SEEING THE DATA THROUGH THE TREES:

USING SPRINGSHARE'S LIBINSIGHT DATA VISUALIZATION TOOL FOR ACCESS SERVICES DATA ASSESSMENT

Bethany Sewell
(with help from TCNJ Colleagues, Amanda Cowell, Jia Mi, and Andrew D’Apice)
TCNJ PROFILE

• A strong liberal arts core
• 6,500 full-time undergrads
• 95% from New Jersey
• 95% of freshmen live on campus
• 87% graduation rate
TCNJ LIBRARY PROFILE

• The five-story, 135,000 square-foot facility
• 663,897 Books
• 8,628 Ebooks
• 70,347 Journals
• 113 Online Databases
TCNJ LIBRARY STATISTICS

- Circulation Transactions: **32,628**
- Interlibrary Loan Borrowing transactions: **10,155**
- Interlibrary Loan Lending transactions: **7,641**
- Reference Transactions: **5,174**
- Instruction Students not including tours: **4,570**
- Access Services Non-Circulation interactions: **2,952**
- Interlibrary Loan Unique Borrowers: **2,080**
- Instruction Sessions: **280**
WHY DO I CARE ABOUT STATISTICS?

TCNJ Values:

Excellence, Engagement, Integrity, Inclusiveness, Self-reflection
WHY DO I CARE ABOUT STATISTICS?

Library Strategic Plan

"Foster a Culture of Assessment and Accountability."
WHY DO I CARE ABOUT STATISTICS?

Data Collecting:

ACRL/IPEDS *required* statistics.
WE ALL CARE ABOUT STATISTICS!!!

(Circplus 11/14/2017)

Hello all,

I am looking at best practices for usage statistics. If you have a moment, would you be willing to share:

- What statistics you collect outside of the “norm” (such as loans by item type, loans by patron group, lost books, gate counts, etc. I have those covered, just wondering if I am missing anything I should be capturing).
- How do you record and share your statistics. Do you just dump them all into spreadsheets? Do you have a genius method for organizing? Any suggestions you have for recording and reporting out would be most appreciated.

Thanks in advance!

Turner
--
J. Turner Masland
Access Services Manager
Sonoma State University Library
LibInsight

A product of SpringShare for collaborative recording and analysis of library statistics.

Store all library data in one place.
LibAnalytics - old product, not in production anymore

LibInsight - new product that works like LibAnalytics but does more

LibInsight Lite - functionality similar to what LibAnalytics used to do

LibAnswers with RefAnalytics - Reference tool that includes data collection for collecting reference statistics.
DATA COLLECTION

Access Services
- Circulation
- Reserves
- Gate Count
- Interlibrary Loan

Cross-Reference with …
- Instruction
- Reference
- Electronic Resources
- And more….
DATA VISUALIZATION
CROSS-DATA ANALYSIS
WHAT ARE THEY DOING IN THE LIBRARY?
CREATING A DATASET

Dataset types

Create datasets to store and analyze statistics. Click on each name to find out more:

- Acquisitions
- Calendaring
- Circulation
- Counts/Aggregate
- Custom
- E-Journals/Databases
- eBooks
- Finance
- Gate Count
- Google Analytics
- ILL
- LibGuides
- Reference
- Shared
Edit Access Services Dataset

Edit your dataset in just a few clicks. To go back to previous screen:

- Edit Dataset Info
- Edit Permissions

The type of dataset you created:
- Custom

Dataset's name:
- Access Services

A brief description of this dataset:
- Circulation Desk Stats

Custom JS/CSS Code
- Enter custom JS/CSS code

All fields default to the Left Column position. You can arrange the fields in any of the 3 columns by dragging them to their desired column in the left column, or for two column layout drag fields in left and center column. When you are finished creating the fields, be sure to:

- Save Column Order

Entered By: (System Field)  Edit System Field Labels
Internal Notes: (System Field)

Left Column

- Question: (Text)
- Who Asked: (Single Select)
- How was the question asked? (Single Select)
- How long did it take? (Scale)
- How difficult was it? (Scale)
- Where was the question asked? (Single Select)
- Timestamp: (Date/Time) (System Field)

Type of question: (Single Select)
How did you answer the question? (Single Select)
If referral, who did you refer them to? (Single Select)

* indicates required field
Gate Count Analytics

There are 2,510 records in total for this dataset. The earliest record found is from Jul 01, 2012.

