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What Does Your Repository Do? Measuring and Calculating Impact

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A Few Caveats

"Repository managers understandably focus on filling the repository at all costs, since the easiest (though undoubtedly the least useful) measure of repository success is growth in collections...and items...

–Dorothea Salo, Innkeeper at the Roach Motel (2008)

Who Are We Doing
This For Anyway?

Altruism → **Pragmatism**

Social justice
Global access

Grant compliance
Reputation
Publishing platform

Personal → **Institutional**

Citations
Alt metrics

Web Analytics
Downloads

Open Access and Citations

Web Usage and Citations

Article	eCommons Downloads	Google Scholar Citations	Mendeley
Jane P. Currie, (2010) "Web 2.0 for reference services staff training and communication", Reference Services Review, Vol. 38 Iss: 1, pp.152 - 157	27340	10	30
Milton's Use of the Epic Simile in Paradise Lost (1941 thesis)	8517	0 [1 in Google]	0
Expressionism in the Plays of Eugene O'Neill (1948 thesis)	6854	2	0
Comics and Conflict: War and Patriotically Themed Comics in American Cultural History From World War II Through the Iraq War (2012 thesis) [self-citation]	6650	1	0
The Refractive Indices of Ethyl Alcohol and Water Mixtures (1939 thesis)	5995	1	0
Population Dynamics and the Characteristics of Inmates in the Cook County Jail (research report)	5602	2	0
Home Networking	5509	4	8
Education, Fascism, and the Catholic Church in Franco's Spain (2012 thesis)	5070	0	0
An Analysis of Language, Grammatical, Punctuation, and Letter-Form Errors of Fourth-Grade Children's Life Letters (1938 thesis)	4706	1	0
The Influence of Certain Study Habits on Students Success in Some College Subjects (1932 thesis)	4200	0	0

"...due to the limited range of books on O'Neill within my reach I had to resort to such texts to fill the gap."

–Researcher 1

"...the good citation of footnotes which are doors to other useful works for my article"

-Researcher 2

Web Analytics

Loyola University Chicago	Undergrad: 9,240 Grad: 5,524	4,389 items 756,820 downloads
SUNY Brockport	Undergrad: 7,090 Grad: 1,038	3,884 items 601,516 downloads
University of Montana	Undergrad: 12,657 Grad: 2,289	9,780 items 195,159 downloads
Marquette University	Undergrad: 8,365 Grad: 3,417	10,772 items 1,624,195 downloads

Global Access to Research

Most Visitors

Loyola	SUNY Brockport	Montana	Marquette
United States	United States	United States	United States
United Kingdom	United Kingdom	Canada	United Kingdom
Canada	Canada	United Kingdom	Canada
India	Australia	India	India
Australia	India	Germany	China
Germany	Philippines	Australia	Australia
Philippines	Germany	China	Germany
China	China	**Japan**	Italy
Italy	Brazil	Philippines	**South Korea**
Spain	**Malaysia**	Brazil	Philippines

Top 10 countries by pages/session

Loyola	SUNY Brockport	Montana	Marquette
Sierra Leone	Oman	Gambia	Timor-Leste
Ukraine	Dominica	**Mauritius**	Mozambique
Iraq	Guatemala	United States	Gambia
Nicaragua	**Mauritius**	Sudan	Madagascar
Mauritius	U.S. Virgin Islands	Saudi Arabia	Bermuda
Ecuador	United States	Malawi	Armenia
Myanmar (Burma)	St. Vincent & Grenadines	Kyrgyzstan	**Mauritius**
Dominican Republic	Belarus	Peru	Zambia
Belarus	Rwanda	Algeria	Tonga
Jersey	Sweden	Japan	Laos

Top 10 traffic drivers

Loyola	SUNY Brockport	Montana	Marquette
google	google	google	google
Facebook	brockport.edu	umt.edu	marquette.edu
luc.edu	leiterreports.typepad.com	lib.umt.edu	bing
scholar.google.com	network.bepress.com	digitalcommons.bepress.com	business.marquette.edu
libraries.luc.edu	digitalcommons.bepress.com	kpax.com	yahoo
network.bepress.com	bing	works.bepress.com	scholar.google.com
bing	digitalcommons.brockport.edu/pes_facpub/21 / PDF	umt.summon.serialssolutions.com	works.bepress.com
oatd.org	yahoo	life.umt.edu	network.bepress.com
digitalcommons.bepress.com	scholar.google.com	network.bepress.com	libus.csd.mu.edum
yahoo	Twitter	bing	baidu

Traffic Categories

Loyola	SUNY Brockport	Montana	Marquette
Search Engine	**Digital Commons Repository**	Search Engine	Other Website
Loyola Site	Google Scholar	University of Montana Website	Search Engine
Google Scholar	Academic Website	**Digital Commons Repository**	Marquette Website
Digital Commons Repository	Brockport Website	Academic Search Engine	**Digital Commons Repository**
Facebook	Facebook	News Media	Google Scholar
Academic Search Engine	Other Website	Google Scholar	Academic Search Engine
Twitter	Academic Search Engine	Academic Website	Academic Website
Faculty Website	Search Engine	Email	Baidu
Blog	**Twitter**	Other Website	News Media
Other Website	Blog	Facebook	Facebook
Email	Mail	**Twitter**	Blog
RSS	Reddit	Google Translate	Wikipedia
Baidu	LinkedIn	Digital Commons Repository	Metafilter
Unknown	RSS	Blog	Link Resolver
Academic Website	Unknown	Unknown	Google Translate
Google Translate	Weibo	Amazon	Unknown
Academic Library	Google Translate	Baidu	Email
Link Resolver	Wikipedia	RSS	**Twitter**
LinkedIn	Baidu	LinkedIn	LinkedIn

censorship united states
"united states" + censorship
 = the same thing

Top 10 keyword groups

Loyola	SUNY Brockport	Montana	Marquette
ecommons	"sports psychology"	scholarworks umt	ethical marketing
"asexuality"	"netflix"	http://scholarworks.umt.edu/umcur/2014/oralpres2b/7/	feminism in frankenstein
literature postmodernism	dialectical behavioral therapy	amyotrophic lateral sclerosis	frankenstein and feminism
year book	ideal gas law	short wave diathermy	bitcoin
faq	sex violence and media	sustainability reporting	censorship in the "united states"
email set up	overrepresentation of minorities in special education	mobile technologies	ethics marketing
women advertisements france	acceptance and commitment therapy	calamity jane	censorship, media, united states
year books	gender in sports	2014 university of montana graduate student research conference	family communication
in literature postmodernism	homophobia in sport	evolution of avian flight	conversations magazine
"virginia woolf"	gender and sports	recreation opportunity spectrum	corporate censorship

Altruism ➔ **Pragmatism**

Personal ➔ **Institutional**

Questions?

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