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LIBRARY

TRACKING THE USE OF LIBGUIDES: A CONTENT AND USAGE STUDY APPLYING RETURN ON INVESTMENT

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Abstract

Introduction

Library collections and information products are valuable assets that need to be assessed based on their usage and effectiveness. The services rendered of a library which can be expressed by acquiring numerous materials and tools that support studying, teaching, and research has its own accounting value that needs to be measured based on its return on investment (ROI). A LibGuide is a powerful tool that complements the learning of students through a guide that functions as an electronic instructional material. This study considers the return on investment by calculating the cost per view of published LibGuides from 2017 to early 2018.

Methods

The study used the limited built-in tracking tool of the Springshare's LibGuides platform to determine the monthly view statistics of the published guides. Due to its limitations, the increase of usage of every LibGuide was calculated based on the number of views for the first six months of 2018. The ROI was measured by calculating the current valuation of the content management system over the total number of published guides for 2017. The quotient will be divided from the total number of views per day and it will result to the cost per view. Only the top ten most viewed were considered.

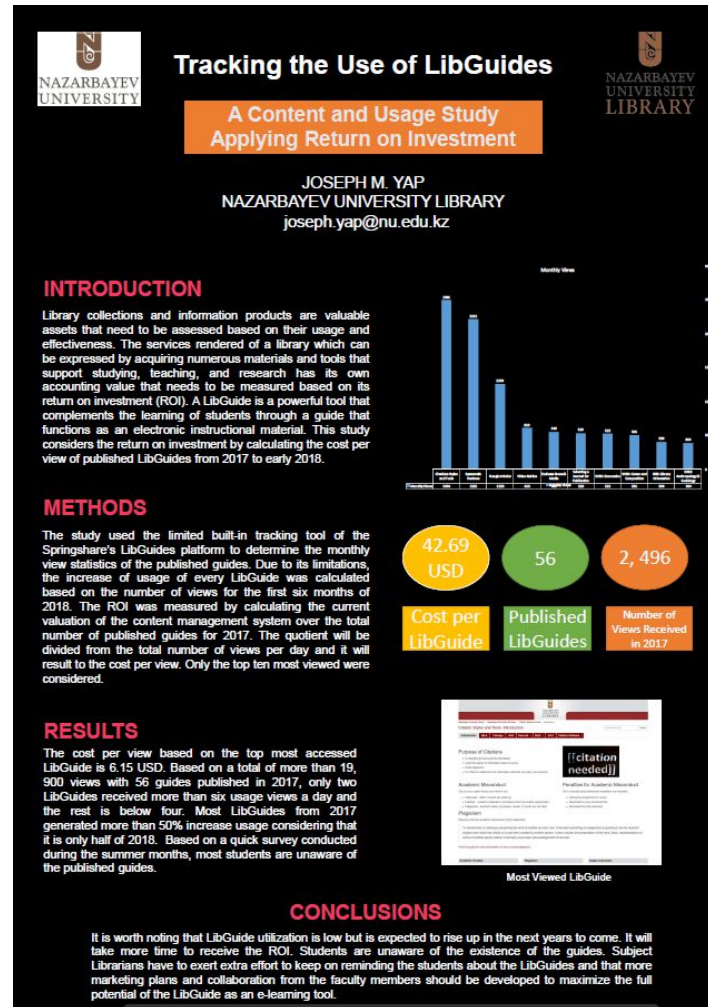
Results

The cost per view based on the top most accessed LibGuide is 6.15 USD. Based on a total of more than 19, 900 views with 56 guides published in 2017, only two LibGuides received more than six usage views a day and the rest is below four. Most LibGuides from 2017 generated more than 50% increase usage considering that it is only half of 2018. Based on a quick survey conducted during the summer months, most students are unaware of the published guides.

Conclusions

It is worth noting that LibGuide utilization is low but is expected to rise up in the next years to come. It will take more time to receive the ROI. Students are unaware of the existence of the guides. Subject Librarians have to exert extra effort to keep on reminding the students about the LibGuides and that more marketing plans and collaboration from the faculty members should be developed to maximize the full potential of the LibGuide as an e-learning tool.

Poster



What are LibGuides?

Is a content management system (CMS) from Springshare (2017) and is being used by more than 5,700 libraries in 80 countries (Yap, 2018).

LibGuides is a fee-based, licensed tool that enables libraries to easily create small websites called “guides” (German, 2017).