Date Range: Jul 01 2016 to Jun 30 2017
Select Library: Show All Libraries
GATE COUNT DATA
# GATE COUNT STATISTICS (PRE-INSIGHT)

| JULY  | AUGUST  | SEPT.  | OCT.   | NOV.   | DEC.   | JAN.   | FEB.   | MAR.   | APRIL  | MAY    | JUNE   | TOTAL  |
|-------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 1     | 439     | 3877.5 | 4648.5 | 5466.5 | 4814.5 | 3663.5 | 4789.5 | 3105   | 4728   | 864    | 33977  |        |
| 2     | 444     | 4487   | 2728   | 4802.5 | 5668.5 | 3672   | 5127   | 1378   | 6002.5 | 339.5  | 33998.5|        |
| 3     | 614     | 4289   | 1667   | 509.5  | 5093.5 | 3951   | 4666   | 2405.5 | 5296.5 | 251    | 3344   |        |
| 4     | 6811    | 2391   | 3131   | 6366   | 3054.5 | 274.5  | 3602   | 2596   | 5144   | 5264   | 31819  |        |
| 5     | 6651    | 748    | 4743.5 | 4297   | 2383.5 | 299.5  | 2376   | 2340.5 | 4013   | 5257   | 27099  |        |
| 6     | 8245.5  | 838    | 723.5  | 4769.5 | 3634   | 3671   | 560    | 1327.5 | 3111.5 | 5060   | 3482   | 459.5  |
| 7     | 872.5   | Closed | 5269   | 1649   | 4767.5 | 259    | 1784   | 5544   | 3299.5 | 1622.5 | 366    |
| 8     | 630     | 4309.5 | 4439.5 | 3659   | 5235.5 | 259.5  | 3938   | 5247   | 2119.5 | 2126.5 | 324.5  | 31325.5|
| 9     | 724     | 4710.5 | 1982   | 5502   | 6008   | 3966   | 5648   | 2962.5 | 4529   | 404.5  | 35634.5|
| 10    | 308     | 2441   | 227.5  | 3747.5 | 3942   | 3951   | 4050   | 2995   | 5060.5 | 3474.5 | 3982.5 |
| 11    | 329     | 2713.5 | 240    | 5185   | 2712   | 265    | 3990   | 2003   | 7955.5 | 5831   | 38664  |
| 12    | 318.5   | 1833.5 | 1008   | 4481.5 | 2181.5 | 332.5  | 2545.5 | 1693.5 | 5225.5 | 19620  |
| 13    | 643     | 433    | 271.5  | 1216.5 | 2547.5 | 2679   | 318    | 1266   | 4964   | 2887   | 438.5  | 20093  |
| 14    | 557.5   | 4837.5 | 4047.5 | 2434   | 3108   | 337.5  | 1923   | 170    | 4402.5 | 2186.5 | 535.5  | 24539.5|
| 15    | 674.5   | 4061   | 4715   | 2289   | 1274   | 245    | 4382.5 | 213.5  | 2894.5 | 2706   | 379.5  | 23855.5|
| 16    | 502.5   | 4525   | 3052.5 | 4745.5 | 184.5  | 417.5  | 244    | 1743.5 | 2980.5 | 467    |
| 17    | 459     | 4356.5 | 1014   | 4570    | 131.5  | 4659.5 | 206.5  | 4250.5 | 1694.5 | 27149  |
| 18    | 396     | 2784   | 3096.5 | 6065   | 160    | 257.5  | 4392.5 | 200    | 5321.5 | 660    | 23110  |
| 19    | 483     | 2128   | 4533   | 4870   | Closed | 265.5  | 2543.5 | 4539   | 1422.5 | 26838.5|
| 20    | 667     | 897    | 2565.5 | 4292.5 | 2646   | Closed | 337    | 1695   | 941.5  | 4825.5 | 726    | 322.5  |
| 21    | 703     | 667    | 4735   | 4930    | 1990   | 92    | 369    | 2675.5 | 5052   | 5144.5 | 485    |
| 22    | 721.5   | 4172.5 | 4754.5 | 2711    | 121    | 388    | 4959   | 4658   | 4366    | Closed | 415.5  | 26717.5|
| 23    | 661     | 5120   | 2723   | 4808.5 | 109    | 4169.5 | 5301.5 | 1368.5 | 478.5   | 386.5  | 25197.5|
| 24    | 1649.5  | 4709.5 | 1004   | 2494    | 4532   | 4732.5 | 1513.5 | 505.5  | 21140.5|
| 25    | 3104    | 2469   | 2636.5 | 126.5  | 85.5   | 4632.5 | 2990   | 5394.5 | 484.5  | 21635  |
| 26    | 3465.5  | 2056.5 | 5112   | CLOSED  | 845.5  | 2740.5 | 1179.5 | 4538.5 | 422.5  | 28072  |
| 27    | 377     | 3264.5 | 4875.5 | CLOSED  | 2645   | 1693   | 648.5  | 4990.5 | 22194.5|
| 28    | 408     | 2538.5 | 4803   | 5021   | CLOSED  | 3134.5 | 3189.5 | 567.5  | 5024.5 | 468.5  | 30975.5|
| 29    | 519     | 1713   | 4317   | 2765   | 948.5  | 2173.5 | 4779.5 | 4605   | 3121.5 | 432.5  | 25365.5|
| 30    | 495.5   | 2739   | 4619.5 | 1479.5 | 5167   | 444    | 5337.5 | 1720.5 | 419    | 22410.5|
| 31    | 4593.5  | 2732.5 | 5362.5 | 5817.5 | 3316   | 5197   | 452.5  | 16291.5|
| TOTAL | 11049.5 | 30617  | 102218 | 99656.5| 99363  | 56331.5| 17403.5| 96625  | 93635.5| 111165 | 70344  | 7725.5 | 796157.5|
**Gate Count: Record Data to TCNJ Library North Doors**

