Adventures in Analytics!

Alternate Approaches to Metrics in Islandora

Islandora Camp FL, May 6th 2016
Who are we?

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How Google Analytics works

Overview:
● Popular: Easy to find info on how to use it.
  ○ Google Analytics Academy: https://analyticsacademy.withgoogle.com/ has lots of info!
● Lots of functionality built in: Can be overwhelming.
  ○ Google Analytics Academy: https://analyticsacademy.withgoogle.com/ has a certification exam!

How it works:
1. You register an account with Google Analytics.
2. You register a site via your Analytics account, verify the site by placing a file on the site, then you put a bit of javascript in your HTML footer or header, and that sends info back to Google each time someone loads a page with javascript on it.
3. It starts collecting info as soon as you register and put the code on your site. No information is available from before then.

Pitfalls:
● Data is tied to the registration – and it’s tied to the user account with Google that you first used to set the account up. You cannot transfer your account later. Instead, you would have to start from the Gmail account you have access to, then set Google Analytics up from that including changing the javascript across your site, and you would no longer have access to your past statistics. So, it’s important to register from an institutional account rather than a personal account.
● Because it’s using Javascript in the HTML footer/header, it can’t track direct hits to PDFs or JPEGs or other files. (ie. it’s tracking access to your splash pages, not your content)
How Analytics are used

- Google Analytics is installed on all Florida Islandora sites as part of set-up.

- Most requests for statistics relate to annual reports.
  - Fiscal year = July 1 - June 30

- Some requests are related to specific projects. (ie. Should we expand this digital collection?)
Custom Reports tab
(with FLVC reports installed)

<table>
<thead>
<tr>
<th>Title</th>
<th>Creation Date</th>
</tr>
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<tbody>
<tr>
<td>FL-Islandora Rpt 1: Object Pageviews</td>
<td>Apr 19, 2016</td>
</tr>
<tr>
<td>FL-Islandora Rpt 2: Object Pageviews, excluding collection views</td>
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<td>FL-Islandora Rpt 3: Pageviews by collection (sums views of all</td>
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<td>FL-Islandora Rpt 5: Pageviews by content model</td>
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<td>FL-Islandora Rpt 6: Pageviews by collection and by content model</td>
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FLVC Custom Reports

Overview of Custom Reports

FLVC has created custom reports to assist in filtering and interpreting your site's traffic. After you have created a Google Analytics account, and gotten setup to view analytics for your site, you can click the link for one of these reports and install that report on top of your site's statistics. Instructions are further down the page.

Note: These templates are subject to revision as we learn how to better refine traffic data from Islandora. Templates indicate the most recent release date. In order to use the revised report, you will need to re-install the template after FLVC makes an update.

Links for Downloading Custom Reports


- FL-Islandora Rpt 2: Object pagereviews - excluding collection objects (7-7-2015):


- FL-Islandora Rpt 4: Searches by collection (06-09-2015):

- FL-Islandora Rpt 5: Pageviews by content model (07-31-2015):

- FL-Islandora Rpt 6: Pageviews by collection and by content model (07-29-2015):
Looking at Sample Reports

Custom Reports

+ New Custom Report  + New Category  Import from Gallery

Title

- FL-Islandora Rpt 1: Object Pageviews
- FL-Islandora Rpt 2: Object Pageviews, excluding collection views
- FL-Islandora Rpt 3: Pageviews by collection (sums views of all collection members and of collection)
- FL-Islandora Rpt 4: Searches by collection (counts searches run within each collection)
- FL-Islandora Rpt 5: Pageviews by content model
- FL-Islandora Rpt 6: Pageviews by collection and by content model
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## Custom Reports

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Links for Downloading Custom Reports

FL-Islandora Rpt 1: Object Pageviews (07-28-2015):
https://analytics.google.com/analytics/web/template?u=tjwNHu05-a8EvMn24acg
A basic breakdown of all Islandora objects with pageviews and their pageview count.

FL-Islandora Rpt 2: Object pageviews - excluding collection objects (7-2-2015):
https://analytics.google.com/analytics/web/template?u=3nzZhvT_t9_kzSSSQkNaQ8
This report displays a list of all Islandora objects and their pageview counts excluding collection objects and their pageview counts. This report is good for if you want a total of pageviews on unique items in your digital library without including pageviews for the unique collection objects.

FL-Islandora Rpt 3: Pageviews by collection (06-30-2015):
https://analytics.google.com/analytics/web/template?u=W2xkH3p9o57_th9T9f
This report aggregates pageviews by collection. The first level, Custom Variable (Value 01), identifies collection PIDs along with sum of pageviews of all children of each collection and the pageviews of the collection object. The second level breaks down each collection object. Selecting a collection object PID lists the PIDs of child objects within each collection including the PID of the collection object and the pageview count of the collection object selected in the previous level.