Advantages of LibGuides

Used as an instructional resource or e-learning tool.

Everyone can access the materials at their own pace.

Ability to update the content almost immediately as information changes.

Return on Investment

I determined the *actual cost* to provide the service in order to determine costs and benefits.

Libraries apply ROI when “decisions must be made about *choosing among alternatives* and allocating resources” (Kelly, Hamasu, & Jones, 2012).

Acts as an evidence to generate a decision.

Useful Data

56 Published LibGuides

Over 19,900 Total Views

The screenshot shows the Nazarbayev University Library LibGuides homepage. At the top, there is a navigation bar with the university logo and name. Below the navigation bar, there is a search bar with the text "Search Our Guides:" and a "Search" button. The main content area is divided into two columns. The left column contains a list of LibGuides categories with their respective counts: Database Tutorials (6), Research Essentials (12), Scholarly Communication (10), School/Department/Course (22), and Skills and Tools (11). The right column is titled "Your Friendly Subject Librarians" and features four portraits of librarians: Joseph Yap, Yelizaveta Kamilova, Anar Dautova, and Carlene Groen. A "More..." button is located below the portraits.

Discover Library Resources and Services

ALL GUIDES BY SUBJECT BY TYPE BY OWNER

Search Our Guides: Enter Search Words

Database Tutorials	6
Research Essentials	12
Scholarly Communication	10
School/Department/Course	22
Skills and Tools	11

Your Friendly Subject Librarians

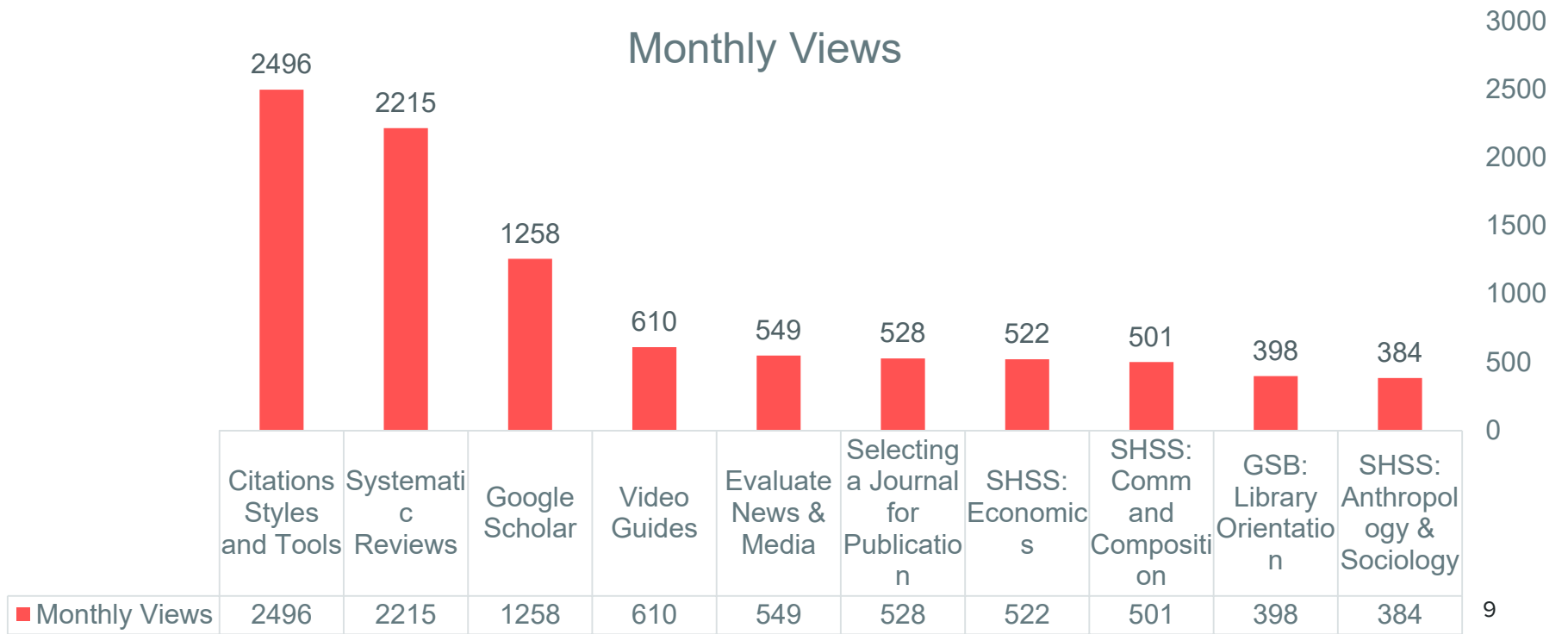
Joseph Yap Yelizaveta Kamilova

Anar Dautova Carlene Groen

[More...](#)

