

International & Area Studies Library Spring 2016 Statistical Report

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1. Summary

This report is intended as a broad overview of the International & Area Studies Library's activities during the **Spring 2016** semester. Regular statistical reports produced over time can serve as a benchmark for the library, revealing consistencies and evolutions in its role as a part of the broader campus community. As such, we have focused on a big-picture view of the library's core activities. This not only gives us an idea of our library's impact, but also of the kinds of data available. Anyone wishing to make use of assessment data for a specific project (for example, redesigning a library website) should note that much more detailed data, beyond the scope of this report, is available and can be sought out with reference to a particular research question.

The data in this report cover the Spring 2016 semester, from Tuesday, **January 19, 2016** to Wednesday, **May 11, 2016**. *Deviations from this date range are indicated where appropriate.* The report is divided into the following sections: 1. Summary; 2. Library Space; 3. Reference Transactions; 4. Instruction & Research Resources; 5. Outreach Initiatives; and 6. Online Presence. Data was gathered from multiple sources, also indicated in the appropriate section.

Where equivalent data from previous reports are available, percent-change has been reported to indicate change relative to previous benchmarks.

1.1. Highlights

- 1.1.1.** Activity in the International & Area Studies library for this period, as measured by the **total hourly patron count** (2,412), is **up 12%** from Fall 2015 (2,159). (See Section 2)
- 1.1.2.** **Reference transactions** reported by IAS staff for this period (642) are **up 44%** from Fall 2015 (447). (See Section 3)
- 1.1.3.** All 101 currently published, IAS Library-produced **LibGuides** had **9,194** total views during this period. The LibGuide "Arab Spring Workshop" was the most visited LibGuide, with 773 views. *Note that on April 29, 2016 all individually owned LibGuides were migrated to the joint IAS account.* (See Section 4)
- 1.1.4.** The Library's **outreach efforts**, which included **2** formal events in Spring 2016, reached **68** participants. (See Section 5)
- 1.1.5.** IAS main **website pageviews** (10,845) are **up 29%** compared to Fall 2015 (8,421). The *Glocal Notes* **blog pageviews** (7,029) are **up 19%** since the previous period (5,910), while the IAS **Facebook page** gained **79 new "likes"** (i.e, followers) in Spring 2016 (492 total). In comparison, Fall 2015 saw an increase of 107 new likes. (See Section 6)

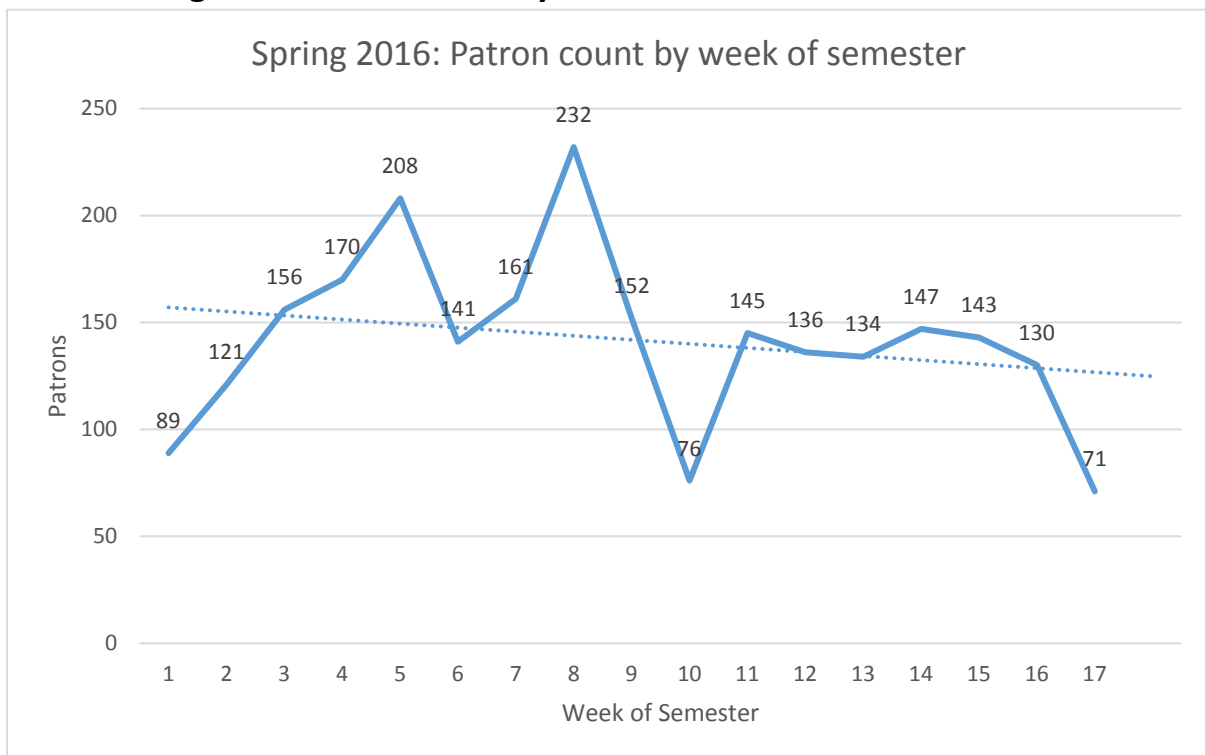
2. Library Space

The data in this section was gathered from our Desk Tracker page, where desk staff enter a head count taken every hour, on the half hour. *The total collected is not the number of unique patrons, but an hourly sampling of patron activity in the library. As such, not every patron who enters the library is counted and patrons who stay several hours may be counted more than once. This count also includes patrons who were in the library for special events such as the Chai Wai series or a guided tour.*

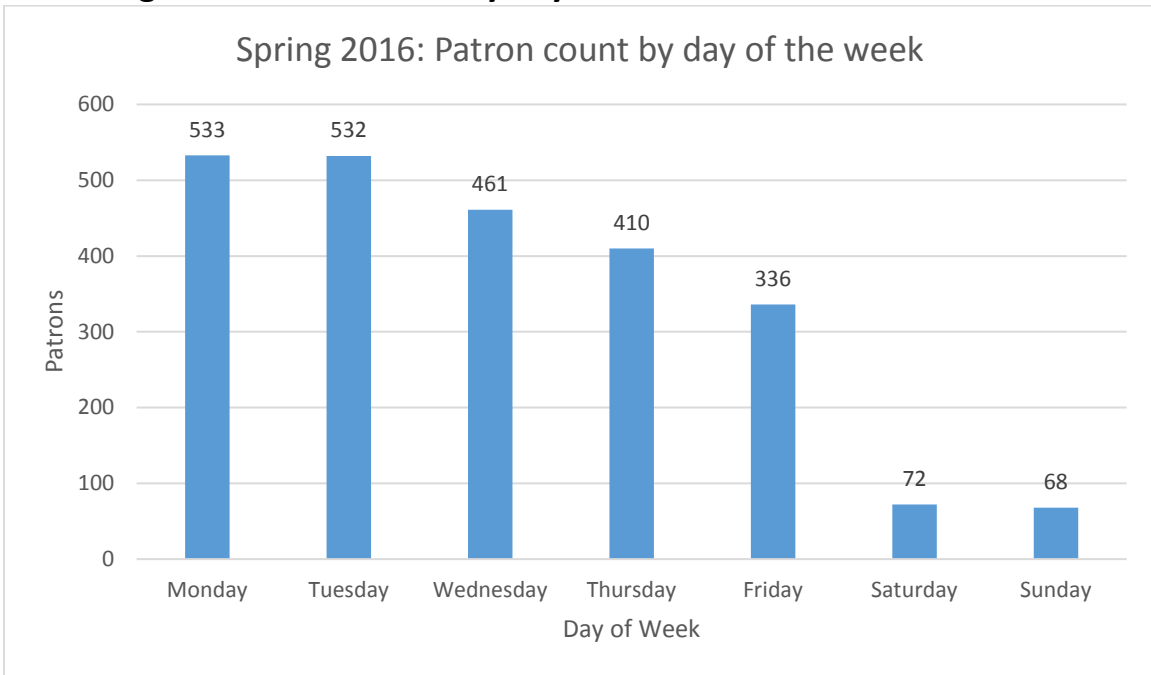
2.1. Total number of patrons: 2,412

According to data from last year's statistical reports, the above figure represents a 12% increase from Fall 2015 (2,159).

