Initial Presentation - Project with the UCI Libraries

Research Guides

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Agenda

❖ Introduction & Goals
❖ Project Structure
❖ Our Target Groups
❖ Analysis of Content Received
Introduction & Goals
What are "Research Guides"?

Guides for students to find additional resources for research (such as journals and other publications), primarily arranged by subject.
Usability Problems

- Novice users may not understand the organization of the layout when he or she first visits the page.

- Inconsistency in layout/categories, e.g. mix of degree and miscellaneous sections.

- Unclear who decides which classes are only visible under "view more".
Customer Notes

- Using LibGuides content management system by Springshare (constraint)
- Some aspects of the current look influenced by other schools' sites
- Guides are created by librarians specializing in specific subjects
The customer wants to focus on the landing page

❖ Is organization by school/degree intuitive?

❖ When looking at layouts of individual pages, focus on the guides "Databases to get you started" and "Writing 39C"

❖ Can request open ended, qualitative feedback

❖ Asking people to mention what they like and dislike might give more insights
Goals

❖ Primary goal: Allow users find target material **easily** and **intuitively** by browsing from the main landing page
  ❖ A search function exists, but it has limited capabilities

Subgoals
❖ Understand how users feel about and perform in the current layout
❖ Create mockups, to visualize our findings and suggestions
❖ Identify any potential changes in usage (e.g. declining users) through Google Analytics data
Initial Suggestions

❖ A tutorial, or descriptive text to clearly explain how the layout is arranged (such as how the default is arranged by department/degree)

❖ Short blurb at top of landing page explaining what the research guides are used for

❖ Explain the "quick links" (databases to get you started, writing 39c, humanities) to the user
Initial Suggestions (contd.)

- Separate or rearrange school/degree-based classification from the miscellaneous column

- It may help to have a template for new guides as well, as they are currently not standardized
Project Structure
Project Phases

- Preparation
- Interview & User Test
- Survey
- Final Analysis
- Finalize Documentation
Time Line

- Interview & User Test: October 18th — October 27th
- Final Analysis: November 17th — November 29th
- Preparation: September 27th — October 17th
- Survey: October 27th — November 17th
- Finalize Documentation: November 30th — December 11th
Preparation

- Clarify the project purpose.
- Collect detailed information and analyze the historical data.
- Create the project schedule and implement the proposed methods.
- Ending date: October 17th
Interview & User Test

- Prepare and conduct interviews.
- Analyze the interview recordings and user test results.
- Starts on October 18th and ends on October 27th.
Why is an interview a good idea?

- The scope of the problem is not fully clear yet.
- We need deep and focused insights from a few users instead of little insights from many users.
- Anonymity and geographic distribution is not required.
The purpose of the interview

- Our first step is to perform an interview with approximately 18 undergraduate students and 6 graduate students.
- We divide the 18 undergraduate students into 3 subgroups (see next slide).
- The goal is to understand what people struggle with and what they expect.
- This knowledge will be later used for the subsequent phases.
Undergraduate Subgroups

The undergraduate groups are created considering the academics found here: https://uci.edu/academics/.

<table>
<thead>
<tr>
<th>Arts &amp; Humanities</th>
<th>Health, Technology &amp; Natural Sciences</th>
<th>Social Sciences &amp; Business</th>
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</thead>
<tbody>
<tr>
<td>• Arts</td>
<td>• Biological Sciences</td>
<td>• Business</td>
</tr>
<tr>
<td>• Humanities</td>
<td>• Engineering</td>
<td>• Education</td>
</tr>
<tr>
<td>• Interdisciplinary Studies (some majors are part of other groups)</td>
<td>• Information &amp; Computer Science</td>
<td>• Law</td>
</tr>
<tr>
<td></td>
<td>• Medicine</td>
<td>• Social Ecology</td>
</tr>
<tr>
<td></td>
<td>• Nursing Science</td>
<td>• Social Sciences</td>
</tr>
<tr>
<td></td>
<td>• Pharmaceutical Sciences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Physical Sciences</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Public Health</td>
<td></td>
</tr>
</tbody>
</table>
How is the interview organized?

- The interview will be structured and in-person.
- There will be an audio-recording and screen-recording during the interview process.
- The interview will be conducted face-to-face, with one interviewee and one interviewer.
- The interview responses recorded will be critically reviewed and dishonest answers will be filtered out.
- We will run a pilot test beforehand to evaluate our questions and tasks.
The interview will be short and on point.

