Usage, Engagement and Impact: Evaluating the usage of and measuring impact and engagement with library resources at Leeds Beckett University Library

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• Located in the North of England
• Two large campuses
• 29,000 students
• 3000 staff
• Franchise partners world-wide
• Information access budget of £2 million
• £1.5 million annual spend on eResources
Content

- Introduction
- Proof of concept
- Requirement gathering and data cleaning
- Induction impact
- School of sport engagement
- NSS results and eResource usage
- Challenges
- EZproxy – analysis
Background

- Existing OpenAthens usage reports = no of users accessing at provider level

- May 2017 – Electronic and Data Services Librarian

- Remit – OpenAthens data + Student Record data = meaningful eResource usage data by course and school
Project Aim

To evaluate the usage of electronic resources by users to identify levels of engagement at school and course level and to inform resource provision.
Project Phases

1. Investigate viability and move eResources over to OpenAthens
2. Produce Proof of Concept using OpenAthens and Student Record data
3. Requirement and criteria gathering from stakeholders
4. Feasibility study
5. Impact and NSS analysis
Risks

• User experience may be affected
• Losing access to the data
• Insufficient systems
• Insufficient time
• Single point of failure
Proof of Concept

- 3 months of OpenAthens data – April to June 2017
- 1 month of stock circulation data - May 2017
- Annual reading list data – 2016/17
- Snapshot student record data – July 2017
Proof of Concept Conclusions

• Reading list items and items loaned don’t match

• More eResource usage over print loans

• Digital Content Store used most (165 accesses over 3 months) – further investigation…

• Reading list, Circulation and OpenAthens data too large to manipulate

• Prioritise OpenAthens data
## Data Cleaning

| OpenAthens E-resources                          | Combinations                                                                 | LLJ Reporting Name                   |
|------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------|
| Oxford Academic (transfer)                     | Oxford Academic (transfer)                                                    | Oxford University Press              |
|                                                 | Oxford University Press Resources (transfer)                                 |                                      |
|                                                 | Semantico Limited - OUP Shibboleth 2 SP (transfer)                           |                                      |
|                                                 | University of Oxford: Oxford Text Archive (transfer)                         |                                      |
| Oxford University Press Resources (transfer)    | Oxford Academic (transfer)                                                    | Oxford University Press              |
|                                                 | Oxford University Press Resources (transfer)                                 |                                      |
|                                                 | Semantico Limited - OUP Shibboleth 2 SP (transfer)                           |                                      |
|                                                 | University of Oxford: Oxford Text Archive (transfer)                         |                                      |
| Semantico Limited - OUP Shibboleth 2 SP (transfer) | Oxford Academic (transfer)                                                    | Oxford University Press              |
|                                                 | Oxford University Press Resources (transfer)                                 |                                      |
|                                                 | Semantico Limited - OUP Shibboleth 2 SP (transfer)                           |                                      |
|                                                 | University of Oxford: Oxford Text Archive (transfer)                         |                                      |
Induction Impact – Childhood studies Yr 1 (L4)

| Year-Month | [Distinct Count of ID] Unique Users (Students) | [Sum of Accesses] Accesses |
|------------|-----------------------------------------------|-----------------------------|
| 2017 08/Aug| 2                                             | 3                           |
| 2017 09/Sep| 48                                            | 94                          |
| 2017 10/Oct| 18                                            | 22                          |
| 2017 11/Nov| 14                                            | 26                          |
| 2017 12/Dec| 8                                             | 18                          |
| Grand Total| 107                                           | 163                         |

Total Unique Users (Students) and Accesses
eResources promoted in induction

- Box of Broadcasts (Learning on Screen)
- Oxford Reference Online (OUP Resources)
• 95 students enrolled on course
• 52 attended induction
Findings

• More resources accessed by induction attendees than non-attendees
• Breadth of eResources increased following induction
• Oxford University Press only accessed following the induction
• Kanopy and Box of Broadcasts were accessed prior to induction
• Library induction and promotion = eResource usage?
12 Month Analysis – Aug 2017- Jul 2018
12 Month Analysis Institutional Level

| Institution | Users & E-resource Accesses |
|-------------|-----------------------------|
| % All Users Accessing E-resources | 1.46% 4.89% 13.38% 14.38% 12.09% 12.04% 11.16% 13.31% 13.49% 10.98% 3.24% 3.20% |
| Av. No. E-resource Accesses per Active User | 4.73 3.29 5.22 6.32 6.06 5.03 5.03 5.82 6.47 5.30 16.54 4.24 |
| Av. No. E-resource Accesses per All Users | 0.07 0.16 0.70 0.91 0.73 0.71 0.56 0.77 0.87 0.58 0.54 0.14 |
12 Month School Level Analysis
## Resource Spike