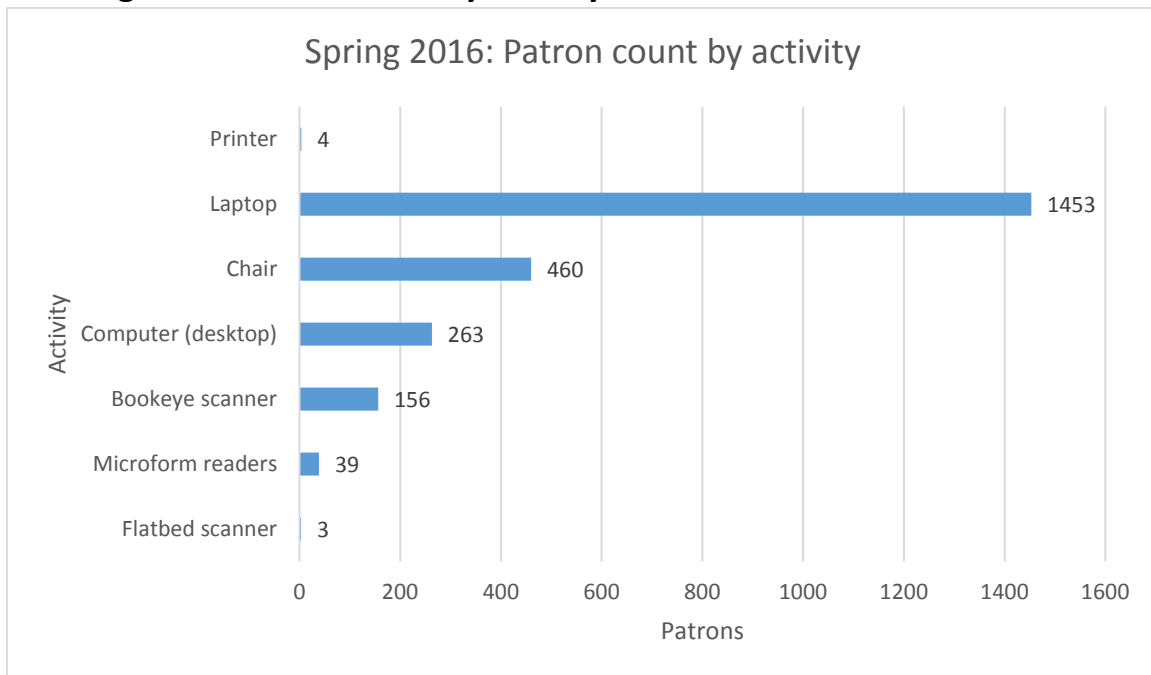
2.2. Figure 1: Patron count by week of semester



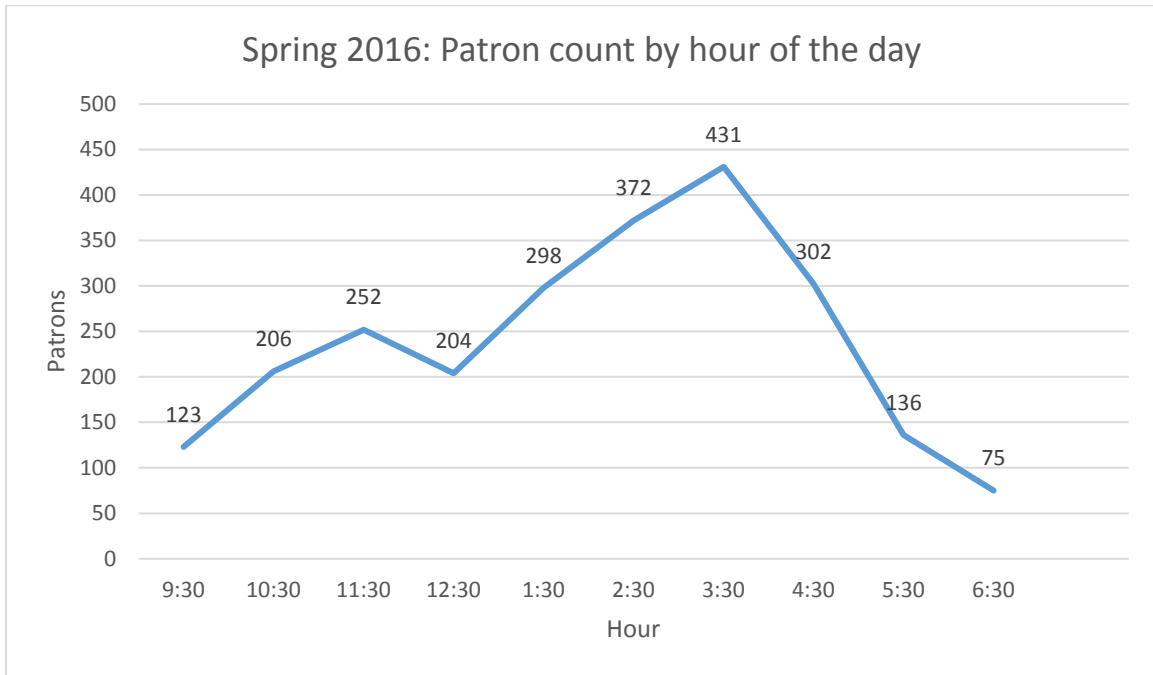
2.3. Figure 2: Patron count by day of week



2.4. Figure 3: Patron count by activity



2.5. Figure 4: Patron count by hour of the day



3. Reference Transactions

This section tracks patron interactions and reference questions and is based on Desk Tracker data as reported by the International & Area Studies Library circulation desk staff and affiliated subject specialists. This data is self-reported and may not represent the full scope of reference activity performed by IAS librarians. Additionally, none of the reporting fields in the Desk Tracker form are mandatory, so complete details may not be available for every interaction.

3.1. Total number of reference transactions: **642**

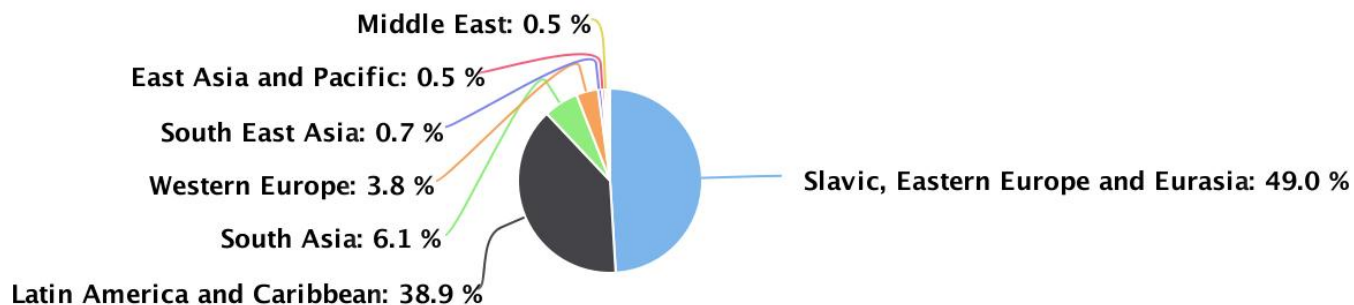
The above figure represents a 44% increase in transactions recorded from Fall 2015 (447).

