Beyond "Available"

Tracking the Impact of Discoverable ETDs

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USEDTA 2016
Background:

EIU

- Research level III
- 8-9K
- 475 faculty
- 30 Master’s programs

The Keep

- Launched Nov. 2011
- 69K docs, 600K downloads TD
ETDs at EIU

- Print Deposit to Library
- Digitized
- Catalog & IR
- Embargo Policy

TO: Graduate Candidates Completing Theses In Partial Fulfillment of the Degree

RE: Thesis Withholding Policy and Request

Preserving, reproducing, and distributing thesis research is an important part of Booth Library’s responsibility to provide access to scholarship. In order to further this goal, Booth Library makes all graduate theses completed as part of a degree program at Eastern Illinois University available for personal study, research, and other not-for-profit educational purposes. Under 17 U.S.C. § 108, the library may reproduce and distribute a copy without infringing on copyright.

In some cases, the master’s thesis might result in marketable intellectual property or may be part of a larger funded or unfunded project leading to publications including articles, books, or related scholarly work. In these cases, the candidate or the director may require that the work be temporarily withheld from open access until these processes are initiated. In order to have the graduate degree certified to the transcript, the approved thesis must be deposited with Booth Library. Candidates or their thesis directors must provide evidence by completing the Thesis Withholding Request Form that the thesis must be withheld to protect a contractual obligation such as a grant or sponsored research, that the work is under consideration for publication, or that the work includes a potentially patentable invention. Request to withhold publication for other reasons will not be considered.

The graduate candidate, the thesis advisor, or both may request that a thesis be withheld. One or both signatures below indicate that the master’s thesis be withheld for one year. The candidate or faculty advisor must resubmit a request for an additional extension of one year by resubmitting this form. After two years, the master’s thesis will be made accessible.

I/we acknowledge the following reasons for withholding the thesis from publication after deposit:

- The work is aligned with a contractual obligation related to a grant or sponsored research.
- The work is under consideration for publication.
- The work includes a patentable invention.

First request  Second request

Printed Name

Graduate Degree Program / Date

(please submit in duplicate)
ETDs in the IR

2011

- Theses: 21%
- Other Content: 79%

2012

- Theses: 10%
- Other Content: 90%

2013

- Theses: 4%
- Other Content: 96%

2014

- Theses: 4%
- Other Content: 96%

2015

- Theses: 3%
- Other Content: 97%

Downloads

2011

- Theses: 68%
- Other Content: 32%

2012

- Theses: 50%
- Other Content: 50%

2013

- Theses: 59%
- Other Content: 41%

2014

- Theses: 70%
- Other Content: 30%

2015

- Theses: 24%
- Other Content: 76%
Tracking ETDs

- Catalog vs. Repository (Updated Stats)
- Google Scholars Publish or Perish
- Dashboard/Referrer’s Report
- Social Media/Blogs
Catalog vs. Repository
Referrers Report

Where are users before they click the ETD link?
What is a Referrer?

- You click on a link
- Your browser requests the linked page from the remote server
- Your browser tells the remote server URL you are on
- The remote server logs the transaction
This page is the referrer
Example Log Entry

- 139.67.66.194 - [12/Aug/2016:09:02:47 +0500] "GET /subjectsPlus/subjects/faq.php?faq_id=2 HTTP/1.1" 200 5739 "http://www.library.eiu.edu/" "Mozilla/5.0 (Windows NT 6.1; WOW64; rv:47.0) Gecko/20100101 Firefox/47.0"
Limitations of Referrers Data

- No referrer information captured from https to http

- Referrer information can be blocked or omitted by browser

- Server must be configured to log referrer information

https://www.e-nor.com/blog/google-analytics/https-to-http-secure-to-nonsecure-referrer-loss
## Referrers Report from Dashboard

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Downloads</td>
<td>181,114</td>
</tr>
<tr>
<td>Total Metadata</td>
<td>30,788</td>
</tr>
<tr>
<td>Downloads + metadata</td>
<td>211,902</td>
</tr>
<tr>
<td>Total Logged Referrals</td>
<td>133,674</td>
</tr>
<tr>
<td>% traffic with referrer</td>
<td>63%</td>
</tr>
</tbody>
</table>
Referrers Report from Dashboard