Pick the library location and period to start recording data. You can also upload in bulk via CSV or Excel file after choosing a location. Excel spreadsheets must contain one sheet only and will be converted to CSV upon upload.

**Enter Data for:** TCNJ Library North Doors  Nov 14 2017  Daily  GS  or **Upload File**

**Nov 14 2017 Gate Count (Automatic/Bidirectional)**

**Important:** For **Unidirectional** and **Bidirectional** Gate Count method, you must provide Gate Start and Gate End values for the hour or day you want to populate with data. For **Manual Gate Count method**, you only need to provide the **# of Visitors**. For **Monthly Gate Counts**, record is always saved on the first day of the selected month.

<table>
<thead>
<tr>
<th>Date</th>
<th>Gate Start</th>
<th>Gate End</th>
<th># of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 14, 2017</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Last Gate End before Nov 14, 2017:** 309756

**Use as Gate Start**

**Notes**

**Daily Total:**

**Save Values**
Gate Counts FY 2017

Gate Count Chart – All Libraries
Weekly | Monthly | Yearly | Bar | Line

- TCNJ Library North Doors
- TCNJ Library South Doors
## Gate Counts Trends

### Annual Trends

Note: Trends are calculated backward from the period specified above. Please search for a year or less worth of data.

#### Select Trend Period

<table>
<thead>
<tr>
<th>Last 5 Years</th>
<th>Show Trends</th>
</tr>
</thead>
</table>

#### Toggle Trend Details

<table>
<thead>
<tr>
<th>Period</th>
<th>Total Visitors</th>
<th>Monthly Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/1/12 to 6/30/13</td>
<td>791,816</td>
<td>71983.27</td>
</tr>
<tr>
<td>7/1/13 to 6/30/14</td>
<td>766,710</td>
<td>71519.09</td>
</tr>
<tr>
<td>7/1/14 to 6/30/15</td>
<td>735,263</td>
<td>68841.18</td>
</tr>
<tr>
<td>7/1/15 to 6/30/16</td>
<td>706,073</td>
<td>72370.27</td>
</tr>
<tr>
<td>7/1/16 to 6/30/17</td>
<td>706,073</td>
<td>71488.45</td>
</tr>
</tbody>
</table>

---

### Gate Counts Annual Trends

![Graph depicting annual trends in gate counts from 7/1/12 to 6/30/17](#)
Gate Counts FY 2017

Gate Count Analytics

There are 2,300 records in total for this dataset. The earliest record found is from Jul 01, 2012.