- 3.1.1. Reference transactions reported by IAS Subject Specialists and International Reference: **396**
- 3.1.2. Reference transactions reported by the Circulation/Info Desk: **246**

3.2. Figure 5: Reference transactions by world region

World Region

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12

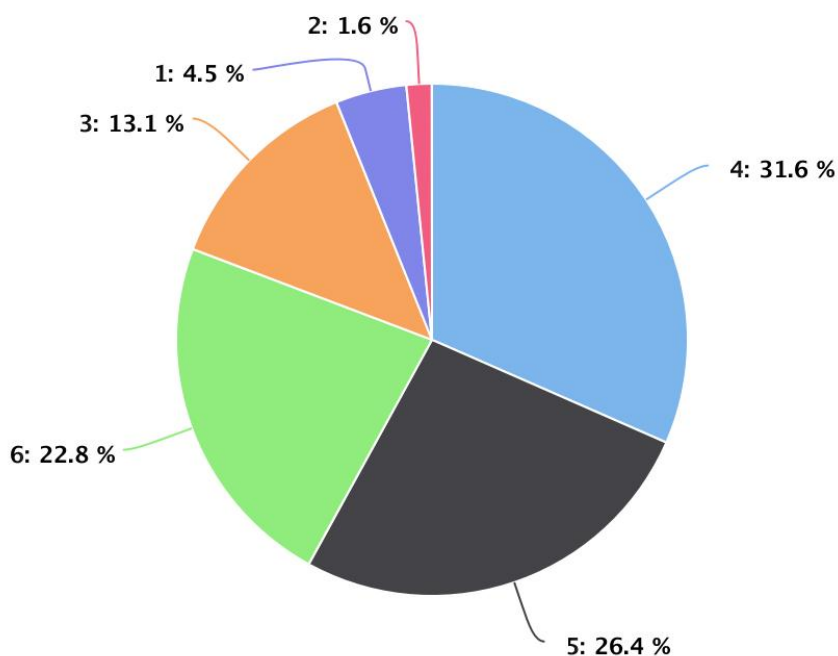


Desk Tracker

3.3. Figure 6: Reference transactions by READ Scale

READ Scale

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12

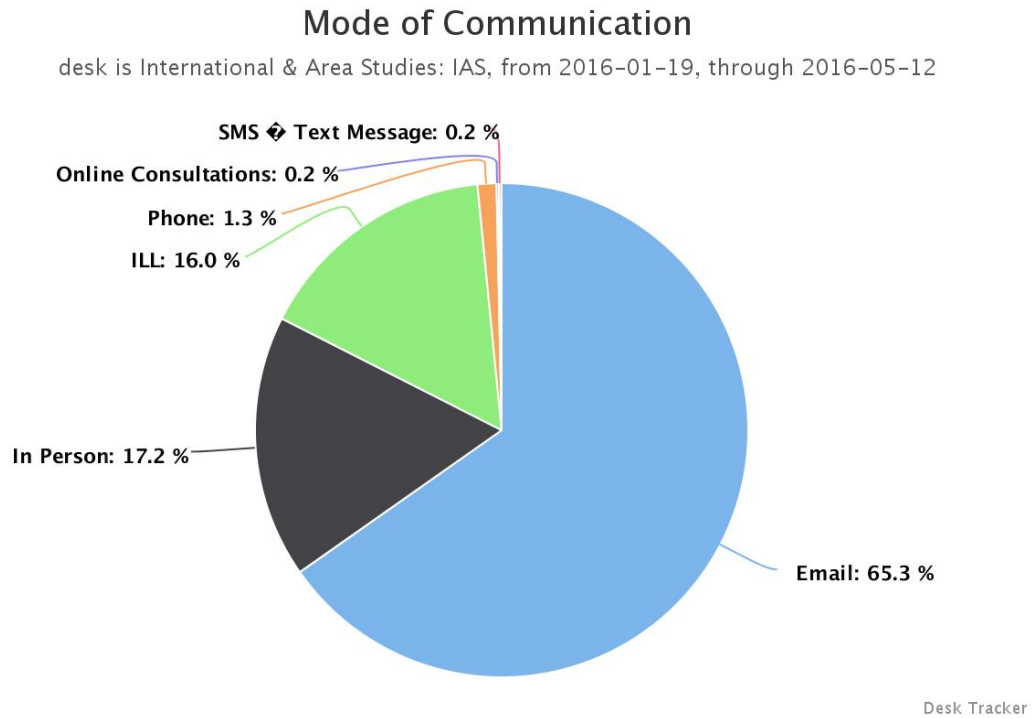


Desk Tracker

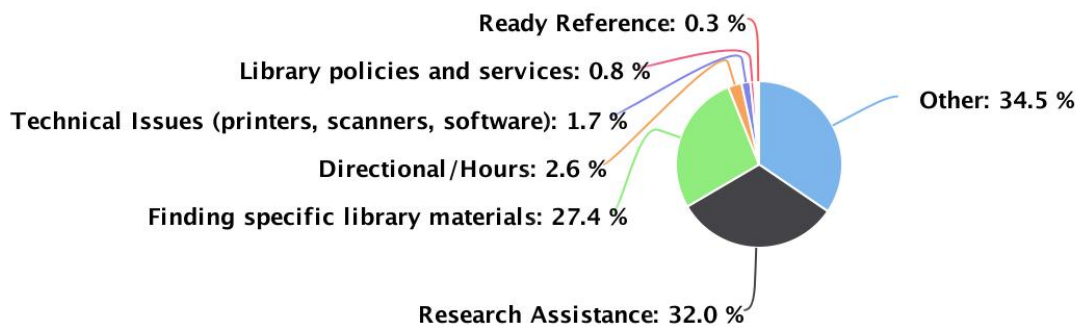
READ Scale Key:

- 1: Directional/Hours; Pointing;
- 2: Policies; VUFind Known Item search; Call Number questions; Scanners/Printers/hardware issues;
- 3: Reference Training Required; Ready Reference; Research Assistance using only 1 source; SFX/EResource troubleshooting; Journal/Article questions;
- 4: Research Assistance requiring multiple sources;
- 5: Research Assistance requiring multiple sources and subject specialty; very long;
- 6: Multi-day research assistance, lots of back and forth with patron.

