ELUNA
Ex Libris Users of North America

Education. Networking. Advocacy.

Summon Analytics

Summon/360 Connect: Community Discussion

21 June 2022
Presented by the ELUNA Summon/360 Working Group

ELUNA Summon/360 Working Group

- Summon/360 Connect Series
  - Led by the Summon/360 user community
  - Presentations and open discussions
  - Contact Susan Wynne to suggest a topic
- Liaison to the ELUNA/IGeLU Analytics Working Group
- Got ideas for improving Summon Analytics? Submit them to the Summon Idea Exchange!

Today’s Agenda

- Polls
- 3 Summon Analytics users share experiences
- What’s on your mind concerning Summon Analytics?

Polls

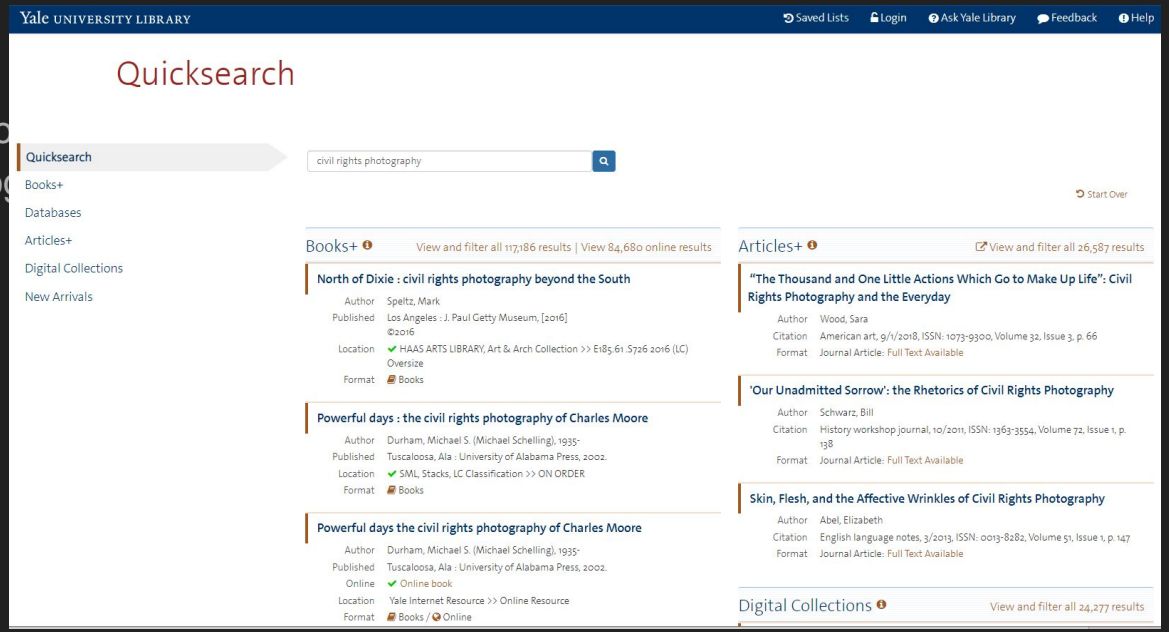
- Tell us about your library’s setup along with Summon.
- Have you used Summon Analytics?
- What’s your role concerning Summon Analytics?

Angela Sidman, Yale University

Products: Summon, 360, Voyager

Discovery: Blacklight; Summon API fo
initial results set; Not ingesting catalo

Role: Director of E-Resources &
Serials Management



How I use analytics:

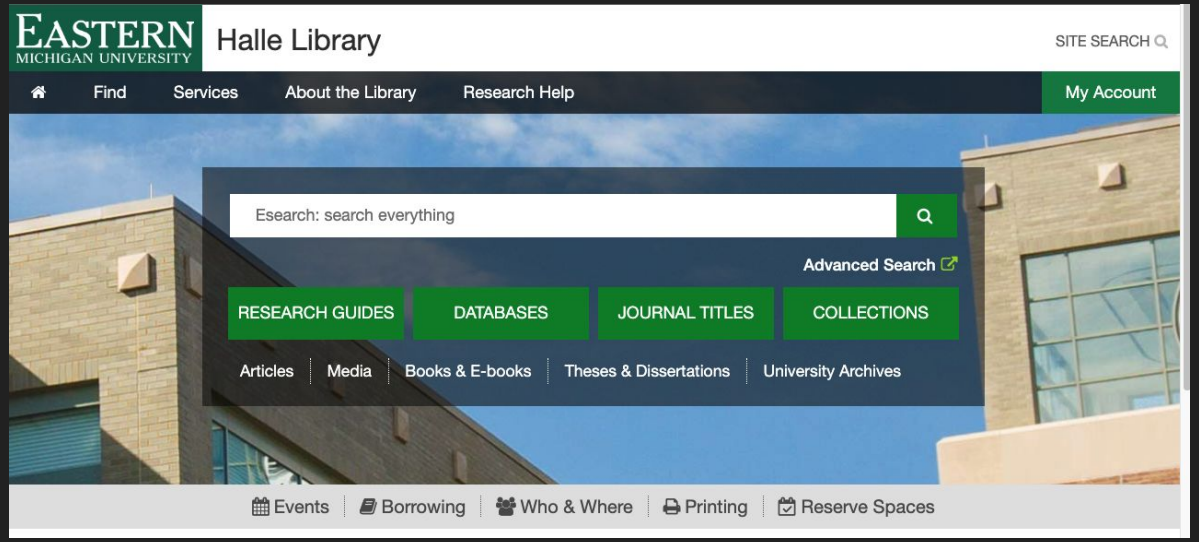
- Annual baseline statistics for e-resource collection and usage activities
  - Summon: number of sessions
  - 360: number of OpenURL searches
- Answering specific questions
  - How are users interacting with filters?
  - What are some useful searches we might use in testing?
  - What journals might benefit from a boost in our local index?
- Cross-check Google Analytics configuration

Jackie Wrosch, Eastern Michigan University

Products: Summon (2010), Alma (2017)

Discovery: Includes everything. Catalog, institutional repository and subject guides

Role: Systems Librarian



Jackie Wrosch, Eastern Michigan University

How have we used analytics:

- Annual Report - Simple Sessions Count
- Considering Interface Changes
- Subject Specialist Questions

Jackie Wrosch, Eastern Michigan University

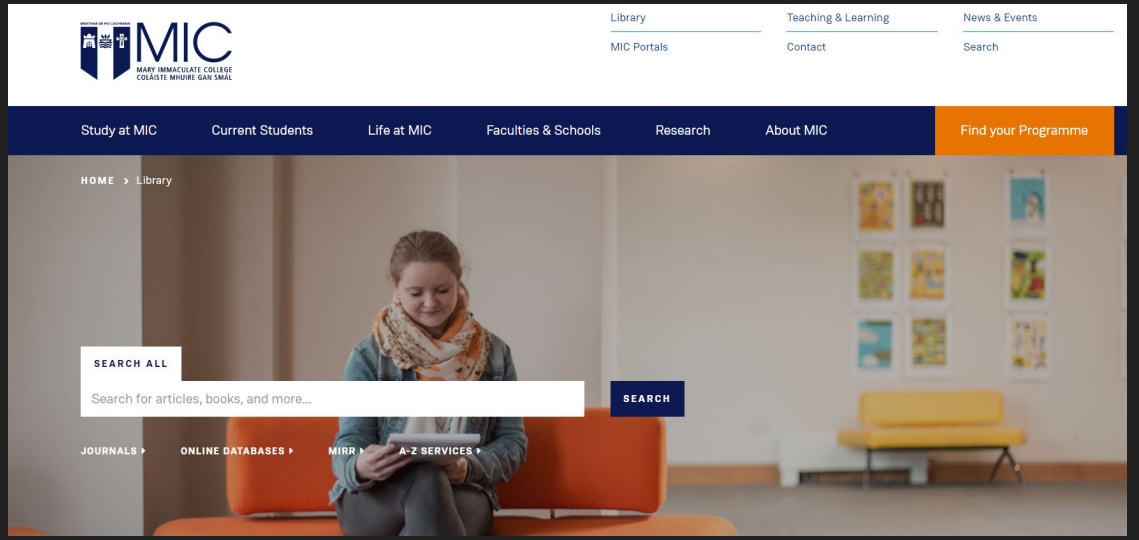
Barriers to using analytics:

- Access to it is buried
- Missing data?
- Data on some functionality isn’t collected

Áine Lynch, Mary Immaculate College

Products: Alma, Summon over Alma, Leganto

Role: Assistant Librarian - Systems and Electronic Resources



History:

