



LIBRARY ANALYTICS IN SINGAPORE MANAGEMENT UNIVERSITY



AARON TAY , AARONTAY@SMU.EDU.SG

LIBRARY ANALYTICS MANAGER

SINGAPORE MANAGEMENT UNIVERSITY

ABOUT SINGAPORE MANAGEMENT UNIVERSITY

- A YOUNG UNIVERSITY – OPENED IN 2000
- 6 SCHOOLS – BUSINESS, ECONOMICS, ACCOUNTING, INFORMATION SYSTEMS, LAW, SOCIAL SCIENCES AND MANY RESEARCH CENTERS
- CITY CAMPUS – 6 BUILDINGS AT THE HEART OF SINGAPORE
- BROAD BASED EDUCATION, SMALL CLASSES, INTERACTIVE TUTORIAL STYLE LEARNING,

SMU at a glance

#11

among specialist universities worldwide

9,697

undergrad and postgrad students

357

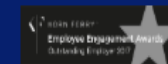
globally diverse faculty



Rated 5 Stars by Quacquarelli Symonds (QS) World University Rankings (WUR)



Ashoka U Changemaker Campus



Korn Ferry Employee Engagement Award

1st in Asia in accounting research in the Brigham Young University Accounting Research Rankings

1st in Singapore (3rd in Asia) in the University of Texas Dallas Top 100 Worldwide Business School Research Rankings

4th in Asia in Tilburg University's Top 100 Worldwide Schools Research Rankings

In a typical month¹ this happens in the library...

Think you know **SMU Libraries**? Here are some facts that might surprise you.

Library visits

8 OUT OF 10 visit the library at least once a month²



Occupancy rate @ learning commons at midnight⁴

61%



E-Resources access



Top Resources (by sign-ons)³

Lawnet	11k
Ebscohost	8k
Proquest	5k
Passport	3k
Factiva	1k

Loans on print items⁵



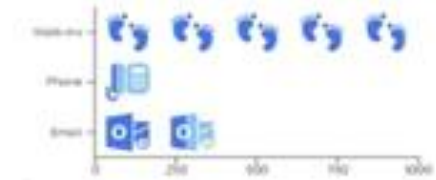
6.5k Loans By **1.9k** users

Article Downloads⁷

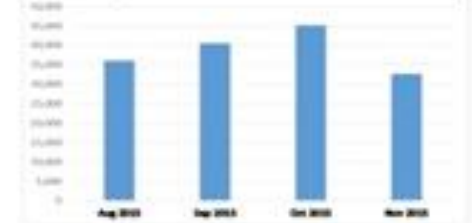


47.7k Downloads

Enquires⁶



Library Website visits⁸



What you say about SMU Libraries



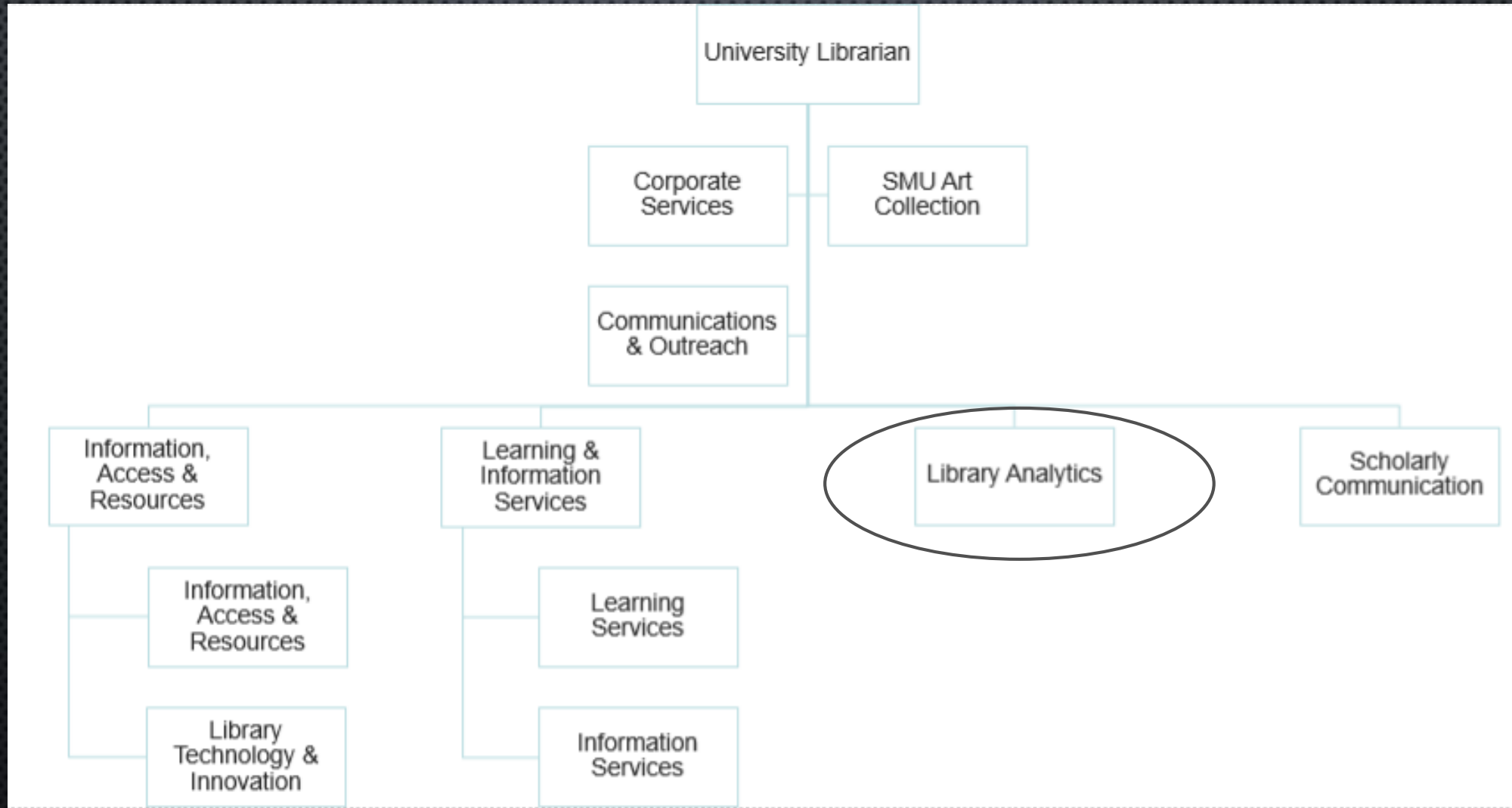
Faculty finds libraries exceed expectations in **7 out of 9** areas⁹