Date Range: Jul 01, 2016 to Jun 30, 2017

Select Library: Show All Libraries

Daily Distribution

Weekday/Weekend Distribution

<table>
<thead>
<tr>
<th>Daily Distribution</th>
<th>Weekly Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun: 9.00%</td>
<td>Weekend: 15.50%</td>
</tr>
<tr>
<td>Sat: 6.50%</td>
<td></td>
</tr>
<tr>
<td>Fri: 11.17%</td>
<td>Weekday: 84.42%</td>
</tr>
<tr>
<td>Thu: 17.39%</td>
<td></td>
</tr>
<tr>
<td>Wed: 19.15%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>149,079</td>
<td>134,235</td>
<td>190,036</td>
<td>141,194</td>
<td>87,986</td>
<td>61,749</td>
<td>70,798</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weekday</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>863,880</td>
<td>122,487</td>
</tr>
</tbody>
</table>
### CIRCULATION DATA PRE INSIGHT

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
<th>Date</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>[List of authors and titles]</td>
<td>[List of dates and locations]</td>
<td>[List of publishers]</td>
<td>[List of notes]</td>
<td>[List of locations]</td>
<td>[List of notes]</td>
</tr>
</tbody>
</table>
TCNJ Circulation 3.0 (File Upload)

Instructions:
1. Upload data using a spreadsheet in CSV or Excel format. Excel spreadsheets must contain one sheet only and will be converted to CSV upon upload.
2. The columns in the file must correspond to the fields you defined in this dataset. See list of fields below.

Fields List:

Important: Check for mispellings or other characters in your CSV or Excel file columns that do not match the fields in the Fields List.

- CHARGE_DATE
- ITEM_ID
- TITLE
- NORMALIZED_CALL_NO
- ITEM_TYPE_DISPLAY
- RENEWAL_COUNT
- Count/CHANGE
- StartDate
- EndDate

Choose Date Format  YYYY-MM-DD (2014-12-01)  
Choose the date format that applies to your data.

Choose a file  Choose File  No file chosen  
Upload limit is 10.00 MB

Allow Adding Options  
- No - Do not add to existing select options
- Yes - Add to existing select options

Earliest Date Recorded: Jul 05, 2011
CIRCULATION BY MONTH
CIRCULATION

Daily Distribution

Hourly Distribution
Total Circulation: 5 year trend
Total Circulation: 5 year trend

General Collection

Just Reserves
ACCESS SERVICES
DATA
Access Services Questions (since August 18, 2016)

Pick one of the Select or Scale fields to chart relative distribution of its options, or Analyze all Fields by Group (i.e., all Select fields, all Numeric Fields, etc.).

Type of question: 

Pie Chart

Draw Chart □ Include blanks or

Analyze Fields by Group ▼

Type of question:

- Computer/Wireless: 9.98%
- Directional Bathroom: 9.93%
- Directional Other: 21.51%
- Office Supplies (Scissors/ Stapler/ Hole Punch/ Paper Clips, etc.): 2.93%
- Reference: 1.69%
- Printer/Copier: 18.63%
- Hours: 2.17%
- Reserves: 1.24%
- Library Account: 1.93%
- Library Policies: 3.09%
- Locating Book: 11.10%
- Lost and Found: 4.60%
- Interlibrary Loan: 0.50%
- Complaint: 0.11%
- Billing: 0.11%
- Noise Concern: 0.10%
- Other: 9.25%
Access Services Questions: Actions

Pick one of the Select or Scale fields to chart relative distribution of its options, or Analyze all Fields by Group (i.e. all Select fields, all Numeric Fields, etc.).

How did you answer the question?  
- Column chart  
- Draw Chart  
- Include blanks  
- Analyze Fields by Group

How did you answer the question?
Access Services Questions: Referrals

Pick one of the Select or Scale fields to chart relative distribution of its options, or Analyze all Fields by Group (i.e. all Select fields, all Numeric Fields, etc.).