3.4. Figure 7: Reference transactions by mode of communication



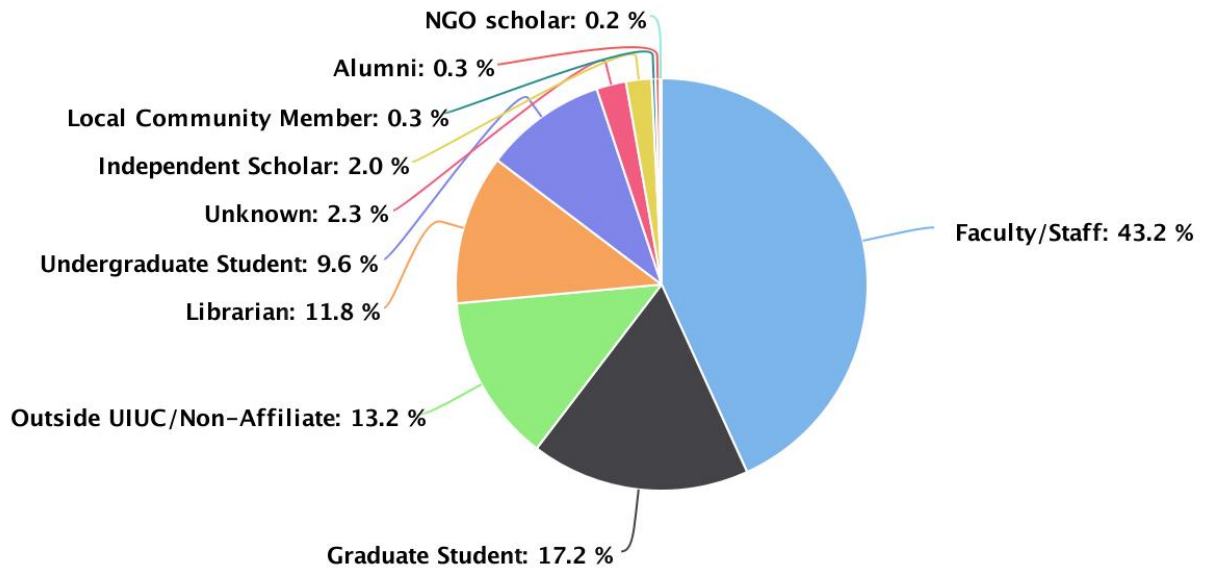
3.5. Figure 8: Question type



3.6. Figure 9: Patron type

Patron Type

desk is International & Area Studies: IAS, from 2016-01-19, through 2016-05-12



Desk Tracker

4. Instruction & Research Resources

4.1. Instruction

The following 21 instruction sessions took place during the Spring 2016 semester, reaching approximately 570 individuals:

TOPIC	DATE	STAFF LEADER(S)	ATTENDEES
Spring 2016 New International Student Orientation	1/15/16	Joseph Lenkart	~200
International Graduate Student Orientation	1/15/16	Joseph Lenkart	~150
Middle East 1566-1914	2/5/16	Laila Hussein Moustafa	30
Study Abroad to France	2/11/16	Steven Witt	16
Grand Challenge	2/11/16	Mara Thacker	20
Global Environmental History	2/15/16	Steven Witt	17
South Asian Goddesses	3/3/16	Mara Thacker	7
Introduction to the Cultures and Literatures of South Asia	3/10/16	Mara Thacker	35
Bibliographic description and bibliographic verification in the Russian/East European/Eurasian context	3/11/16	Christopher Condill	9
Introduction to Hinduism	3/15/16	Mara Thacker	25
Islam in Africa	3/18/16	Laila Hussein Moustafa	6
Geography of South Asia	3/29/16	Mara Thacker	9
Education Policy, Organization, and Leadership (College of Education)	4/4/16	Joseph Lenkart	25
Blackboard Collaborate Sessions (x8)	Various	Joseph Lenkart	20
		TOTAL	569

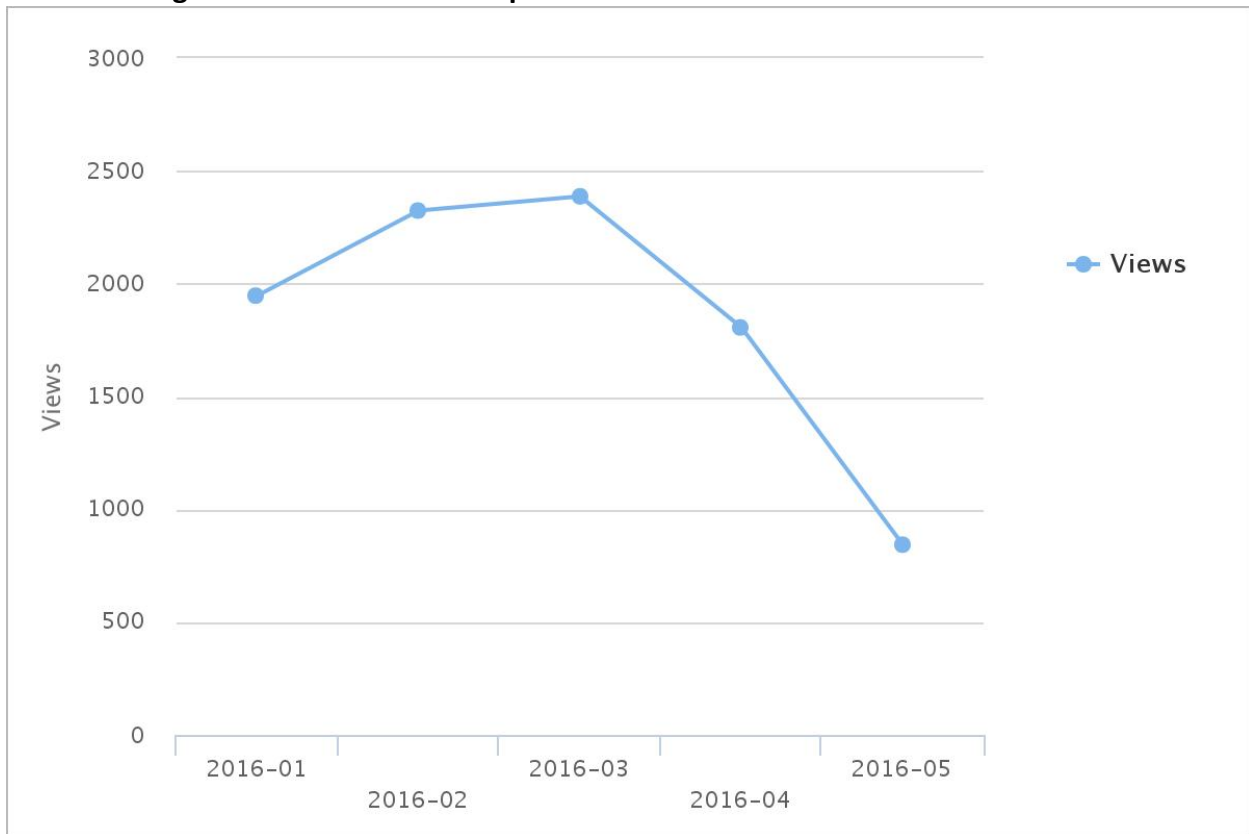
4.2. LibGuides

LibGuides data is taken from LibGuides Statistics (via <http://illinois.libapps.com>).

There are currently 101 LibGuides owned and administered by the IAS Library. Many IAS subject specialists and affiliated staff/faculty have produced LibGuides which, as noted in the Summary, have been migrated to the shared institutional account during the current period.