FL-Islandora Rpt 4: Searches by collection (06-09-2015):
https://analytics.google.com/analytics/web/template?u=AUxV8qQOdalg13D8bA
This report counts queries made from within a collection. The first level identifies collection PIDs along with the sum of each search query that took place from within that collection object. The second level describes the query made and number of times it was made from this collection. This report does not describe the source of all traffic to your digital library items. Queries made from external sources such as search engines and catalogs are not included in this report.

FL-Islandora Rpt 5: Pageviews by content model (07-31-2015):
https://analytics.google.com/analytics/web/template?u=9qS3wVTRAP4xO7yheEM
List of content models and total pageview count for all objects using the corresponding content model. The second level breaks down objects in corresponding content model into a list of PIDs and each of the objects pageviews.

FL-Islandora Rpt 6: Pageviews by collection and by content model (07-29-2015):
https://analytics.google.com/analytics/web/template?u=d9zR2xW9S9Z9YXcQa
This report is a combination of the views by collection report and the content model report. The first level, Custom Variable (Value 01), identifies collection PIDs along with sum of pageviews of all children of each collection and the pageviews of the collection object. Selecting one of these collection PIDs will take you to the second level. The second level breaks down a collection by content models used by objects in that collection. Each row will contain a content model along with the sum of pageviews of all objects using that content model within the previously selected collection. Selecting a content model breaks down into a list of objects using this content model. The third level contains a list of PIDs using the content model and the pageview count for each of these objects.
Islandora Usage Stats

- Records IP address and timestamp of every request!
- Records requests to objects AND datastreams!
- Works for all objects!
- Conveninetly stored in the DB!
  - Super fast!
  - Retrievable via SQL!
- Just what the doctor ordered!

ALMOST！！！
But still no machine-readable way to get stats via URL...
Islandora Usage Stats Callbacks

- https://github.com/FLVC/islandora_usage_stats_callbacks
- Receives requests through very basic API
  
  <URL>/islandora_usage_stats_callbacks/object_stats/<PID>

- Performs SQL query on usage stats’ DB data
- Returns results in JSON
  - Easy to parse in any language (native data types)
  - I hate working with XML (sorry Annie!)
Faculty Senate Library Committee - Task Force on Scholarly Communications: Final Report.

Vandegrift, Micah, author

2011

This report summarizes the work of the Scholarly Communications Task Force. The Task Force was charged to: Conduct an environmental scan of FSUs faculty involvement in scholarly publishing; Increase awareness of scholarly communication issues on campus; Explore support for copyright assistance and open-access initiatives with FSU administration; and make recommendations to the Faculty Senate about scholarly communication initiatives and/or policies. The final product of the Task Force was an Open Access Resolution, passed unanimously in the Faculty Senate on Oct. 19, 2011, supporting the continued work of the libraries in exploring and addressing open access on campus.

Identifier:

FSU_migr_library_faculty_publications-0002 (IID)
Islandora Usage Stats Callbacks

● Easy to call from external scripts
  ○ “Monthly Readership Report” calls this from a Drush script @ lib.fsu.edu (has faculty data)
● Easy to call from cmodel templates
  ○ Currently working this into citation/thesis objs
● Rich data affords cool visualizations (D3.js!)
● Can extend for more report types/formats
Hello Bryan Brown:

Florida State University Libraries is pleased to present you with your repository readership report for the month of September.

You have 3 records in the repository:

1. (not his real name)
   This record has received:
   
<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Views</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Downloads</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

2. The (re)making of Romaine Patterson: Matthew Shepard's friend as gay activist.
   This record has received:
   
<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Views</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Downloads</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

3. The -radiolysis of ethanol: The effect of a radical scavenger on the hydrogen yield
   This record has received:
   
<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>Downloads</td>
<td>0</td>
<td>0</td>
</tr>
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If you have questions, comments or feedback regarding DigiNole or the FSU Research Repository, please let us know. The repository support team is happy to provide any needed assistance.

Thank you for using the FSU Research Repository!
Florida State University Libraries
Green Libraries on the Chinese Mainland

Sarah, author
Devin, author
Kailyn, author

2012-10-07

Going green, or becoming environmentally conscious, is becoming a global concern in recent decades. The increasing awareness about environmental issues and the need to address them has led to the development of green initiatives. Libraries, in particular, can play a significant role in promoting sustainable practices. By implementing green practices, libraries can not only reduce their environmental impact but also educate and engage their communities in environmentally friendly behaviors.

View Document
Download PDF
Questions?
Thank you!