Most preferred place to study by students¹⁰

GENERAL USAGE STATISTICS

LIBRARY ORGANIZATION



LIBRARY ANALYTICS

- NEW ROLE CREATED IN 2015
- 0.8 FTE + 1 FTE (OUT OF 35 LIBRARY STAFF)
- MEMBER OF LIBRARY MANAGEMENT TEAM



Faculty
research
productivity



Faculty
teaching
impact



Student
experience
& learning



Reputation/
impact on
community

Innovation and Operational Excellence

WHY THIS ROLE?

PROVIDE HOLISTIC VIEW



VARIETY OF ANALYSIS WE DO



Benchmarking surveys



Supplementary statistics for renewals of electronic resources



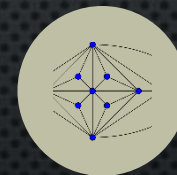
Analysis of space data



Information Literacy assessment

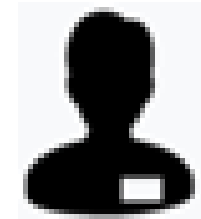
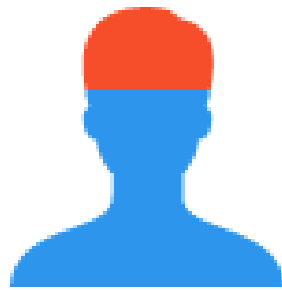
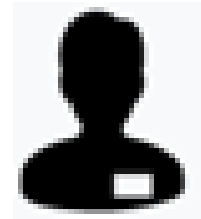
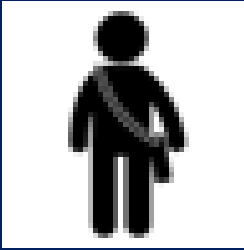
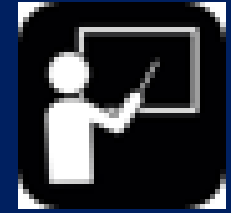


Open Access analysis

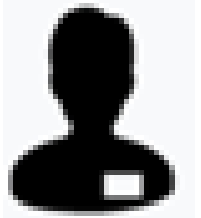


Bibliometric analysis

Library analytics in SMU (2019)