4.2.1. Total number of LibGuides views: 9,194

4.2.2. Figure 10: LibGuides views per month



4.2.3. Figure 11: Top 25 IAS LibGuides by month

Guide ID	Guide Name	2016-01	2016-02	2016-03	2016-04	2016-05	Total
348276	Arab Spring Workshop	144	250	114	206	73	787
348323	The Transformation of the Middle East, 1566-1914 (HIST 335)	136	134	144	89	37	540
347562	Resources for the Study of the Romanian Language	47	94	60	60	43	304
348322	Hinduism Bibliography	19	30	161	54	39	303
347101	African Studies Internet Portal	83	98	61	36	23	301
347068	Big Read: The Death of Ivan Ilyich	63	70	82	53	31	299
390058	Research Guide to Brazil	0	0	149	88	15	252
347567	Resources for the Study of the Tatar language	34	73	68	46	26	247
402272	Research Guide to Latin American and Caribbean Sport	0	0	126	87	32	245
347572	Resources for the Study of the Hungarian language	109	61	17	13	3	203
348033	Chekhov: A Bibliographic Research Guide	25	79	40	34	24	202
348393	Violence in Twentieth-Century Russia and Eurasia: Experience, Affect, Memory, and Legacies	43	62	27	36	27	195
348206	Rabindranath Tagore Research Guide	48	32	55	35	21	191
347505	Resources for the Study of the Russian Language	51	51	52	13	9	176
347627	Brazilian Culture	18	43	59	34	13	167
347102	Multilingual Electronic Resources for Slavic, East European & Eurasian Studies	44	40	35	33	6	158
347546	Current Events Guide to Political and Social Change in the Arab World	17	39	42	19	41	158
347410	Research Guide to Afghanistan	43	71	22	14	6	156
348362	Chai Wai Series- Gender-based Violence in the Global South: South Asia and Beyond	18	40	35	45	16	154
348315	Ibadi Islam	44	44	30	23	12	153
348399	North Korean Juvenile Literature Collection	23	32	29	33	31	148
379993	Chai Wai Series- Around the World in 2D: Comics, Graphic Novels, and Cartooning	22	40	29	44	13	148
347566	Resources for the Study of the Turkish language	24	55	39	19	9	146
348090	Translations and Translation Studies in the Russian, Eastern European & Eurasian Context	98	11	8	7	1	125
348170	Middle East and North Africa Guide	54	26	23	13	4	120

5. Outreach Initiatives

5.1. Special Events

The following 2 special events were held during the Spring 2016 semester:

EVENT	DATE	ATTENDEES
"Brazil and 2016 Summer Olympics"	March 8, 2016	49
"Peace Corps and the University"	March 30, 2016	19
	TOTAL	68

6. Online Presence

6.1. IAS Main Website (<http://library.illinois.edu/ias>)

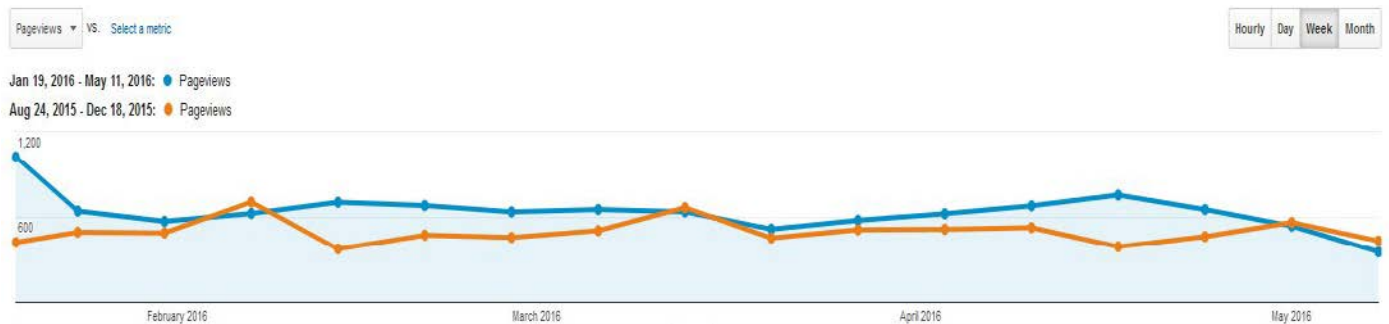
IAS website data is taken from Google Analytics.

6.1.1. Total number of IAS website pageviews: **10,845**

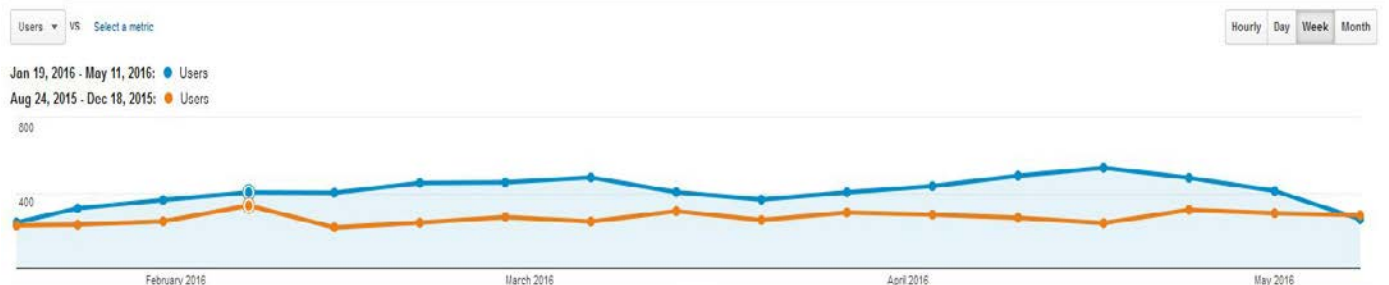
In terms of pageviews, this represents a 29% increase from Fall 2015.

This period registered 6,477 users of the website, representing a 60% increase over Fall 2015.

6.1.2. Figure 12: Comparative website *pageviews* overview by week



6.1.3. Figure 13: Comparative website *users* overview by week



6.2. All IAS Sub-Pages

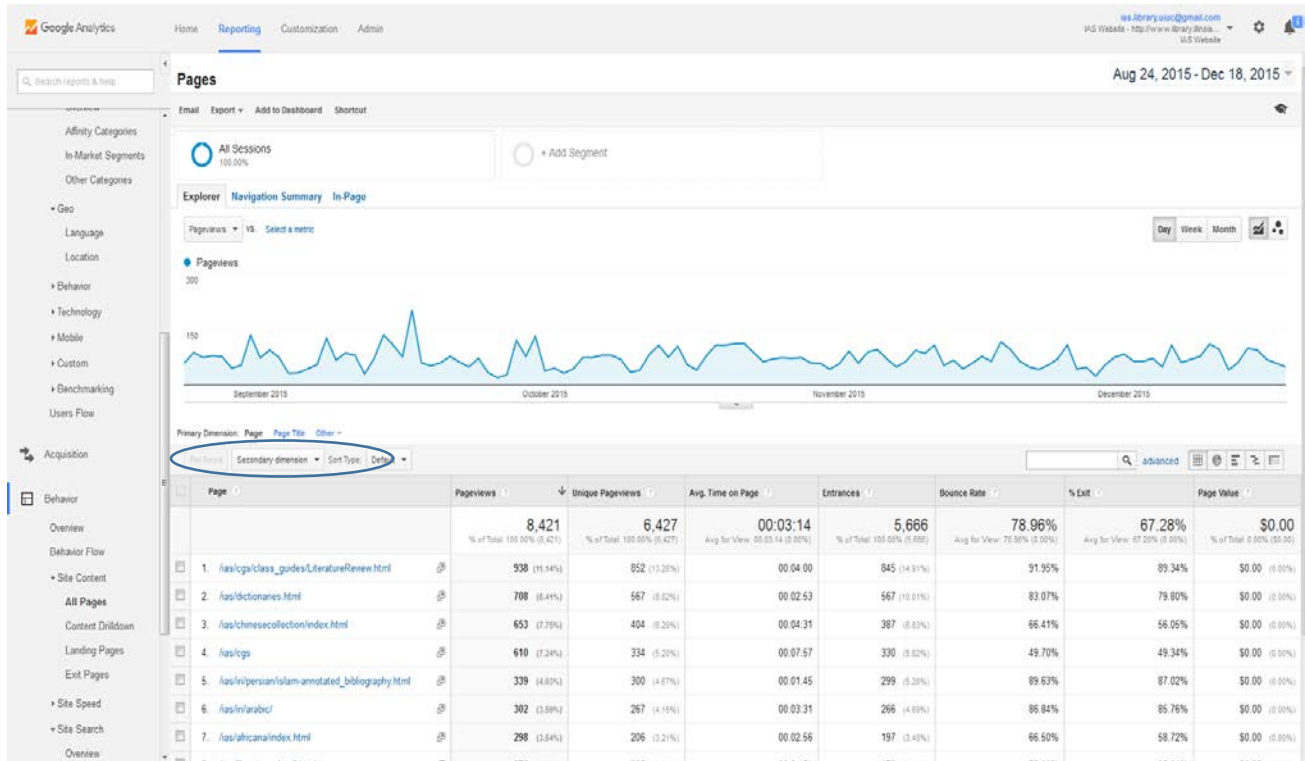
IAS website data is taken from Google Analytics.