| School                                      | Course Code | Degree | Course Title                                      | Anonymised Student | Number of Accesses |
|---------------------------------------------|-------------|--------|--------------------------------------------------|--------------------|--------------------|
| DU Education                                | BAHES       | BAH    | EDUCATION STUDIES                                | A                  | 244                |
| DY Events, Tourism and Hospitality Management| BSTBM       | BSCH   | TRAVEL BUSINESS MANGT (TU)                       | B                  | 275                |
| DY Events, Tourism and Hospitality Management| MITHM       | MSC    | INT TOUR & HOSP MAN                              | C                  | 6939               |
| DY Events, Tourism and Hospitality Management| MSRTM       | MSC    | RESPONSIBLE TOURISM MGT                          | D                  | 220                |
| DY Events, Tourism and Hospitality Management| PDLRM       | PDIP   | LEISURE RETAIL MANAGT WSPONS                     | E                  | 208                |
| GC Cultural Studies and Humanities          | MASHI       | MA     | SOCIAL HISTORY                                   | F                  | 1780               |
| GC Cultural Studies and Humanities          | MASHI       | MA     | SOCIAL HISTORY                                   | G                  | 658                |
| GC Cultural Studies and Humanities          | MASHI       | MA     | SOCIAL HISTORY                                   | H                  | 219                |
| GF Computing, Creative Technologies and Engineering | BDTSA     | BSCH   | DIGITAL & TECH SOLUTIONS (DA)                    | I                  | 245                |
| Pos | ML School Top 10 E-resources         | Total E-resources Accesses | No. E-resources Accesses | No. Active Users |
|-----|-------------------------------------|---------------------------|--------------------------|-----------------|
| 1   | LexisNexis                          | 42.15%                    | 16933                    | 796             |
| 2   | Thomson Reuters OnePass             | 33.44%                    | 13434                    | 635             |
| 3   | Westlaw UK                          | 20.63%                    | 8287                     | 653             |
| 4   | Taylor & Francis Online             | 0.42%                     | 167                      | 52              |
| 5   | Oxford University Press Resources   | 0.41                      | 163                      | 66              |
| 6   | Semantico Limited - OUP Shibboleth 2 SP | 0.38%                   | 151                      | 56              |
| 7   | Wiley Online Library                | 0.32%                     | 127                      | 39              |
| 8   | HeinOnline                          | 0.25%                     | 101                      | 34              |
| 9   | Oxford Academic                     | 0.25%                     | 101                      | 29              |
| 10  | JSTOR                               | 0.24%                     | 97                       | 53              |
|     | Total T10 Total                     | 98.47%                    | 39561                    | 2413            |
|     | Total Rest Total                    | 1.53%                     | 616                      | 335             |
## Top 10 by School – Aug 2017- Jul 2018 (Sport)

| Pos | DW School Top 10 E-resources                          | Total E-resources Accesses | No. E-resources Accesses | No. Active Users |
|-----|-------------------------------------------------------|---------------------------|--------------------------|-----------------|
|     | **School Total**                                      | **100.00%**               | **31195**                | **1550**        |
| 1   | EBSCO Information Services                            | 50.95%                    | 15895                    | 780             |
| 2   | Taylor & Francis Online                              | 13.62%                    | 4248                     | 430             |
| 3   | Elsevier Products                                     | 6.38%                     | 1991                     | 424             |
| 4   | Wiley Online Library                                 | 5.28%                     | 1647                     | 351             |
| 5   | Sage Journals                                         | 2.35%                     | 734                      | 209             |
| 6   | Learning on Screen (Box of Broadcasts)               | 2.35%                     | 734                      | 119             |
| 7   | ProQuest & Chadwyck-Healey databases                 | 2.29%                     | 714                      | 225             |
| 8   | Wolters Kluwer Health - Ovid                          | 1.95%                     | 609                      | 83              |
| 9   | Atypon SP                                             | 1.67%                     | 520                      | 209             |
| 10  | Ovid Technologies, Inc.                               | 0.97%                     | 302                      | 61              |
|     | **Total T10 Total**                                   | **87.82%**                | **27394**                | **2891**        |
|     | **Total Rest Total**                                  | **12.18%**                | **3801**                 | **1618**        |
School of Sport Usage - Institutional Overview

Total Number of eResource Accesses

Total Number of Active Users
Unique eResource Usage across Schools

Number of Unique E-resources Accessed

| Schools | BW | DU | DW | DY | GA | GB | GC | GE | GF | ML | MN | RE | RG | RH | Total |
|---------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|
|         | 63 | 80 | 109| 77 | 69 | 58 | 75 | 71 | 72 | 58 | 104| 115| 107| 100 | 208   |
School of Sport - Level Usage

School of Sport 2017-18

Unique E-resources Accessed

Number of Unique E-resources Accessed

| UG Y1 | UG Y2 | UG Y3 | TP Y1 | TP Y2 | RP Y1 | RP Y2 | RP Y3 | RP Y4 | RP Y5 | RP Y6 | UG | TP | RP | DW | Total |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|----|----|----|-------|
| 56    | 60    | 81    | 66    | 42    | 16    | 23    | 20    | 18    | 6     | 6     | 93 | 74 | 42 | 109 | 208   |
School of Sport - Annual Trends by Level

School of Sport 2017-18
UG Y1

Users & Accesses

- No. E-resource Accesses
- No. Active Users

School of Sport 2017-18
UG Y2

Users & Accesses

- No. E-resource Accesses
- No. Active Users

School of Sport 2017-18
UG Y3

Users & Accesses

- No. E-resource Accesses
- No. Active Users

School of Sport 2017-18
TP

Users & Accesses

- No. E-resource Accesses
- No. Active Users
Findings

- Usage patterns supported qualitative data
- Future request is for accesses by course for each year – more granular
Is there any correlation between National Student Survey results and eResource usage?