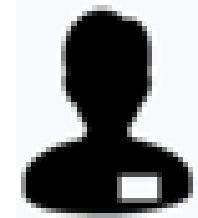


Research Data Librarian



80%

100%



Library Technology & Innovation

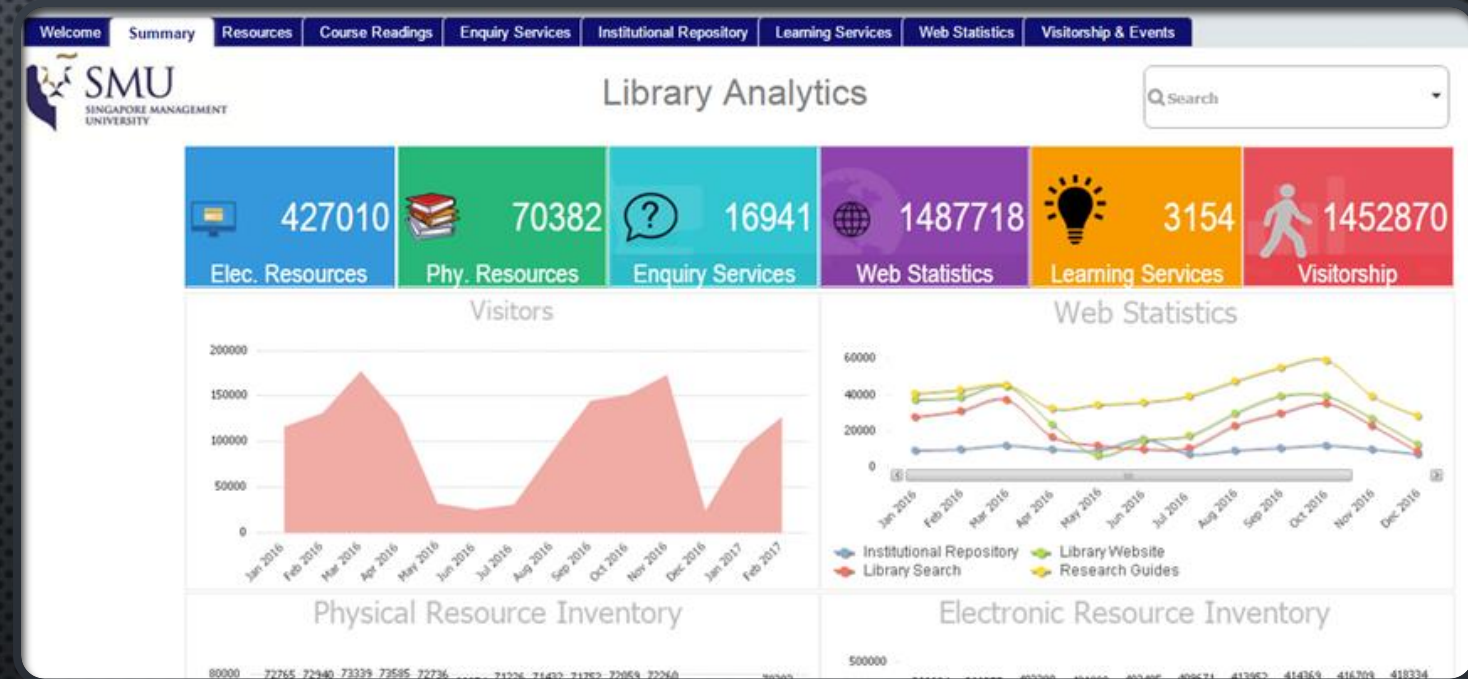
Library Data interest group

Library

SMU

ROLE #1

- MANAGE AND STRATEGIZE USES OF LIBRARY DASHBOARD (QLIK)



SOURCES IN DASHBOARD



ALMA/PRIMO
ANALYTICS
(INCLUDING
CIRCULATION,
COUNTER)



GOOGLE ANALYTICS



TURNSTILE/PEOPLE
COUNTER/LIVELABS
ANALYTICS



INFORMATION
LITERACY &
REFERENCE
STATISTICS



INSTITUTIONAL
REPOSITORY

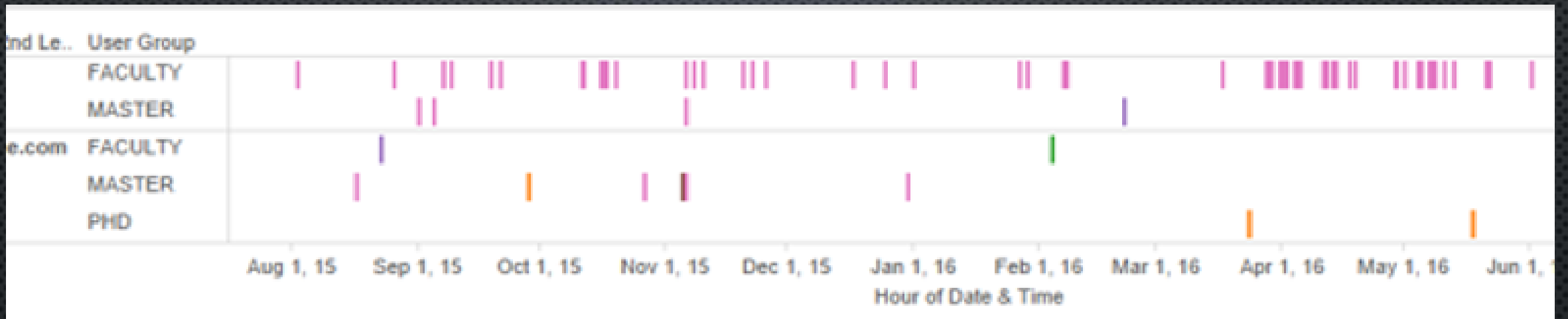


EZPROXY

EZPROXY ANALYSIS



GRANULAR ANALYSIS OF USAGE



- Lee Kong Chian School of Business
- Others
- School of Economics
- School of Information Systems
- School of Law

WHAT DOES IT TAKE TO BE ON THE DEAN'S LIST?