- General Information (name, age, major, student status)
- Prior-Experiences with LibGuides.
- Perform different tasks, we will screen/voice record.
- Name things that stood out about the side (good and bad)
Tasks could be ...

1. A professor assigns reading something authored by W.B. Yeats. All of Yeats’ works are available in an online collection called the W.B. Yeats Collection. Can you find a guide that links to the W.B. Yeats Collection?

2. Can you find a database to begin researching in Medicine?

3. Can you repeat task 2 using a different method?
Tasks could be ...

4. Can you find a guide that was created for the course called Engineering 190W?

5. Mendeley Research Manager is a tool that helps researchers organize citations and create bibliographies prior to sharing their research work. Can you find a guide devoted to Mendeley?
We will begin planning the preparation of the survey and compiling the list of questions.

Once prepared, the survey will be disseminated via email to a subset of undergraduate and graduate students.

The survey responses will be collected and we will begin preparing the analysis report.

These activities will start on the 27th, ends on 17th November.
Survey

❖ Target groups:

Graduate & undergraduate students in UCI.

❖ Possible recruiting strategies:

QR code link to Google survey.

A pop-up window in the landing page.
Questions could be.....

❖ How extensive are you using the research guides in your studies on a scale from 1 (least) to 5 (most), never?
Questions could be.....

❖ How did you learn about the research guides?
  • Professor recommendations.
  • Advertising by the Librarians.
  • Classmates.
  • Browsing on the school library website.

❖ How would you look up information for writing a certain research proposal?
After the Survey

- We will first transfer all data into an electronic form to:
  - Scan for anomalies.
  - Analyze the statistics gathered and collate the information with the Google analytics data.
  - Evaluate the answers to open-ended questions.
  - Summarize the results and finalize the report.
Final Analysis

- Analyze all the data collected through our observations, Google Analytics, interviews and survey.
- Present our findings and inferences.
- Starts on the 17th November, ends 29th November.
Finalize Documentation

- Prepare the final report.
- Starts on November 30th, ends on December 11th
Our Target Groups
Target groups

❖ Undergraduate Students
  ❖ Do homework, big group
❖ Graduate Students (Master + Ph.D)
  ❖ Do assignments + research, small group
❖ Professors, will be omitted from our study
  ❖ They are difficult to reach
  ❖ Not primary target group because they have their own resources
Example Task: Use Library guides to get access to resources for help with assignments

Navigate to Course Guides -> Engineering 190W Fall Guides

Search for the course name in the keyword search box. (Search key: Engineering 190W)
Graduate Students

- Graduate students may use LibGuides to help them with their assignments, use them as research supplements or use them as information sources for research grants.

- Example Task 1: Find research articles
  - Navigate to Subject Guides -> Computer, Informatics and Statistics -> Find articles -Using Databases
Graduate Students

- Example Task 2: Learn about various research grant sources
  - Navigate to I am sharing my research -> Research Grant resources -> Grant sources

- Example Task 3: Find resources and tutorials for software like Mendeley, EndNote, Zotero
  - Navigate to I am sharing my research -> Bibliographic Management Software -> Mendeley
Contacting LibGuides Users

❖ We could contact the students through various ways like approaching them at the library or reaching out to them through a listserv.

❖ They will be asked if they are interested in being interviewed and asked for feedback on the LibGuides website.

❖ Types of Interviewees
  ❖ Students who have never used the LibGuides site.
  ❖ Students who are infrequent users.
  ❖ Student who use LibGuides frequently.
Initial Data and Timeline Analysis
Initial Data and Timeline Analysis

- A "LibGuides 2.0 Assessment Task Force Report" from July 21, 2016
- A timeline of the LibGuides and main UCI Libraries pages from pre-July 2015 to now
- Google Analytics tracking data from July 2014-present.
Prior to July 2015

- The main LibGuides page was a list of the most popular guides
Prior to July 2015

❖ LibGuides was prominently featured on the UCI Libraries main page
❖ "Databases To Get You Started" center screen
Prior to July 2015

- LibGuides was prominently featured on the UCI Libraries main page
  - Second tab of Find box linked directly to various LibGuides
  - The first link under “Research Tools” led to the main LibGuides page
Prior to July 2015

- Top 10 in the analytics are directly linked from the main UCI Libraries page or are one hop away (e.g. different tabs of "Databases To Get You Started", Research Metrics)
July 2015