<table>
<thead>
<tr>
<th>Referrer</th>
<th>Referrals</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referrer Not Logged</td>
<td>78,228</td>
<td>36.92%</td>
</tr>
<tr>
<td>Google, excluding Scholar</td>
<td>70,828</td>
<td>33.42%</td>
</tr>
<tr>
<td>Google Scholar</td>
<td>36,400</td>
<td>17.18%</td>
</tr>
<tr>
<td>The Keep</td>
<td>19,573</td>
<td>9.24%</td>
</tr>
<tr>
<td>Other sites</td>
<td>3,099</td>
<td>1.46%</td>
</tr>
<tr>
<td>Bing</td>
<td>1,019</td>
<td>0.48%</td>
</tr>
<tr>
<td>Yahoo</td>
<td>908</td>
<td>0.43%</td>
</tr>
<tr>
<td>All Library Catalogs</td>
<td>680</td>
<td>0.32%</td>
</tr>
<tr>
<td>Other Repositories</td>
<td>610</td>
<td>0.29%</td>
</tr>
<tr>
<td>Facebook</td>
<td>528</td>
<td>0.25%</td>
</tr>
</tbody>
</table>

October 31, 2011 to Sept 15, 2016
Referrers from Dashboard

- **Library Catalog Breakdown**

<table>
<thead>
<tr>
<th>Catalog Type</th>
<th>Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>EIU Online Catalog</td>
<td>574</td>
</tr>
<tr>
<td>Statewide catalog, excluding local</td>
<td>31</td>
</tr>
<tr>
<td>Worldcat.org</td>
<td>61</td>
</tr>
<tr>
<td>Firstsearch</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>680</td>
</tr>
</tbody>
</table>
Popularity varies by Referrer

- Local catalog
  - Juvenile delinquency: a comparative analysis between divorced and married homes (180 overall, 20 from catalog)

- WorldCat
  - Narcissistic intertextuality in the works of Bret Easton Ellis (210 overall, 3 from WorldCat)

- Most downloaded overall
  - Improvements to vertical axis wind turbine blades to aid in self-starting (7773 overall, 0 from local catalog, 0 WorldCat)
Checking DC referrer log

Keep referrer log from dashboard

Catalog access log

The numbers match.
1 catalog referral for this item in June 2016
1 view of catalog page with link in June 2016
Locally Hosted ETDs vs Digital Commons

How does usage compare?
Local Server Logs

- Dec 2011 – 679 Theses PDFs loaded on local web server
- The *only* external links to theses were in the Online Catalog
- Limitation – Logs didn’t record referrers, only ‘hits’ (downloads)
- Server log analysis done with AwStats
  - Spiders and Bots removed
  - Configured to analyze only Theses
Google – Almost as good as a cat at getting into places you thought it couldn’t go

I'm in ur computer
stealing ur megahurtz
What we thought

- Tons of Thesis use from links from Online Catalog
- No Google indexing

What actually happened

- Much smaller percentage of usage from catalog
- Google was crawling daily

About 170 hits per year from library catalogs
Google Crawl of Server vs. IR
Publish or Perish

Google Scholar Citation Analysis Tool
Publish or Perish

- Free program from Anne-Wil Harzing
- Retrieves and analyzes academic citations from Google Scholar and Microsoft Academic Search
The Keep
A repository service of Booth Library
<table>
<thead>
<tr>
<th>Cites</th>
<th>Per year</th>
<th>Rank</th>
<th>Authors</th>
<th>Title</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 4</td>
<td>0.31</td>
<td>5</td>
<td>ML Bankhead</td>
<td>A qualitative exploration of white women in historically black sororities at predomin...</td>
<td>2003</td>
</tr>
<tr>
<td>✓ 5</td>
<td>0.21</td>
<td>3</td>
<td>L Pierce</td>
<td>Diet content and overlap of six species of turtle among the Wabash River</td>
<td>1992</td>
</tr>
<tr>
<td>✓ 11</td>
<td>0.38</td>
<td>2</td>
<td>JW Rowe</td>
<td>Seasonal and daily activity in a population of Blanding's turtle (Emydoidea blanding...)</td>
<td>1987</td>
</tr>
<tr>
<td>✓ 60</td>
<td>4.00</td>
<td>6</td>
<td>KB Moroz</td>
<td>The effects of positive peer reporting on children's social involvement</td>
<td>2001</td>
</tr>
</tbody>
</table>

Papers: 791  Cites/paper: 0.20  h-index: 4  thekeep.eiu.edu thesis
Citations: 160  Cites/author: 157.33  g-index: 9  Query date: 2016-09-16
Years: 73  Papers/author: 787.00  hI,norm: 4
Cites/year: 2.19  Authors/paper: 1.02  hI,annual: 0.05
Papers: 791  Citations: 160  Years: 73
Social Media, Blogs, Tools

Tracking mentions on Facebook and other Platforms
Nursat Farah’s paper published by the Centre on Integrated Rural Development for Asian and the Pacific
Facebook Post announcing the winners of the Awards for Excellence in Research and Creative Activity reaches nearly 2,000 people
Who’s Pointing to your ETDs?
Digital Commons Network
### Works

