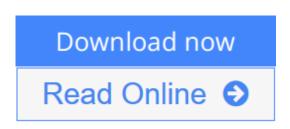# Library Analytics and Metrics: Using Data to Drive Decisions and Services

By Ben Showers

Library Analytics and Metrics: Using Data to Drive Decisions and Services
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This book will enable libraries to make informed decisions, develop new services and improve user experience by collecting, analysing and utilising data. With the wealth of data available to library and information services, analytics are the key to understanding your users and your field of operations better and improving the services that you offer. This book sets out the opportunities that analytics present to libraries, and provides inspiration for how they can use the data within their systems to help inform decisions and drive services. Using case studies to provide real-life examples of current developments and services, and packed full of practical advice and guidance for libraries looking to realise the value of their data, this will be an essential guide for librarians and information professionals.

Library Analytics and Metrics brings together a group of internationally recognized experts to explore some of the key issues in the exploitation of data analytics and metrics in the library and cultural heritage sectors, including:

- The role of data in helping inform collections management and strategy
- Approaches to collecting, analyzing and utilizing data
- Using analytics to develop new services and improve the user experience
- Using ethnographic methodologies to better understand user behaviours
- The opportunities of library data as big data
- The role of small data in delivering meaningful interventions for users
- Practical advice on managing the risks and ethics of data analytics
- How analytics can help uncover new types of impact and value for institutions and organizations.

This book will be an invaluable resource to librarians and library directors interested in developing a data-driven approach to their service provision and decision making, and to those involved in the delivery and development of services, management of library systems and infrastructure as well as those who liaise with students and researchers. Students on library and information science courses will find this a useful tool. The book will also be of relevance to those

managers and practitioners in other cultural heritage sectors such as museums, archives and galleries.

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Library Analytics and Metrics: Using Data to Drive Decisions and Services By Ben Showers Bibliography

- Rank: #1656273 in Books
- Published on: 2015-04-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x 6.25" w x .50" l, .0 pounds

- Binding: Paperback
- 224 pages

Editorial Review

Review
I would heartily recommend the book to all professional librarians, but also to educators, as it provides good examples not only of data usage, but also of critical thinking. -- Information Research In this collection of theory and best practices, Showers gathers international experts on library analytics and metrics to inform information professionals of the myriad ways in which data can drive good decision making and enhance services. Each chapter provides an overview of some of the main themes surrounding analytics and the development of metrics such as big (and small) data, collection management, social media metrics, and demonstrating library impact and value. At the core of each section are real-life examples of data-driven decisions based on current library scenarios. This approach sets the text apart from other publications on the subject, and readers will be aided by the practical advice. VERDICT Relevant to library directors and administrators of cultural heritage institutions looking to create a data-driven approach to decision making and the development of services. A valuable resource for anyone who serves as a liason to faculty and students along with those who manage library systems and services. -- Library Journal ...a great, varied and in-depth look at the current usage of analytics and metrics in the library sector and there are some valuable case studies captured that will hopefully help inform those undertaking their own data-driven projects or facing pressure to provide impact or usage evidence to their organisations. -- MmIT Journal In addition to Showers' brief yet thorough introduction to the topic and his concise chapter summaries, a strength of this book is the methodologies and lessons the reader learns from the case studies. --Library & Information Science Research

About the Author
Ben Showers is a programme manager with the Digital Infrastructure team at Jisc. Ben manages work in a number of areas, including library systems, user experience, mobile technologies and shared services. Ben is also currently managing a project to develop a shared library analytics service for UK academic libraries. Prior to this Ben worked with the eContent team at Jisc on a number of digitisation and digital scholarly resource programmes exploring innovative new models of content creation and curation, such as crowdsourcing. Ben holds an MA in Philosophy as well as an MA in Library and Information Science from University College, London.

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