Note: There are almost 900 sub-pages associated with the main IAS site considering the /ias domain's four-year history, including all of the area studies collections pages. For data on any specific page, first log in to Google Analytics (<http://analytics.google.com>) using the following credentials:

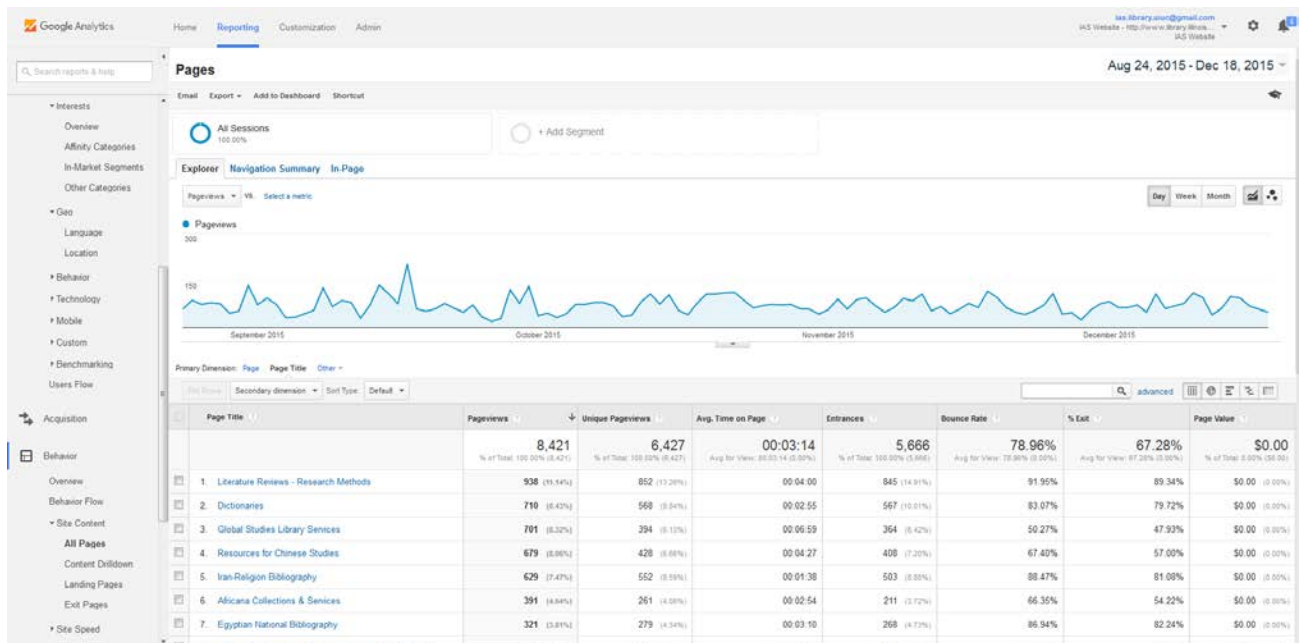
Username: ias.library.uiuc@gmail.com | Password: IASrules

Once you are logged in, navigate to the "IAS Website" statistics. Then navigate on the left-hand menu to "Behavior>Site Content>All Pages." Set the date on the top right corner of the screen to start on January

19, 2016 and end on May 13, 2016 (Spring 2016). You should see the following screen (adjusted for the new period):



To set the results to show data by page title instead of URL, change the “Primary Dimension” option (circled above in the middle of the screen) to “Page Title.” From there you should see the following screen, which will tell you your desired page’s rank among all other IAS pages:



Clicking on the hyperlinked title will lead you to more specific data for that particular page.

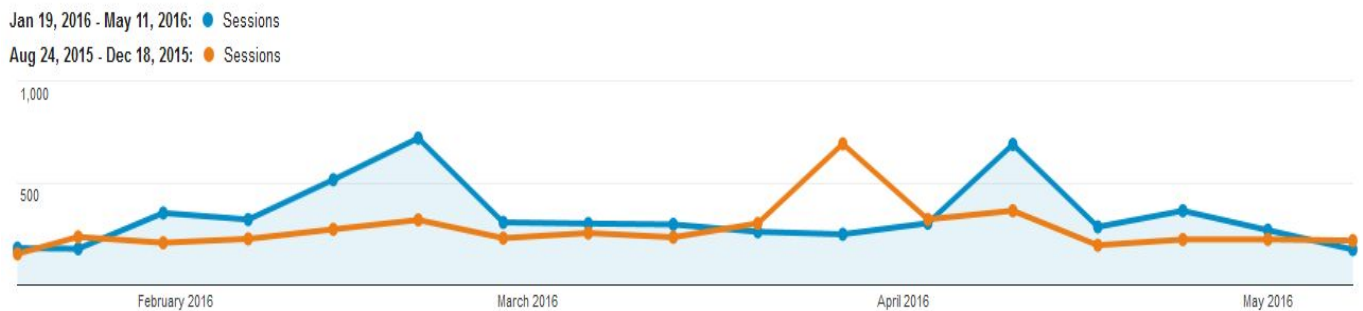
6.3. Glocal Notes Blog

Glocal Notes website data is taken from Google Analytics.

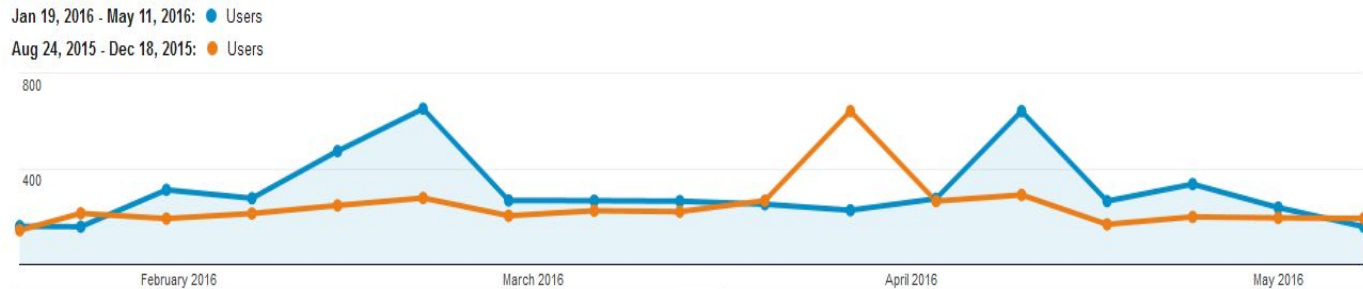
6.3.1. Total number of pageviews: 7,029 (4,924 users)

In terms of pageviews, this represents a 19% increase from Fall 2015; in terms of users, the increase is 27%.

6.3.2. Figure 14: Comparative blog pageviews overview by week



6.3.3. Figure 15: Comparative blog users by week



6.4. Facebook Page

IAS Facebook page data is taken from Facebook Analytics.