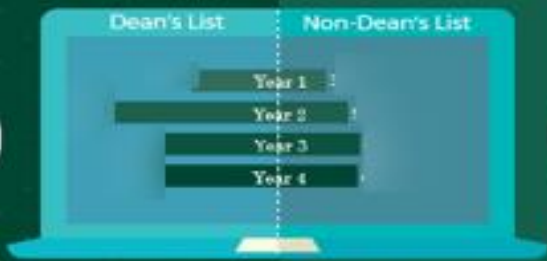
What Do They Use?



50 databases 25

...50% of Dean's List students used of their studies while only 25% non-Dean's List students accessed the same number databases over the course

How Much?

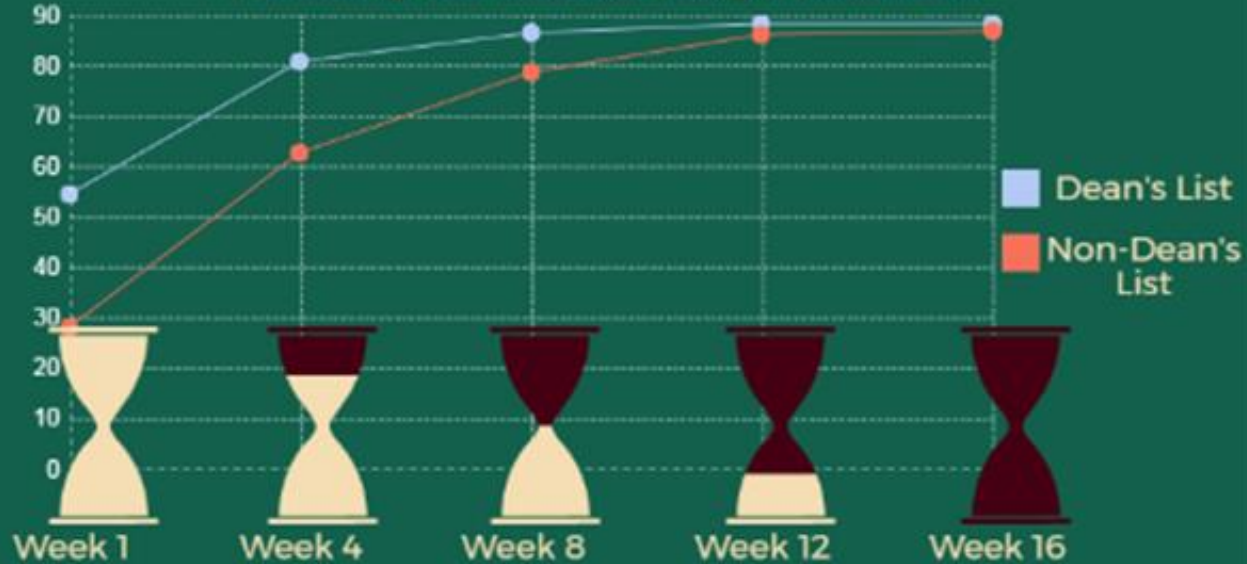


...the average Dean's List student uses the library's electronic resources almost 8 times as much as a non-Dean's List student in the first two years of university and 1.5 times as much in the third and fourth years.

ROLE #10

When Do They Use?

Percentage of Students Using E-Resources



...more than **half** of Dean's List students get a head start on their research even in the 1st week of school. Non-Dean's List students tend to only start using e-resources when there are deadlines looming.