- Moved from Summon to SOA in Sep 2020

Use of Summon Analytics:

- Teaching: zero-results, facets etc
- User support: fixing broken links
- Admin: annual usage statistics

Challenges:

- User roles / scheduling reports
- Impact of indexing

Analytics comparison:

- Comparing SOA and Vendor stats

	Academic Search Complete						Communication Source						Education Source					
	Summon Analytics		*Vendor Analytics*				*Summon Analytics*		*Vendor Analytics*				*Summon Analytics*		*Vendor Analytics*			
	Requests	Sessions	Sessions	Searches	Requests	Full-Text Requests	Requests	Sessions	Sessions	Searches	Requests	Full-Text Requests	Requests	Sessions	Sessions	Searches	Requests	Full-Text Requests
Jun-21	234	137	547	603	17614	810	58	39	71	39	119	56	319	173	324	192	870	406
Jul-21	144	112	513	964	2654	622	24	19	101	243	67	35	176	125	284	542	662	312
Aug-21	128	92	467	1796	2271	496	65	44	189	1387	189	81	187	128	315	1625	2607	254
Sep-21	303	230	1204	1853	3041	1412	52	44	163	346	194	88	287	220	609	968	1256	617
Oct-21	956	797	2370	2691	5331	2465	164	118	308	365	438	236	802	654	971	1237	1854	912
Nov-21	1293	1027	3393	2561	6567	3477	194	150	419	399	608	323	1210	925	1317	915	2249	1189
Dec-21	987	730	2379	1216	5252	2483	190	138	387	282	637	338	1001	740	1030	744	2548	1075
Jan-22	540	406	1277	795	6111	1336	106	84	184	139	297	140	426	317	474	473	1052	480
Feb-22	849	664	1939	1970	4437	1946	156	119	294	314	398	200	791	595	935	2055	2121	855
Mar-22	890	691	2323	1191	7339	2288	162	127	306	322	416	237	812	610	889	1013	1470	841
Apr-22	1521	1181	4636	2429	5675	4438	199	165	355	268	299	259	1377	1032	1595	1175	1727	1452
May-22	678	559	1441	669	1597	1330	135	103	216	87	203	176	516	417	563	338	598	496

Vendor: A session is considered one cycle of user activity that starts when a user connects to the service
SOA: A visit/session lasts as long as the search results page is open; often times multiple searches are conducted within a single visit.

Resources - Webinar Recordings

NC LIVE Summon Usage Statistics Webinar (October 2021)

Summon and Alma Analytics: Understanding Patron Discovery and Usage (part of ELUNA Learns - User Experience) (August 2021)

Analyze This! – Getting Started With Summon Usage Reports (June 2021)

Resources - Webinar Recordings

Customer Session: Discover What Your Users are Discovering: Leveraging a Preconfigured Google Tag Manager Container on Summon (January 2020)

Summon Spotlight: Using Summon Usage Reporting & Analytics Tools (September 2019)

Our users are doing what? Understanding Usage through Summon Analytics (November 2018) Available from the Summon/360 Customer Updates page

Resources - Articles

Farney, Tabatha. Google Analytics and Google Tag Manager. *Library Technology Reports* 52, no. 7. Chicago: ALA TechSource, 2016. https://journals.ala.org/index.php/ltr/issue/view/613

Gustafson, Melissa M. "They Searched what? Usage Data as a Measure of Library Services and Outreach." The Serials Librarian 74, no. 1-4 (2018): 240-243.DOI: 10.1080/0361526X.2018.1439246 https://www.tandfonline.com/doi/full/10.1080/0361526X.2018.1439246

Resources - Presentation Slides

Tudesco, Sarah J. and Sidman, Angela (2020) *Data informed stewardship of search & discovery : a Yale University case study*. https://elischolar.library.yale.edu/yul_staff/12/

Sidman, Angela and Trujillo, Nicole and Varnum, Ken (2019) *What Analytics Tell Us about Facet Use*. (ELUNA Document Repository access required)

Silberger, Kathryn and Tippit, A (2018) *Primo and Summon Analytics: Compare and Contrast*. (ELUNA Document Repository access required)

Silberger, Kathryn (2017) *Gaining insights through Summon logs*. (ELUNA Document Repository access required)

Contact information

Suggest topics for future presentations or discussions:

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