Using Chat Metadata to Learn about Our Users

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USING CHAT METADATA TO LEARN ABOUT OUR USERS

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Chat at BGSU

- Provided reference service via live chat since the late 90s
- Currently use LibraryH3lp software
- Chats initiated primarily through our Ask Us! Page
- Added proactive chat in 2016
ASK US!

Chat or text now! These services are available whenever the Research & Information desk is open. Text us at 419-318-1999.

Come to the Research & Information Desk on the first floor of Jerome Library. Walk-in research assistance available during open desk hours!

Book a research appointment with a reference librarian. For graduate students or for more advanced research projects, contact your subject librarian.

Call 419-372-6943 or 866-542-2478 to speak with the Research & Information desk attendant. Call 419-372-2051 to ask about your library account or 419-372-2133 to renew books.

GET SPECIALIZED HELP

- Curriculum Resource Center
1. **HCI and user-experience design: fast-forward to the past, present, and future** / Aaron Marcus
   - Location: Internet
   - Call Number: Online

   - Location: Internet
   - Call Number: Online

3. **Agile user experience design [electronic resource]: a practitioner's guide to making it work** / edit
   - Location: Internet
   - Call Number: Online

4. **There's not an app for that [electronic resource]: mobile user experience design for life** / Simon R
   - Location: Internet
   - Call Number: Online
Project Summary

- We used chat metadata and supporting data from other resources to explore our chat reference services and the impact of the addition of a proactive chat reference service.

- Not data experts. Gathered existing data and used simple methods to develop an effective analysis.

- The results of our project are currently under final review for publication in an upcoming issue of The Reference Librarian.
What Data Was Available?

LibraryH3lp Metadata
- Referring Pages
- IP Address
- Date
- Start/End
- Queue
- Wait time
- Chat Operator

Supplemental sources
- Reference Statistics
- Google Analytics
- Vendor Statistics
- Chat Transcripts
- IP Addresses
- Guerilla User Testing
- Chat Surveys
- Other?
Our Focus

■ Where Chats Initiated?
  - Specific Referring Web Pages
  - Pop-Up Chat Boxes Versus Static Chat Boxes

■ Where Were Our Patrons Physically Located?
  - Analysis of IP addresses
# Where Chats Initiated?

## Coding the URLs

<table>
<thead>
<tr>
<th>Referring Page</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://bgsu.summon.serialssolutions.com/search?s.q=parenting+crosscultural&amp;spellcheck=true">http://bgsu.summon.serialssolutions.com/search?s.q=parenting+crosscultural&amp;spellcheck=true</a></td>
<td>Summon</td>
</tr>
<tr>
<td><a href="http://www.bgsu.edu/library.html">http://www.bgsu.edu/library.html</a></td>
<td>UL Home</td>
</tr>
<tr>
<td><a href="http://www.bgsu.edu/library/ask-us.html">http://www.bgsu.edu/library/ask-us.html</a></td>
<td>Ask Us!</td>
</tr>
<tr>
<td><a href="http://maurice.bgsu.edu/record=b1055574~S0">http://maurice.bgsu.edu/record=b1055574~S0</a></td>
<td>Catalog</td>
</tr>
<tr>
<td><a href="http://0-web.b.ebscohost.com.maurice.bgsu.edu/ehost/ImportWidget/ImportWidgetItem?wdgtId=13103&amp;vid=0&amp;sid=6c17cfac-b6ed-4c52-8826-a9d87610c0ba@sessionmgr115">http://0-web.b.ebscohost.com.maurice.bgsu.edu/ehost/ImportWidget/ImportWidgetItem?wdgtId=13103&amp;vid=0&amp;sid=6c17cfac-b6ed-4c52-8826-a9d87610c0ba@sessionmgr115</a></td>
<td>EBSCO</td>
</tr>
<tr>
<td><a href="http://libguides.bgsu.edu/distance">http://libguides.bgsu.edu/distance</a></td>
<td>LibGuide</td>
</tr>
</tbody>
</table>
## Pop-Ups vs Static Boxes

### Static Chat Box Locations

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>1278 (44%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ask Us! Page</td>
<td>874</td>
</tr>
<tr>
<td>EBSCO</td>
<td>135</td>
</tr>
<tr>
<td>MyBGSU</td>
<td>129</td>
</tr>
<tr>
<td>360 Link Resolver</td>
<td>90</td>
</tr>
<tr>
<td>LibGuides</td>
<td>46</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>4</td>
</tr>
</tbody>
</table>