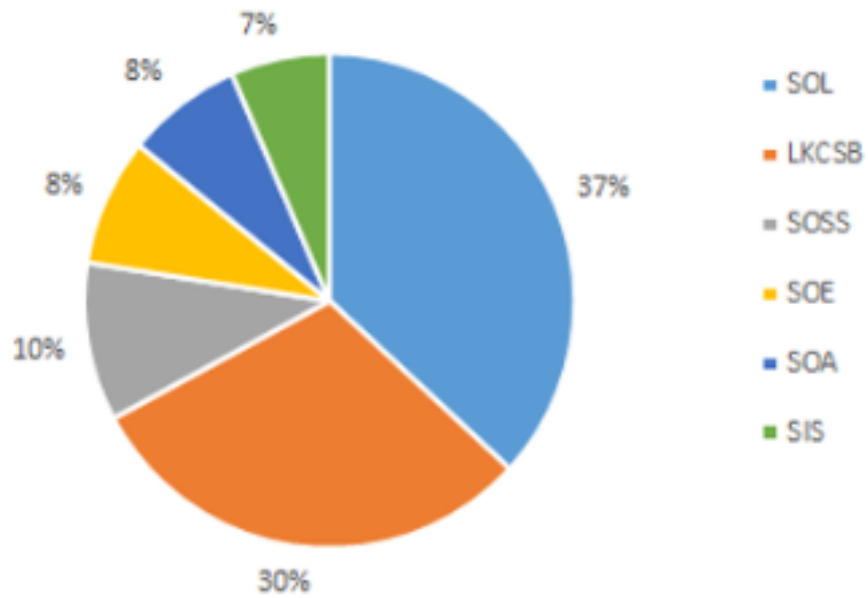
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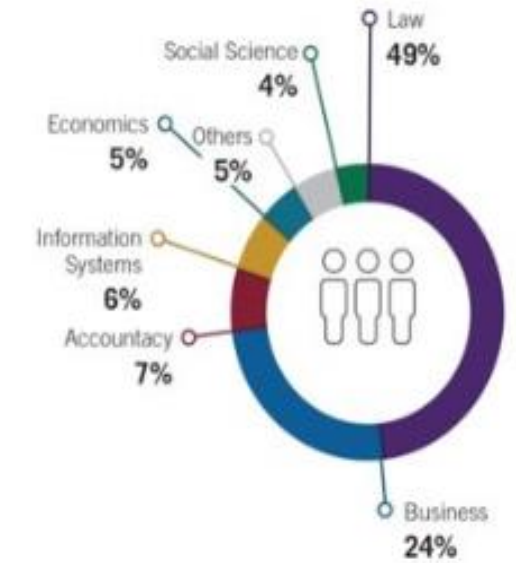
% usage of electronic resource by School



Who visited Li Ka Shing Library?



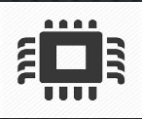
Who visited Kwa Geok Choo Law Library?



RCA (RESPONSIBLE COST ACCOUNTING)

ROLE #3 MANAGING COLLABORATIONS (INTERNAL AND EXTERNAL)

COLLABORATION IN CAMPUS WITH



TECH PARTNERS IN CAMPUS (E.G. SMU LIVE LABS, LIBRARY IT CENTRE)