- Improvements to vertical axis wind turbine blades to aid in self-starting

**Filter by type:** Education

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>XI An xi gong da University network center</td>
<td>Education</td>
<td>14</td>
</tr>
<tr>
<td>Saint Charles Community Unit School District</td>
<td>Education</td>
<td>8</td>
</tr>
<tr>
<td>GMR Institute of Technology</td>
<td>Education</td>
<td>7</td>
</tr>
<tr>
<td>University of Leeds</td>
<td>Education</td>
<td>6</td>
</tr>
<tr>
<td>Indian Institute of Technology (IIT) Guwahati</td>
<td>Education</td>
<td>5</td>
</tr>
<tr>
<td>Cornell University</td>
<td>Education</td>
<td>4</td>
</tr>
<tr>
<td>University of the Witwatersrand</td>
<td>Education</td>
<td>4</td>
</tr>
<tr>
<td>Ocean University of China</td>
<td>Education</td>
<td>4</td>
</tr>
<tr>
<td>Gunadarma University</td>
<td>Education</td>
<td>4</td>
</tr>
<tr>
<td>University of Washington</td>
<td>Education</td>
<td>3</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 137 entries (filtered from 270)
Thank you!

Further reading:

https://works.bepress.com/todd_bruns/
https://works.bepress.com/steve_brantley/
https://works.bepress.com/stacey_knight-davis/

Todd: tabruns@eiu.edu
Steve: jsbrantley@eiu.edu
Stacey: slknight@eiu.edu
Tracking ETD Impact with the Digital Commons Dashboard
Discoverable ETDs benefit graduate programs, students, and the institution

- Graduate students gain opportunities for career and academic advancement
- The program gains global recognition and credibility
- The service builds stronger connections with alumni
But how can you tell?

The benefits of making ETDs openly available are still hidden to most stakeholders in the library and graduate school.
Digital Commons Dashboard

- See who’s reading ETDs around the world
- View by search referrers, countries, and industry
- Customize, export, and share reports with campus stakeholders
Increase opportunities for students

Help connect students to the people and organizations who care about their work
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa State University</td>
<td>Education</td>
<td>318</td>
</tr>
<tr>
<td>MOEC</td>
<td>Education</td>
<td>73</td>
</tr>
<tr>
<td>Danmarks Tekniske Universitet</td>
<td>Education</td>
<td>72</td>
</tr>
<tr>
<td>South Dakota State University</td>
<td>Education</td>
<td>63</td>
</tr>
<tr>
<td>Taiwan Academic Network</td>
<td>Education</td>
<td>61</td>
</tr>
<tr>
<td>Texas A&amp;M University</td>
<td>Education</td>
<td>59</td>
</tr>
<tr>
<td>Fundacao Para a Ciencia e a Tecnologia I.P.</td>
<td>Government</td>
<td>53</td>
</tr>
<tr>
<td>National Institutes of Health</td>
<td>Government</td>
<td>48</td>
</tr>
<tr>
<td>Universidad Nacional Autonoma de Mexico</td>
<td>Education</td>
<td>48</td>
</tr>
<tr>
<td>China Science &amp; Technology Network</td>
<td>Government</td>
<td>48</td>
</tr>
</tbody>
</table>

Showing 1 to 10 of 3,347 entries
Leverage graduate programs’ success

Sharing valuable ETD impact metrics with deans and department chairs can help strengthen cross-campus partnerships.
Spotlight on Theses and Dissertations from the College of Engineering and Computing (CEC)

As we near the addition of 1,000 theses and dissertations from CEC into NSUWorks, let’s take a look at the impact these items are having around the world.
Broaden and deepen connections with community and industry partners

Support the institution’s highest goals by identifying possible collaborators
The Space Environment Effects Materials (SEEM) test facility operated by the Utah State University Materials Physics Group (MPG) is a leading research center for the study of space environment effects on aerospace materials. The MPG performs state-of-the-art ground-based testing of electrical charging and electron transport properties of both conducting and insulating materials, emphasizing studies of electron emission, conductivity, luminescence, and electrostatic discharge. Our efforts in this field over more than two decades—in cooperation with NASA, AFOSR, and numerous aerospace companies—have been primarily motivated by the space community’s concern for charging of crafts caused by plasma environment fluxes and for radiation modification and damage of materials and components. We have studied how variations in temperature, accumulated charge, exposure time, contamination, surface modification, radiation dose rate and cumulative dose affect these electrical properties—or related changes in structural, mechanical, thermal and optical properties—of materials and systems. Our research also has direct application to high voltage direct current (HVDC) power and transmission lines, semiconductor metal-oxide interfaces, and nanodevices. Our research group consists of faculty, graduate, and undergraduate researchers. Publications and presentations are archived here.

Browse the Materials Physics Collections:

- Conference Proceedings
- Materials Physics Theses and Dissertations
- Posters
- Presentations
Who’s reading MY work?

All graduate students get access to their own dashboard, including exportable readership reports.
Questions?

dcannon@bepress.com