

END OF FUNDING PERIOD REPORT
LAUC Statewide Grants, Research & Professional Development Committee

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TITLE OF PROJECT:

Time Period of Grant: 2012-2013
Amount of Award Received: \$293.58
Original Abstract as Submitted:

Who, What, Where: Gathering and Interpreting User Data

This session will explore processes for gathering and interpreting information about archival users, for the purpose of better understanding and, ultimately, serving them. Each speaker will present a unique project undertaken to uncover data about users--data on who they are, what their needs are, and how they discover and use archival resources, both online and in the reading room. In so doing, the panelists will touch on a range of data gathering techniques, including user studies, surveys, online polls, web analytics, and citation analysis. The session will focus on the methodologies employed, findings gleaned, and the implications of the data for each respective repository/organization and the archival community generally. The panel will leave a full half hour for discussion, with the aims of both answering audience questions and engaging attendees with key issues involved with user assessment, such as: balancing information gathering and user privacy, generalizing sample data for a broader audience, and translating findings into actionable tasks to improve user experience and engagement.

I. ACCOMPLISHMENTS and EVALUATION

- Describe what was achieved during the time period of the grant.

I presented in a session called *Who, What, Where: Gathering and Interpreting User Data* at the [Society of California Archivists](#) annual general meeting in April 2013. The panel included Sherri Berger from the California Digital Library and Ellen Eckert from OCLC Research. The purpose of the session was twofold: 1) to demonstrate techniques that archivists can use in their repositories to gather and employ user information and 2) to share research findings and therefore contribute to the archival community's knowledge of users and their behaviors. We described our respective methodologies, findings, and lessons learned, and made connections between our projects, noting how they complement and/or differ from each other.

As a follow up from this session, I was invited to participate in a session on Assessment at the Digital Library Federation Forum in November 2013. Panelists from this session have now formed a DLF Interest Group. For more information, see:

<http://www.diglib.org/forums/2013forum/schedule/30-2/>
<http://www.diglib.org/archives/5901/>

- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.
 - Completed as proposed.
- Did the project accomplish what it intended? Did it make a difference?

- Yes.
- What would you do differently next time, if anything?
- What advice do you have for others applying for LAUC research grants?

II. IS YOUR PROJECT COMPLETED? Yes_X_ No__

If No, what is needed to complete the project? Is more time needed? Or more funds?

III. FINANCIAL STATEMENT

Please explain how the funds received were spent. Attach your original budget and indicate how well your estimates matched with actual expenditures. Receipts are not necessary.

	Estimated	Actual
Registration:	\$180	\$180
Airfare (estimated):	\$250	\$164.08
<u>Lodging (2 nights, estimated):</u>	<u>\$400</u>	<u>\$158.04 (shared room)</u>
Total:	\$830	\$502.12
Amount of funding requested:	\$500	
Amount of funding received:	\$293.58	

IV. SHARING YOUR PRODUCT/RESULTS

What are your plans for disseminating the results of your work? If it will be a web page or product, or published article or book, when will it be available to the public? Include citations/URLs if known.

Presentation is available at:

<http://www.calarchivists.org/AGM/Past>

<http://libraries.ucsd.edu/about/digital-library/publications-presentations.html>

V. NOTE

Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.