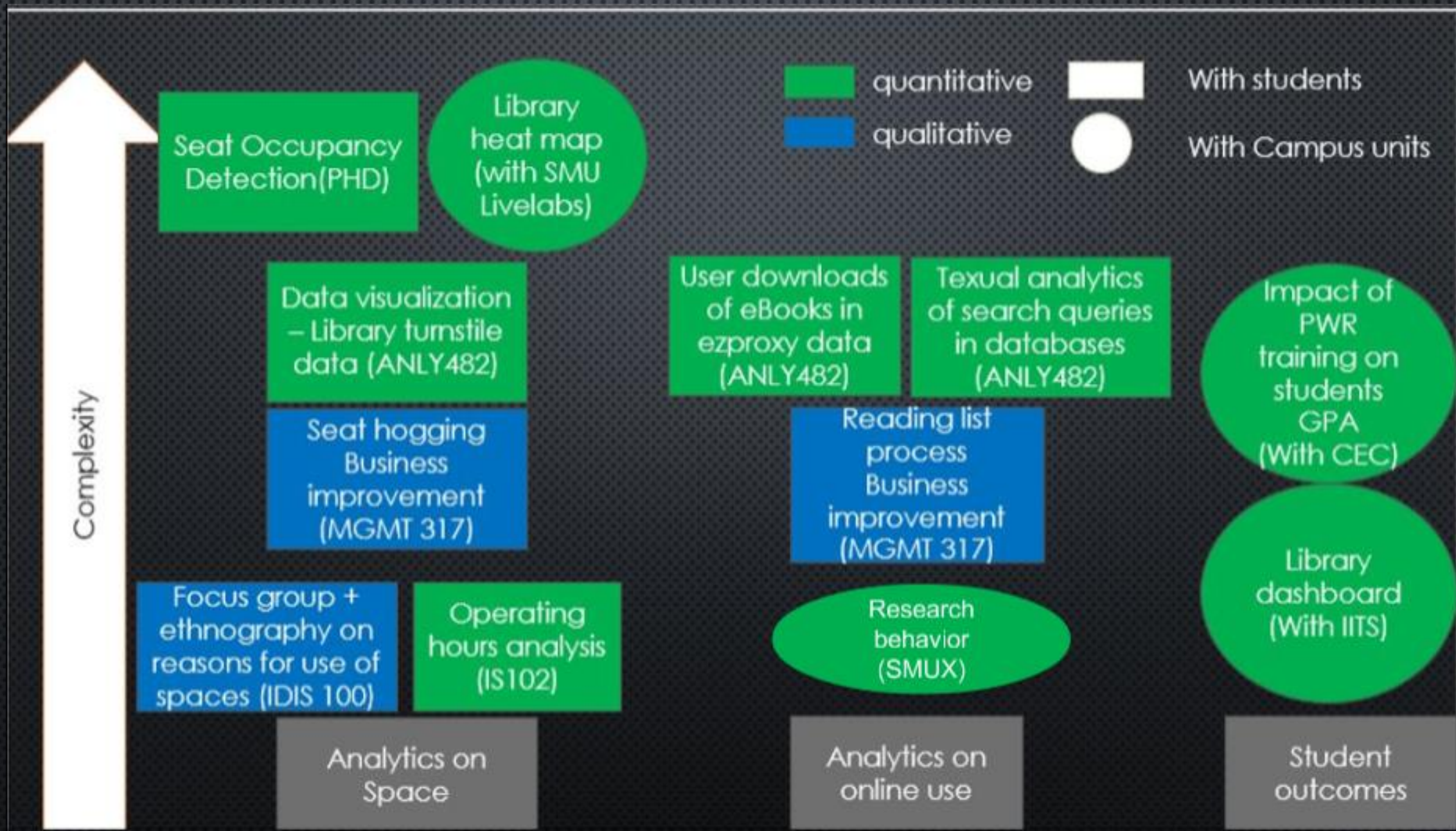


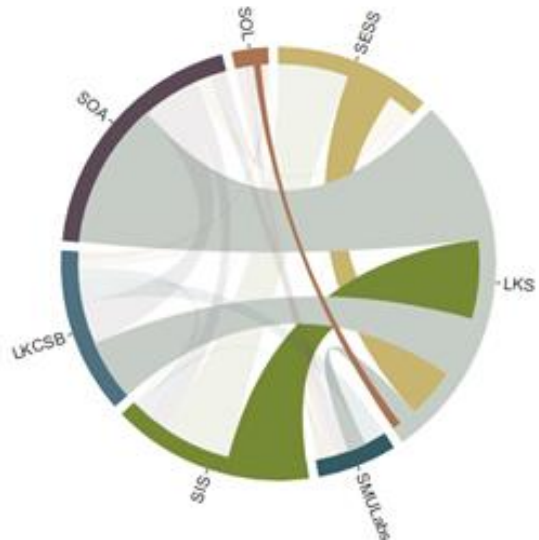
EDUCATION/ PEDAGOGY STUDIES (E.G. CENTRE FOR ENGLISH COMMUNICATION , SMU-X)



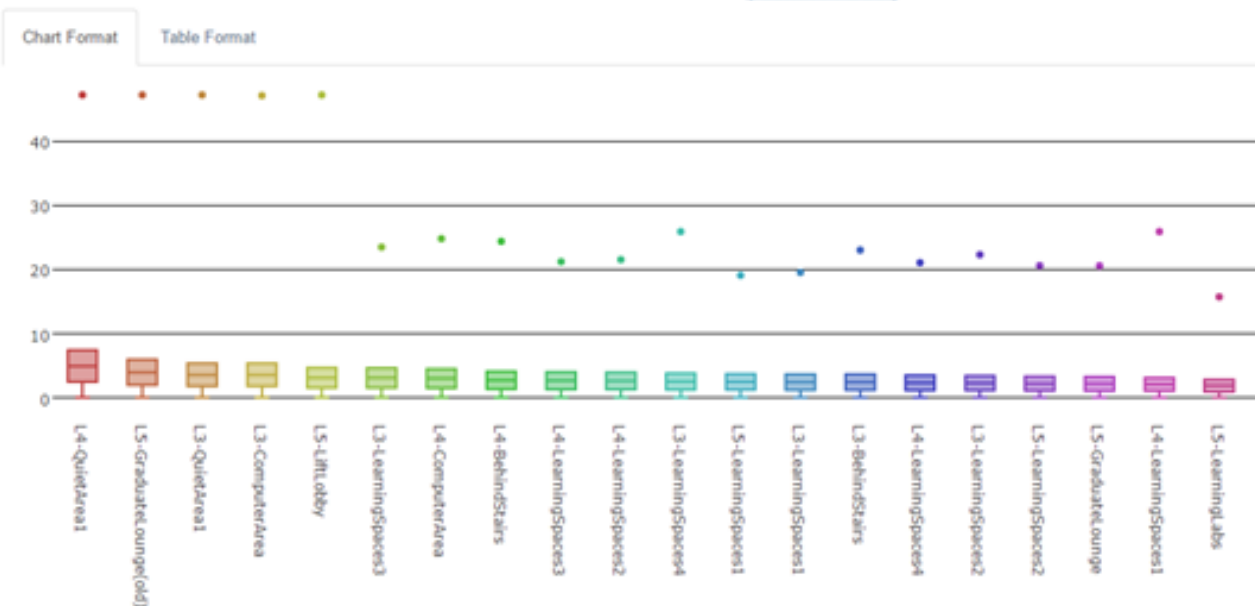
STUDENTS PROJECTS (E.G. RESEARCH METHOD CLASSES, BUSINESS IMPROVEMENT CLASSES,
ANALYTICS PRACTICUMS, PHD PROGRAMMES)