Top 10 Most Accessed LibGuide in 2017	Monthly Views Jan – Dec 2017	Usage Views per Day (365 days)
Citation Styles and Tools	2496	6.94
Systematic Reviews	2215	6.07
Google Scholar	1258	3.45
Video Guides	610	1.67
Evaluate News and the Media	549	1.50
Selecting a Journal for Publication	528	1.45
SHSS: Economics	522	1.43
SHSS: Communication and Composition	501	1.37
GSB: Library Orientation	398	1.09
SHSS: Anthropology and Sociology	384	1.05

Monthly Views



Formula

Cost per published LibGuide

Amount of LibGuide (CMS) / Total Number of Published LibGuide = Individual Amount (cost per published LibGuide)

Eg: $2390.8 / 56 = \mathbf{42.69 \text{ USD}}$ (cost per published LibGuide)

Cost per view of the LibGuide

Individual Amount / Number of Views = Cost Per View / Day

Eg: $42.69 / 6.94 = \mathbf{6.15 \text{ USD}}$ (cost per view/day of the LibGuide)

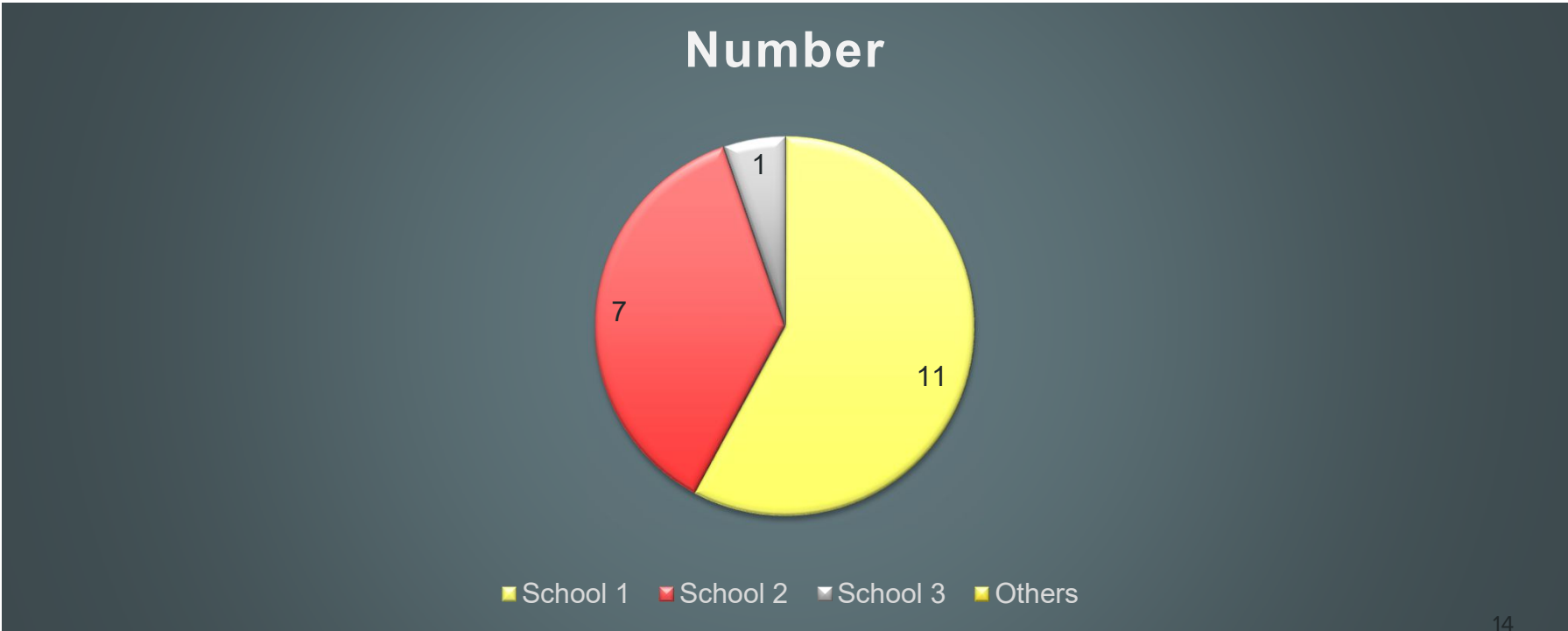
Top 10 Most Accessed LibGuide in 2017	Monthly Views Jan – Dec 2017	Usage Views per Day (365 days)	Cost per View (42.69 USD per LibGuide)	Jan - June 2018 (Monthly)	Total Views (Combined 2017 and 2018)	Percentage of Increase
Citation Styles and Tools	2496	6.94	6.15 USD	+817	3313	65.46%
Systematic Reviews	2215	6.07	7.03 USD	+173	2388	16.62%
Google Scholar	1258	3.45	12.37 USD	+1325 Not used in the workshop*	2583	210.65%
Video Guides	610	1.67	25.56 USD	+154 Not used in the workshop*	764	50.49%
Evaluate News and the Media	549	1.50	28.46 USD	+196	745	71.40%
Selecting a Journal for Publication	528	1.45	29.44 USD	+289	817	109.47%
SHSS: Economics	522	1.43	29.85 USD	+177	699	67.82%
SHSS: Communication and Composition	501	1.37	31.16 USD	+113 Not used in the workshop*	614	45.11%
GSB: Library Orientation	398	1.09	39.17 USD	+223	621	112.06%
SHSS: Anthropology and Sociology	384	1.05	40.66 USD	+91	475	47.40%