- New LibGuides look, was still prominently featured on the UCI Libraries main page
- Google Analytics tracking code changed
December 2015

- New UCI Libraries main page goes live
December 2015

- New UCI Libraries main page goes live, "Databases To Get You Started" linked under "Services"
❖ Switched Google Analytics tracking code again
❖ Raw Google Analytics data 2015-07-13 to 2016-04-27

<table>
<thead>
<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
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<td>6. /databases/sci_tech_med</td>
<td>12,935</td>
<td>11,144</td>
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<td>1,052</td>
<td>81.75%</td>
<td>70.34%</td>
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<td>7. /databases/social_sciences</td>
<td>9,037</td>
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<td>9. /business/databases</td>
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<td>10. /av39c/njc</td>
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## April 2016

- **Raw Google Analytics data 2016-04-28 to 2016-07-12**

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<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
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<td>6,275</td>
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<td>875</td>
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<tr>
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<td>76.11%</td>
<td>$0.00</td>
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</tbody>
</table>
Site statistics are comparable to pre-redesigns

<table>
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<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><code>/databases</code></td>
<td>“Databases To Get You Started”</td>
<td>86,415</td>
<td>37,947 + 18,952 + 16,262 + 8,295 + 4,401 + 2,442 (38,299)</td>
<td>6,809 + 1,948 + 1,456 (10,213)</td>
</tr>
<tr>
<td><code>/friendly.php?site=databases</code></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>/friendly.php?action=82&amp;site=databases</code></td>
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<tr>
<td>libguides.uci.edu</td>
<td>“Research Guides”</td>
<td>31,675</td>
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<td>“Research Impacts Using Citation Metrics”</td>
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<td>N/A</td>
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<td><code>/researchimpact-metrics</code></td>
<td>Author Impact</td>
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</tr>
<tr>
<td><code>/w39c</code></td>
<td>“Writing 39C” Home</td>
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<td>21,462 + 7,274 (28,736)</td>
<td>3,448</td>
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<td>Article Impact</td>
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<td>“Databases To Get You Started” Social Sciences Databases</td>
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<td>9,037 + 1,784 (10,821)</td>
<td>1,289</td>
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<tr>
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<td>“Databases To Get You Started” Science, Technology and Medicine Databases</td>
<td>11,582</td>
<td>12,935 + 1,253 (14,188)</td>
<td>2,327</td>
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<tr>
<td><code>/browse.php</code></td>
<td>“Browse All Guides”</td>
<td>10,665</td>
<td>N/A</td>
<td>N/A</td>
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<td><code>/business/</code></td>
<td>“Business” Home</td>
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<td>5,471 + 1,595 (7,066)</td>
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<td></td>
<td></td>
<td>228,204</td>
<td>245,549</td>
<td>33,723</td>
</tr>
</tbody>
</table>
September 2016

- "Databases To Get You Started" added back to UCI Libraries main page, page views comparable
September 2016

- "Databases To Get You Started" added back to UCI Libraries main page, page views comparable ($6,809 + 1,948 + 1,456 = 10,213)

- Statistics 2016-07-13 to 2016-10-06

| Page                                             | Pageviews | Unique Pageviews | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
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<tr>
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<td>1,289</td>
<td>1,138</td>
<td>00:02:20</td>
<td>237</td>
<td>79.75%</td>
<td>59.27%</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
September 2016

❖ Just before this quarter started, page slightly re-designed due to feedback from Task Force
❖ Re-organized links on the right side of the page, some moved to top
Analysis Summary

❖ Google Analytics metrics changes and unexpected URL aggregation may have skewed previous analysis

❖ Some pages that were directly linked from the main UCI Libraries page, such as "Research Impacts Using Citation Metrics", have suffered
  ❖ They had a high bounce rate (57.80% or higher) when they were prominently linked, but this is consistent with most pages

❖ The main LibGuides page is the most-viewed page with the UCI Libraries main page redesign
  ❖ 3x more views than before UCI Libraries re-design

❖ Confirms the main page is worth focusing on

<table>
<thead>
<tr>
<th>URL</th>
<th>Title</th>
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<th>2015-2016</th>
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<td>libguides.uci.edu</td>
<td>“Research Guides”</td>
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<td>71,982 + 25,639 (97,621)</td>
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Thank you for your attention.