Collaborations with campus (2015-2019)

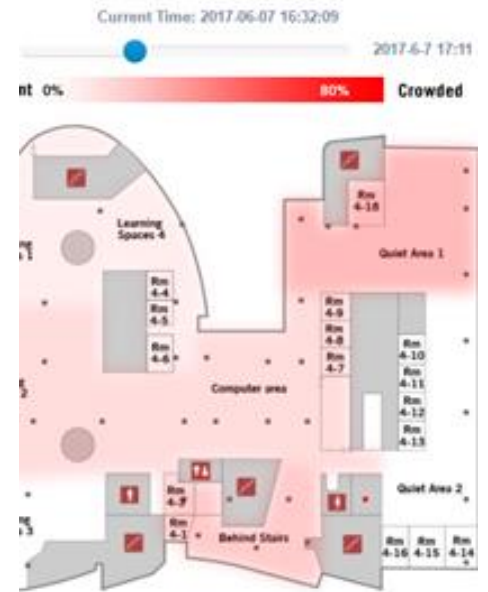




Duration Chart - SMU-LKS (Download CSV)



Duration Chart - SMU-LKS - Section(s) (Download CSV)



CASE #1 – SMU LIVE LABS + LIBRARY ANALYTICS PORTAL

(Yahaya et al., 2016)