• Analysis: Course level, NSS scores, OpenAthens eResource usage
• Used: NSS Q19. “The library resources (e.g. books, online services and learning spaces) have supported my learning well”
• Identified sample courses:
  • Low: Below 90% for Q19
  • Falling: Drop of more than 2 percentage points
  • High: Above 90% for Q19
• OpenAthens data used was 2017-18 Year 3 (Level 6). NSS Spring 18
• Below red line = NSS score below 90
• Above red line = NSS score above 90
• Red = Low
• Orange = Falling
• Green = High
• Red – Low. Computing (CMPXX) and Accounting and Finance (ACCOU)
• Good NSS response rate
• Low percentage of active users
• Larger course population
• NSS score below 90
Low NSS courses – eResource accesses

| Computing students       | Accesses | % of eRes accesses |
|--------------------------|----------|--------------------|
| Box of Broadcasts       | 23       | 10%                |
| Elsevier                 | 21       | 9%                 |
| ProQuest & Chadwyck-Healey | 12   | 5%                 |

| Accounting and finance students | Accesses | % of eRes accesses |
|---------------------------------|----------|--------------------|
| Marketline                      | 62       | 13%                |
| Lexis Nexis                     | 59       | 12%                |
| Taylor and Francis              | 30       | 6%                 |

- Do we have the right resources?
- Do they need more promotion?
- Increase engagement with resources = increase NSS?
- Orange = Falling. Sport Business Management (BHSBM) and Sport and Exercise Science (SPEXS)
- Good NSS response rate
- Higher percentage of active users
- Larger course population
- NSS score falling
Falling NSS courses - eResource accesses

| Sport and Exercise Science | Accesses | % of eRes accesses | Sport Business Management | Accesses | % of eRes accesses |
|----------------------------|----------|--------------------|---------------------------|----------|--------------------|
| EBSCO                      | 11066    | 73%                | Taylor and Francis        | 378      | 18%                |
| Taylor and Francis         | 750      | 5%                 | Wiley                     | 344      | 16%                |
| Elsevier                   | 644      | 4%                 | Elsevier                  | 184      | 9%                 |

- Good eResource usage but falling NSS score – why?
- Dissatisfaction with existing resource provision?
- Unawareness of library as provider?
Green = High scoring Human Geography (HGEOG) and Speech and Language Therapy (BSSLT)

- NSS score above 90%
- Good NSS response rate
- Differences in percentage of active users
- Small course population
### High NSS courses – eResource accesses

| Human Geography | Accesses | % of eRes accesses | Speech and Language | Accesses | % of eRes accesses |
|-----------------|----------|---------------------|---------------------|----------|---------------------|
| Digimap         | 228      | 26%                 | Digital Content Store | 539      | 30%                 |
| Taylor and Francis | 122    | 14%                 | EBSCO                | 277      | 16%                 |
| Sage            | 72       | 8%                  | Lexis Nexis          | 59       | 3%                  |

- Smaller course population = happier?
- Tailored content (DCS) = more satisfied?
NSS Conclusions

- No clear correlation between resource usage and high scoring NSS
- Courses with high scores did appear to use resources
- 90% of students on these courses were active users
NSS Further Analysis

- Dissatisfaction with current resource provision
- Only one indication of engagement and can’t be used in isolation
- Difference between promoting the right resources and buying the right resources
- Promotion of the Library?
- Qualitative and quantitative data comparison
Challenges

• All project risks turned to issues
  • Loss of access to OpenAthens data
  • Loss of access to Student data
• Not an entire picture - Only 75% of our resources use OpenAthens authentication
• Single point of failure – need for analytical software
EZproxy Analysis

• More holistic view of Leeds Beckett eResource usage
• 23% of our resources are EZproxy (36000 ejournals)
• OED usage – Proof of concept
• New set of challenges
Conclusions

To evaluate the usage of electronic resources by users to identify levels of engagement at a school, individual and course level and to inform resource provision

• Engagement at School and course level
• Resource provision
• Engagement with Academic Librarians and Academic Staff
Future Focus

• Eliminate single point of failure
• OpenAthens hourly/daily reports for social media promotions and inductions
• eResource usage – More granular, NSS annual comparisons
• EZproxy analysis and integration
• Liaison with schools
• Qualitative and quantitative data comparison
• Evaluation against other library usage data
Thank you
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