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People Profile: Lynn Silipigni Connaway

Editor

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length of time the user spends in the eBook and on the site. Examination of transaction logs provides data about the movements of the user within the site and the eBooks, which can assist with system and interface design. Although transaction log analysis can provide data to better determine what eBooks are being accessed and how they are being accessed, there is little included in the literature utilizing this methodology for eBooks. Don Litzer and Andy Barnett examined Web logs to determine usage of local history eBooks in a public library, however, the data reflect usage patterns for a very specific local collection.9

SCOPE

The data analyzed for this study were collected from the netLibrary site in 2002, 2003, and 2004. netLibrary is a division of OCLC Online Computer Library Center, Inc. and provides full-text eBooks in broad subject areas, including a reference collection. The data and findings reported are a macro analysis. Since the transaction logs provide massive amounts of information, a sample of data was collected for February 26 of 2002, 2003, and 2004, in addition to the annual data. Not all of the data were available for each year since some of the data was not collected initially and other data were no longer relevant after site and system changes.

METHODOLOGY

The intent of the research was to identify the:

- number of users accessing the site,
- number of eBook sessions,
- time of day when users were accessing eBooks,
- length of time they were spending on the site and within an eBook,
- number of eBooks viewed per session,
- number of pages viewed per session,
- types of searches and frequency,
- search terms used and frequency, and
- users' library type affiliation.

A user is an individual, documented by a specific account ID, but who is not identifiable by any demographic factors. A unique user means that a user is only calculated one time per activity or session per day, based on the account ID. Users can be associated with a type of library, which are defined as academic, public, or “other,” where “other” includes government, corporate, special, and K-12 libraries. A session is determined by calculating the time a user accesses the site or the time of manual login through the time of manual or automatic logoff.

RESULTS

Number of Users and Sessions

The number of unique users on February 26 for the three consecutive years increased each year. There were 3,796 unique users on this day in 2002, who viewed 3,268 books (average of 1.3). Eight thousand seven hundred eighty-nine users spent an average of 10.9 minutes per session, with a median time of 3.1 minutes per session, and viewed 7,543 books (average of 1.4) on continued on page 87