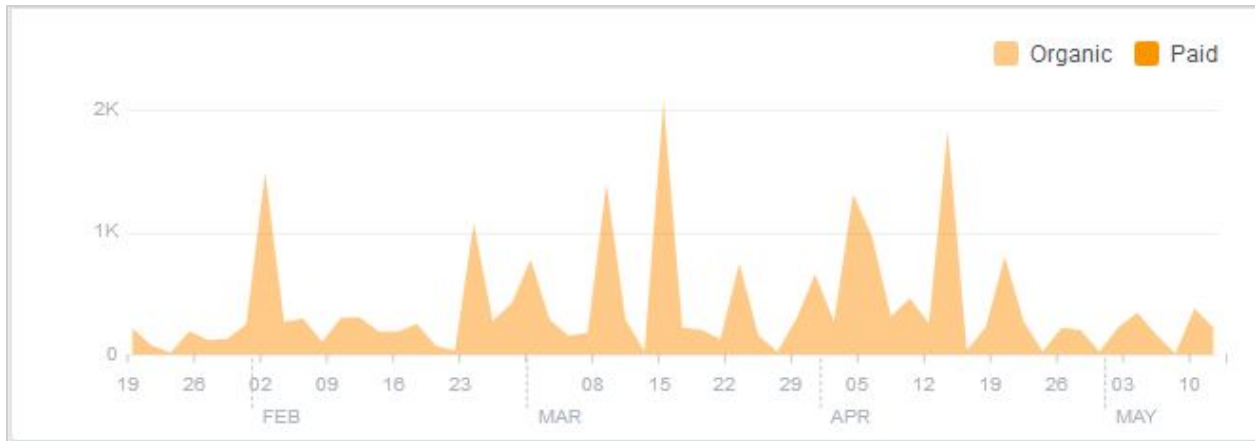
6.4.1. Total Facebook likes: 493

At the beginning of Spring 2016 (January 19, 2016), the IAS Facebook page had 416 likes and by May 13, 2016 it had 493. This represents an increase of 16%.

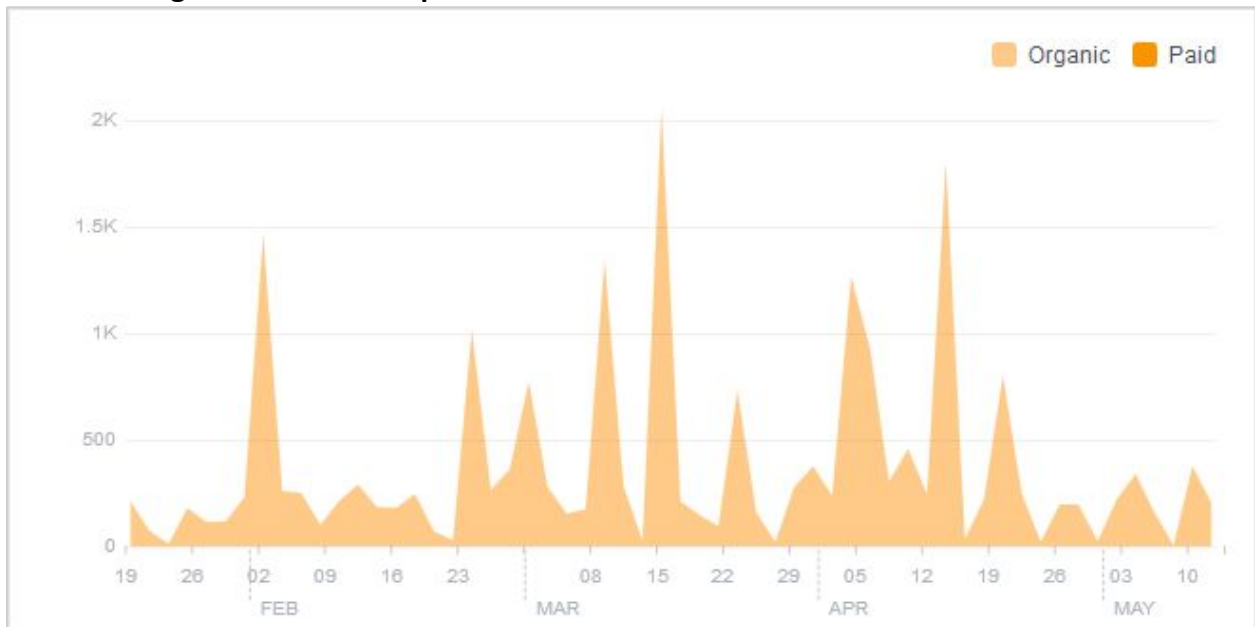
For more insights into our Facebook presence, see the “Facebook Statistics, Spring 2016” document prepared by Katrina Spencer (Appendix A).

All Facebook growth measured during this period was organic (i.e., unpaid).

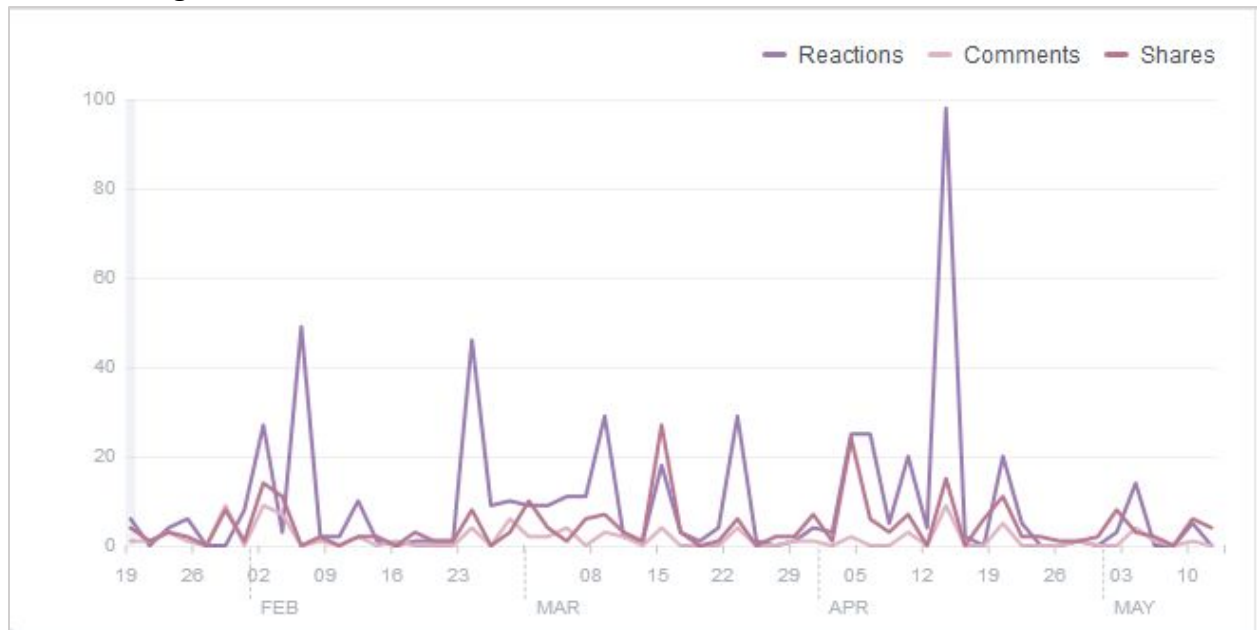
6.4.2. Figure 16: Total Facebook reach



6.4.3. Figure 17: Facebook post reach



6.4.4. Figure 18: Likes, comments, and shares



6.4.5. Figure 19: Most popular Facebook posts

Post type	Title/Theme	Date Posted	Contributor	Total Reach
IAS blog link	“Crimes of Fashion: Intellectual Property and Indigenous Dress”	4/13/16	Stephanie Birch	5,732
Image, text + external link	“International Women’s Day” (images of girls attending school around the world)	3/8/16	Katrina Spencer	2,082
IAS blog link	“‘The Fairer Sex’ Writes”	3/15/16	Katrina Spencer	2,267
IAS blog link	“The Gist of Jewish Studies”	2/2/16	Katrina Spencer	1,820
IAS blog link	“Sari, Not Sorry”	2/23/16	Mara Thacker	1,777
Image + text (series)	“Where in the World Are Our Librarians?”: Susan Schnuer	4/5/16	Katrina Spencer	1,147