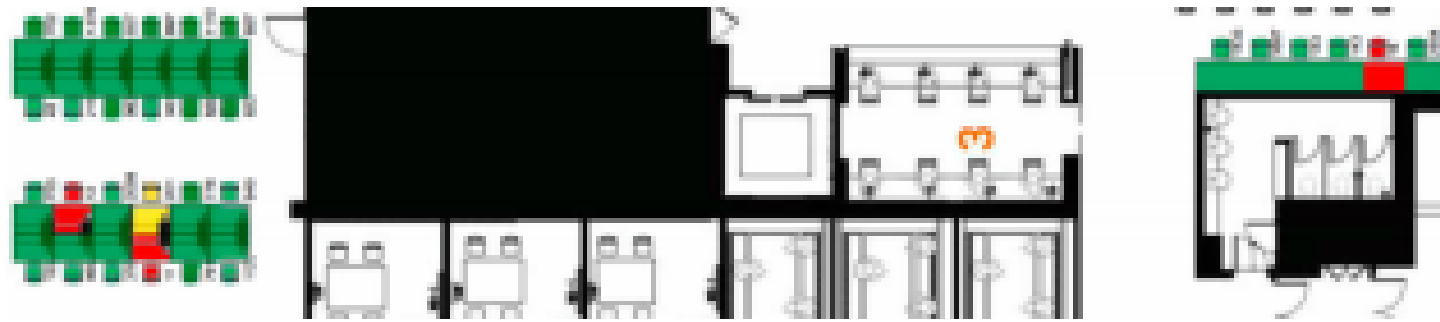


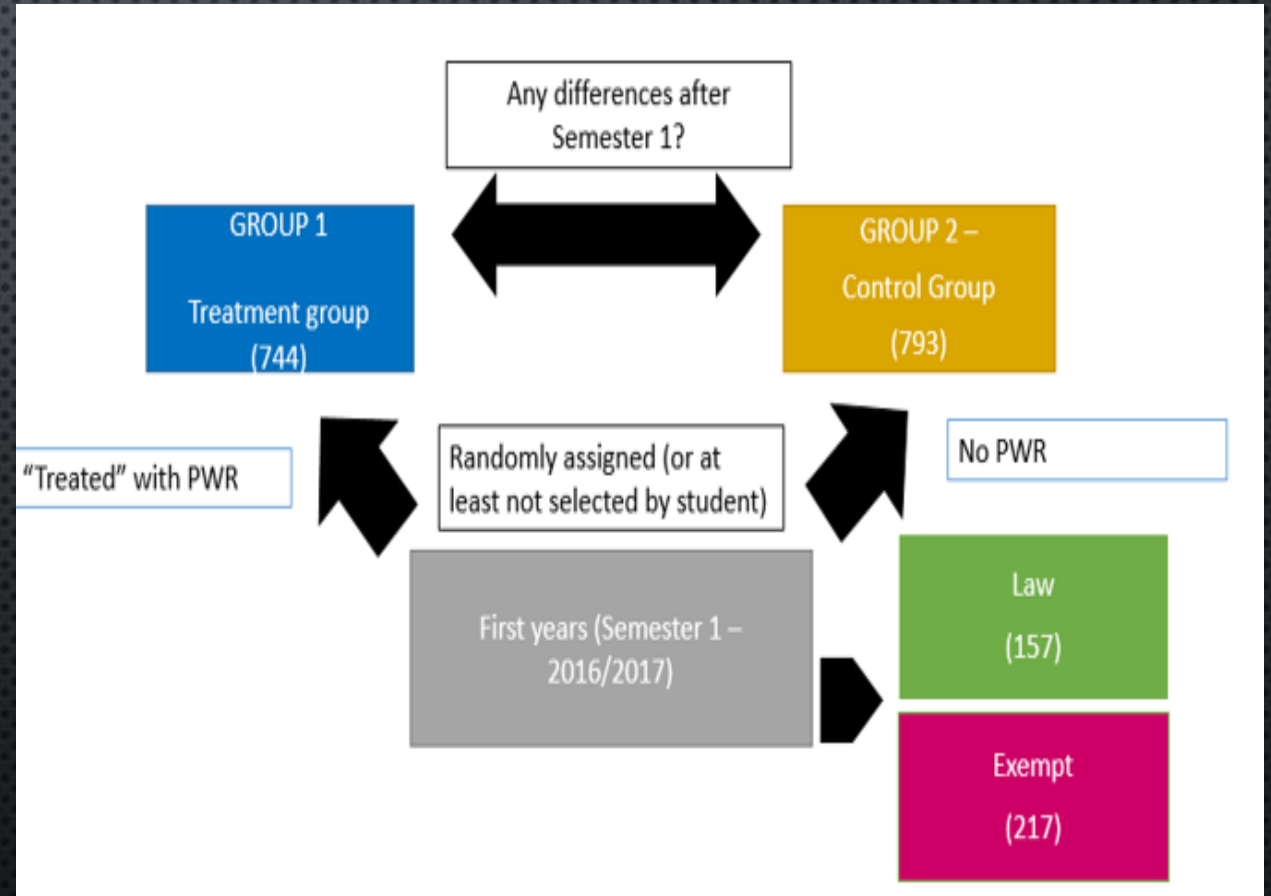
Figure 1: The map of library with seat occupancy status overlay color. We use three color red, yellow, green for people occupancy, object occupancy and unoccupied state respectively.

SEAT OCCUPANCY

CASE #2 – IMPACT OF LIBRARIAN + WRITING COURSE ON STUDENT GPAS

PARTNERSHIP WITH CEC (CENTRE FOR ENGLISH COMMUNICATION)

Librarians partner with CEC to teach Programme in Writing & Reasoning (PWR) and to measure impact



Experiential learning/
Project based learning



Real world issues



Demand for data

Better management of library data available



Evidence based decision making



Demand for expertise

CASE STUDY #3 – LIBRARY AS A CLIENT

TWO SAMPLE CASES – ANALYTICS PRACTICUM

ONLY482




COLLABORATIVE PARTNERSHIP IN COURSES

USERS WHO OVERDUE

Jack borrows 'Financial Accounting' on 7th April, **Saturday at 7pm**

He has to return the book by latest Sunday 1.30pm. This gives him an **assigned loan period** of 18.5 hours.

He returns the book 24.5 hours later, on Sunday 7.30pm. This gives him an **overdue period** of -6 hours.



Loan Timestamp	07/04/2018 7:00:00 PM
Return Timestamp	
Hours Borrowed	
Assigned Loan Period	
Overdue Period	
Overdue?	

ANLY482

INTRODUCTION | **METHODOLOGY** | **KIASUISM** | **ATTRIBUTES** | **SOCIAL** | **DISCUSSION**

RESEARCH QUESTION:

What are the factors that influence students' preferences for certain study spaces?

3 FACTORS

1. Kiasuism
2. Physical Attributes
3. Social Groups

STUDY 1: QUANTITATIVE
STUDY 2: QUALITATIVE

4 of 34

IDIS100

ROLE #4 CAPACITY BUILDING



Manages the library survey policy



Chair of the data interest group



Started and manages "data science track" in bite-sized workshops

FUTURE INITIATIVES

- **SPLUNK + OCLC EZPROXY EZPAARSE PROJECT**
- **MOVING FROM QLIKVIEW TO QLIK SENSE DASHBOARD**

REFLECTIONS ON THE ROLE #1

- DATA SCIENCE SKILLS ARE IMPORTANT BUT BUSINESS DOMAIN RULES

REFLECTIONS ON THE ROLE #2

- GET THE RIGHT MIX OF GENERALISTS AND SPECIALISTS

REFLECTIONS ON THE ROLE #3

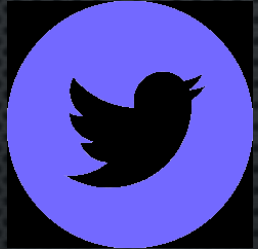
- COLLABORATION OPPORTUNITIES ABOUND

QUESTIONS

THANK YOU



Aarontay@smu.edu.sg



Aarontay



<https://musingsaboutlibrarianship.blogspot.com>