Results

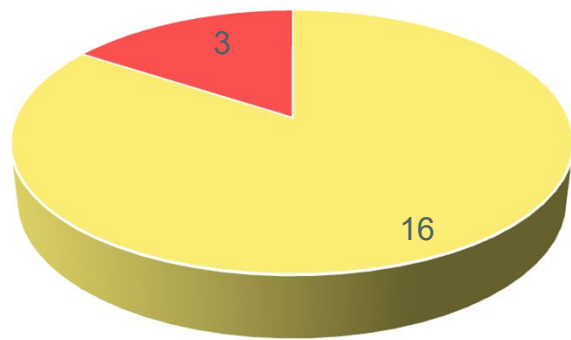
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Schools (July 2018 / Summer Term Final Exam Period)

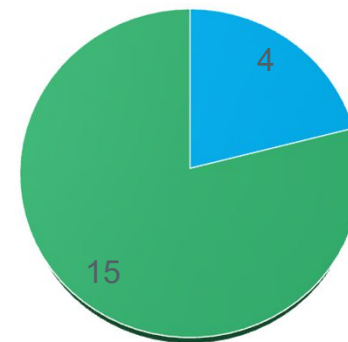


Type of Students



■ Undergraduate ■ Master's ■

LibGuide Awareness




■ Yes ■ No ■

Conclusions

- LibGuide utilization is low.
- More students are unaware of the LibGuides.
- Course LibGuides are gaining popularity.
- The tool needs to be maximized fully.
- LibGuide view is increasing, but only seven out of the 56 guides received more than 50% increase. ROI is not yet reached.

Faculty Collaboration



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Nazarbayev University Library / Nazarbayev University LibGuides / Choosing Appropriate Research Methods and Methodologies / Introduction

Choosing Appropriate Research Methods and Methodologies: Introduction

Search this Guide

This guide will help researchers to understand which tools to use in finding, collecting, analyzing and interpreting information.

[Introduction](#) [Research Methods](#) [Quantitative Research](#) [Qualitative Research](#) [Mixed Methods Research](#) [Arts-based Research](#)
[Community-based Participatory Research](#)


Introduction

This guide will help students in choosing an appropriate research design methods for their studies. This guide was created in close collaboration with Dr. Anna Cohenmiller, Assistant Professor from NU Graduate School of Education.

A research design is a phase in your research where you plan to seek answers to your research questions. There are many approaches to research design and some of them will be discussed in this LibGuide.

- **Quantitative Research** - approach for testing existing theories which aims to prove or disprove them.
- **Qualitative Research** - approach to explore and investigate meaning, purpose, or reality of activities and events.
- **Mixed Methods Research** - approach to combine quantitative and qualitative data.
- **Arts-based Research** - approach to analyze aesthetic qualities in the area of creative arts.
- **Community-based Participatory Research** - approach to involve non-academic stakeholders to promote research collaboration.

Librarian



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Thank you for your attention!

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