6.5. Twitter Account

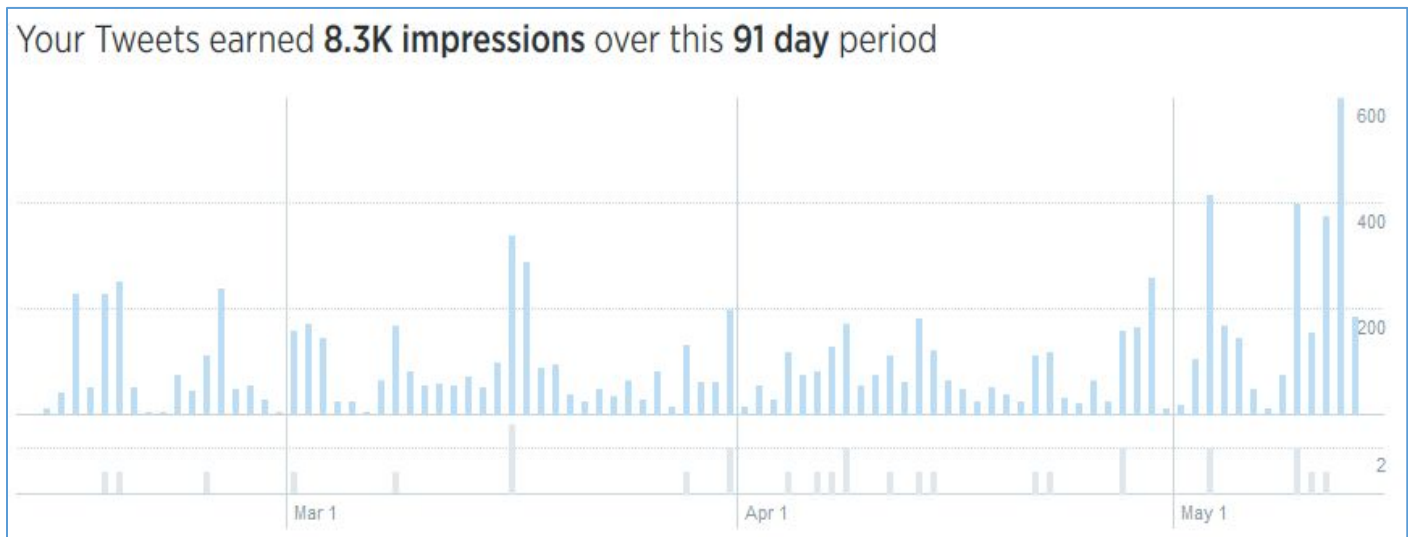
IAS Twitter page data is taken from Twitter Analytics (<https://analytics.twitter.com/user/iaslibrary/tweets>).

Username: iaslibrary | Password: IASrules






Twitter does not allow users to process statistics for periods of longer than 90 days. Therefore, this section takes its data from the period covering the dates February 13 to May 13, 2016. During this period, our Twitter account achieved an average of 92 impressions per day.

6.5.1. Total number of IAS Twitter followers as of May 13, 2016: 167

6.5.2. Figure 20: Twitter impressions per day (note: the lower bars represent number of tweets per day)



6.5.3. Figure 21: Top 5 tweets

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	IAS Library @iaslibrary · Mar 16	Interested in @PeaceCorps AND higher education? This event brings them together! @GlobalStudiesIL @PeaceCorps_MW pic.twitter.com/DiEtcOZUn1		586	14	2.4%
		View Tweet activity				Promote
	IAS Library @iaslibrary · May 3	This week on our blog we chat with Antonio Sotomayor, author of "The Sovereign Colony" publish.illinois.edu/iaslibrary/201... #PuertoRico #Olympics #sports		425	6	1.4%
		View Tweet activity				Promote
	IAS Library @iaslibrary · Mar 1	This week's Glocal Notes post takes a look at the @PeaceCorps' legacies worldwide and more. publish.illinois.edu/iaslibrary/201... #peacecorpsweek2016		342	8	2.3%
		View Tweet activity				Promote
	IAS Library @iaslibrary · Feb 24	#Cultural appropriation or appreciation? This week's blog post explores the distinction. publish.illinois.edu/iaslibrary/201... pic.twitter.com/dEdCMixiA		281	8	2.8%
		View Tweet activity				Promote
	IAS Library @iaslibrary · Feb 18	Great news! #PCTopColleges twitter.com/PeaceCorps_MW/...		279	9	3.2%
		View Tweet activity				Promote

Appendix A:

The following points are taken from the Insights tab on the IAS Facebook page, available to editors and administrators.

1. “Slow” but steady growth.

At the end of the fall 2015 semester, 408 fans had liked our page. We now have 492 fans. Part of gaining new fans is posting our material in new forums and tagging interested parties. One new place we posted was in the group Native Lives Matters. A new group we have tagged when we have relevant content is the University of Illinois College of LAS. Moreover, by contacting Heather Murphy, we can also have our posts shared on the University Library’s Facebook page which exposes our posts to broader audiences.

2. Top Posts of the Semester

The following posts to our page have garnered the most engagement, attention and investment from our digital audience. The figures to the right represent how many people viewed, clicked, commented on and/or reacted to the indicated post:

✓ Crimes of Fashion: Intellectual Property and Indigenous Dress by Stephanie Birch	5,732
✓ International Women’s Day (Images of Girls Attending School Around the World)	2,082
✓ ““The Fairer Sex” Writes” by Katrina Spencer	2,267
✓ The Gist of Jewish Studies by Katrina Spencer	1,820
✓ “Sari, Not Sorry” by Mara Thacker	1,777
✓ “Where in the World Are Our Librarians?” with Susan Schnuer	1,324
✓ ““The Fairer Sex” Films, Too” by Mara Thacker	1,147

Some of the features that may make these posts successful are the following:

- They embrace themes that cross cultural boundaries. For example, fashion and film are relevant to many cultures, and therefore these posts can be meaningfully shared with a broad and diverse set of Facebook users.
- Stephanie’s post was particularly well researched and documented.
- The posts treat groups that are historically oppressed, underrated and underestimated in society, i.e. women and minorities. This suggests that while these groups are struggling to have their voices heard in the political sphere, they are phenomenally represented on social networks and attuned to digital media.

3. Demographics

Gender

- 60% of our fans are women
- 36% of our fans are men

Age

- 85% of our fans are between the ages of 18 and 24.

Traffic

- Our “rush hour” this semester has been 3:00- 4:00 p.m. on Tuesdays.

Locals

- 192 of our 492 fans, or, 39%, reside in Illinois.

4. Recycling

Reusing the “Bookmark Brigade,” “Notes & Rests,” and/or “At the Movies” series models are viable options. An additional series is being discussed for the fall of 2016: “It’s a Small World After All,” which would include children’s literature representing different regions and cultures of the world.