monitor platform engagement
Case study: Using vendor statistics and Google Analytics with Link 2.0

• Move to Link 2.0 in 2018

• Vendor statistics:
  • Establish baseline click-through numbers
  • Track referring sources over time so that we could see changes in patterns

• Google Analytics
  • Understand use of new menu
  • Identify and adjust pain points in an iterative manner
Case study: Google analytics in Quicksearch
Quicksearch: user interaction with Articles+

Google Analytics data showing the number of unique users who clicked on one of the following from the main results page:

- The sidebar link to Articles+
- View full results
- An article
Quicksearch: default search results
Quicksearch: facet analysis

Comparison of users refining their search with facets:

- Snapshot of March traffic
- 2017, 2018, and 2019

Patterns:

- Numbers slightly higher in 2017
- All three years within same range
Vendor Analytics

Google Analytics

UX Testing

User Research
Conclusion

• All of these pieces working together can help you better understand your users and your interfaces

• Use of data, in partnership with user testing, leads to better decisions and better services

• The process of talking about the data was crucial in our complex discovery environment. There were benefits to both staff and users in having this be a collaborative group process.
Thank you!

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