### Proactive Pop-Up Locations

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>1656 (56%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summon</td>
<td>727</td>
</tr>
<tr>
<td>Library Catalog</td>
<td>552</td>
</tr>
<tr>
<td>Library Home Page</td>
<td>179</td>
</tr>
<tr>
<td>Unidentifiable</td>
<td>108</td>
</tr>
<tr>
<td>Services Pages</td>
<td>90</td>
</tr>
</tbody>
</table>
### Coding Deeper

#### Which Pages Within the Catalog?

<table>
<thead>
<tr>
<th>Referring Page</th>
<th>Category</th>
<th>Catalog Category</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://maurice.bgsu.edu/patroninfo/1207075/items">https://maurice.bgsu.edu/patroninfo/1207075/items</a></td>
<td>Catalog</td>
<td>My Library Account</td>
</tr>
<tr>
<td><a href="http://maurice.bgsu.edu/search~S9/X?SEARCH=(electric%20cars)&amp;searchscope=9&amp;SORT=D">http://maurice.bgsu.edu/search~S9/X?SEARCH=(electric%20cars)&amp;searchscope=9&amp;SORT=D</a></td>
<td>Catalog</td>
<td>Keyword Search</td>
</tr>
<tr>
<td><a href="http://maurice.bgsu.edu/search/t?SEARCH=land+of+the+firebird&amp;SORT=D&amp;m=&amp;searchscope=9">http://maurice.bgsu.edu/search/t?SEARCH=land+of+the+firebird&amp;SORT=D&amp;m=&amp;searchscope=9</a></td>
<td>Catalog</td>
<td>Title Search</td>
</tr>
<tr>
<td><a href="http://maurice.bgsu.edu/search~S9/a?tarakeshwar+nalini">http://maurice.bgsu.edu/search~S9/a?tarakeshwar+nalini</a></td>
<td>Catalog</td>
<td>Author Search</td>
</tr>
<tr>
<td><a href="http://maurice.bgsu.edu/record=b1055574~S0">http://maurice.bgsu.edu/record=b1055574~S0</a></td>
<td>Catalog</td>
<td>Bib Record</td>
</tr>
</tbody>
</table>
Which Pages Within the Catalog?

<table>
<thead>
<tr>
<th>Referring Pages</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Search Results</td>
<td>148</td>
</tr>
<tr>
<td>Bib Record</td>
<td>143</td>
</tr>
<tr>
<td>My Library Account</td>
<td>79</td>
</tr>
<tr>
<td>OCLC Number Search</td>
<td>26</td>
</tr>
<tr>
<td>Resource Subject Search</td>
<td>20</td>
</tr>
<tr>
<td>Subject Search</td>
<td>20</td>
</tr>
<tr>
<td>Title Search</td>
<td>20</td>
</tr>
<tr>
<td>Database Page</td>
<td>20</td>
</tr>
</tbody>
</table>
Using Google Analytics
Summon vs. EBSCO vs Library Catalog
Using Google Analytics

Chat Transaction Referring Pages (2/16-10/16)

- Summon (Pop-Up Chat Box): 51%
- EBSCO (Static Chat Box): 39%
- Catalog (Pop-Up Chat Box): 10%

Library Homepage Clicks (5/16-10/16)

- Summon Search: 49%
- EBSCO Search: 32%
- Catalog Search: 19%
Usage Statistics

We gathered usage statistics (sessions) for EBSCO (static box) and Summon (proactive chat). We compared these to the number of chats from each resource, allowing us to determine the ratio of chats to sessions.

<table>
<thead>
<tr>
<th>EBSCO (static)</th>
<th>Summon (proactive)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/577</td>
<td>1/149</td>
</tr>
</tbody>
</table>
Targeted Transcripts
What Questions Were Asked From the Databases Page?

20 Questions Referred from the All Databases Page

- Regarding databases
  - Good database for my Mythology paper?
  - How do I get to Business Source Complete?
- Regarding articles
  - I need articles on my paper topic
  - Can you help me find this article?
- Unrelated
  - Where can I get a copy of my diploma?
Location Analysis

- Gathered IP addresses from chat metadata.
- Python, Excel, or bulk lookup site to determine approximate geolocation of user.
- Used simple Excel pivot tables to determine number of chats from countries, states, and Ohio cities and to look at connections to referring pages.
Campus Subnets

ITS was able to provide information on the location of campus subnets, including the library.

129.1.
- 34, lobby computers
- 58, 1st floor
- 59, 2nd-4th floors
- 61, 5th-10th floors
22% of chat survey respondents identified as distance learners.
In Conclusion

■ There is a lot to learn from chat metadata about your services and users.
■ You do not need to be a data expert.
■ Explore the data and refine your focus as information unfolds.
■ If at all possible, add proactive chat!

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