If referral, who did you refer them to?  □ Line Chart □ Draw Chart □ Include blanks or □ Analyze Fields by Group

![Graph showing referrals to different departments]
Access Services Questions: Durations

Transactions By Hour

Values

0 50 100 150 200 250 300

Hour
Access Services Questions: Durations

Transactions By Day of the Week

Values

Day of the Week

Sun Mon Tue Wed Thu Fri Sat
REFERENCE and INSTRUCTION DATA
REFERENCE AND INSTRUCTION DATA

Reference Transactions by Month

Reference transactions by Year

Instruction By Course Level

Instruction Trends
Comparing Reference Data

Cross-Dataset Analysis

Reference > Location > Reference Desk  Gate Count > # of Visitors
ELECTRONIC RESOURCES/JOURNAL PACKAGES
SUSHI Harvesting—Simplifying E-Resource Usage Data Assessment

- Add Sushi Credentials and cost data to LibInsight
- Click Button to harvest data & ingest into system
- Analyze data and share the access to dataset with Collection Development Committee or colleagues
All Databases FY 2015 and FY 2016

All Platforms Trends

Downloads:
- 7/1/14–6/30/15: 500,000
- 7/1/15–6/30/16: 400,000

Annual Cost:
- 7/1/14–6/30/15: $5.00
- 7/1/15–6/30/16: $4.00

Cost Per Download:
- 7/1/14–6/30/15: $3.00
- 7/1/15–6/30/16: $2.00

Legend:
- Downloads
- Annual Cost
- Cost Per Download
Trends – Top Databases

Academic Search Premier Trends

ScienceDirect Trends

JSTOR Trends

Mergent Online Trends
Music Databases Comparison

Cross-Dataset Analysis

- ER Usage Data > Classical Music Library > # of Downloads
- ER Usage Data > Naxos Music Library > # of Downloads
- ER Usage Data > Smithsonian Global Sound > # of Downloads
- ER Usage Data > IMP > # of Downloads
Classical Music Library, Smithsonian Global Sound, Naxos Music Library

Music Downloads FY 2015

Music Downloads FY 2016
How Music Databases were Used

![# of Searches](image1)

- Naxos Music Library: 0.0%
- Smithsonian Global Sound: 0.6%
- Garland Encyclopedia of World Music: 1.3%
- Classical Music Library: 0.8%
- Grove Music Online: 19.0%
- RILM: 41.8%
- IMP: 36.4%

![# of Downloads](image2)

- Naxos Music Library: 45.8%
- Grove Music Online: 36.4%
- Smithsonian Global Sound: 2.9%
- Classical Music Library: 4.2%
- RILM: 0.1%
- IMP: 0.1%
- Garland Encyclopedia of World Music: 10.6%
Cross Dataset Analysis
<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy Data Entry</td>
<td>Some trial/Error in initial dataset creation</td>
</tr>
<tr>
<td>On-the-spot data entry</td>
<td>Time needed to import past data</td>
</tr>
<tr>
<td>SUSHI harvesting for Electronic Resources</td>
<td>No import available from ILLiad for ILL stats.</td>
</tr>
<tr>
<td>On-stop-shopping for data for administrators</td>
<td>Some training required</td>
</tr>
<tr>
<td>Customizable</td>
<td>Custom sets do not have all the same analysis capability</td>
</tr>
<tr>
<td>Easy export of data into standard formats</td>
<td>Cannot take detailed data from RefAnalytics.LibAnswers automatically</td>
</tr>
<tr>
<td>Charts and Graphs</td>
<td>Numbers on Charts and Graphs are too small</td>
</tr>
</tbody>
</table>
### LibInsight: Pros and Cons

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy Data Entry</td>
<td>Some trial/Error in initial dataset creation</td>
</tr>
<tr>
<td>On-the-spot data entry</td>
<td>Time needed to import past data</td>
</tr>
<tr>
<td>SUSHI harvesting for Electronic Resources</td>
<td>No import available from ILLiad for ILL stats.</td>
</tr>
<tr>
<td>On-stop-shopping for data for administrators</td>
<td>Some training required</td>
</tr>
<tr>
<td>Customizable</td>
<td>Custom sets do not have all the same analysis capability</td>
</tr>
<tr>
<td>Easy export of data into standard formats</td>
<td>Cannot take detailed data from RefAnalytics/LibAnswers automatically</td>
</tr>
<tr>
<td>Chart and Graph</td>
<td>Needs more Chart and Graph options</td>
</tr>
</tbody>
</table>
QUESTIONS?