

You can get there from here: Evaluating the effectiveness of website links to SFX/Metalib

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<http://library.tamu.edu/directory/hismith>

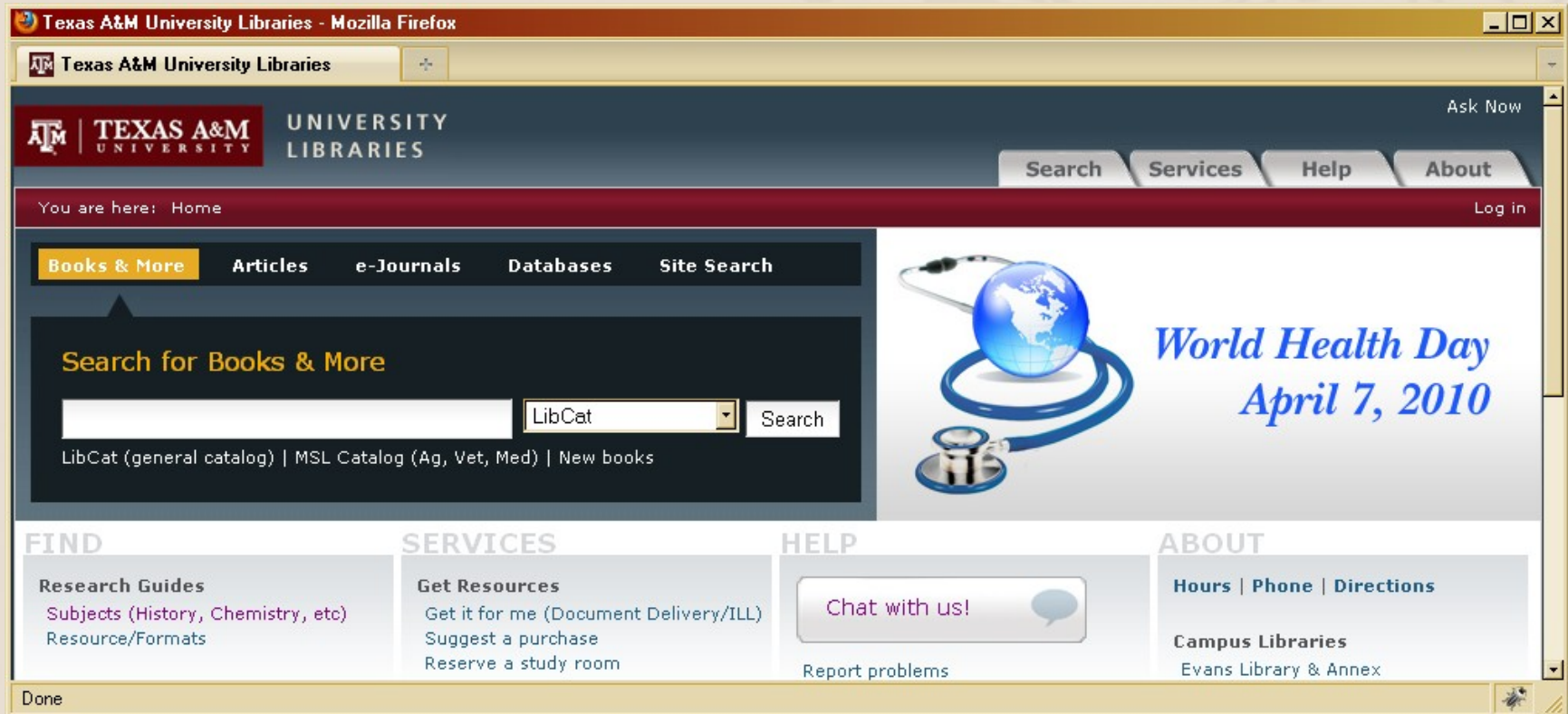
Starting Points

- Getting to our “stuff”
- Homepages vs. Guide pages
- Correlation to Google Analytics stats

Backtracking through data

- SFX and Metalib logs
- Data set – 14 days from fall semester 2009
- “Referrer” data element -- where did the request originate?

Main Library Homepage



Texas A&M University Libraries - Mozilla Firefox

Texas A&M University Libraries

UNIVERSITY LIBRARIES

Ask Now

Search Services Help About


You are here: Home Log in

Books & More Articles e-Journals Databases Site Search

Search for Books & More

LibCat Search

LibCat (general catalog) | MSL Catalog (Ag, Vet, Med) | New books

 *World Health Day*
April 7, 2010

FIND

Research Guides
Subjects (History, Chemistry, etc)
Resource/Formats

SERVICES

Get Resources
Get it for me (Document Delivery/ILL)
Suggest a purchase
Reserve a study room

HELP

Chat with us!

Report problems

ABOUT

Hours | Phone | Directions

Campus Libraries
Evans Library & Annex

Done

Medical Sciences Library Homepage

The screenshot shows the Medical Sciences Library homepage in a Mozilla Firefox browser window. The browser title is "Medical Sciences Library - Mozilla Firefox". The address bar shows "Medical Sciences Library". The page header includes the Texas A&M University Libraries logo and the text "UNIVERSITY LIBRARIES | Medical Sciences". Navigation tabs for "Search", "Services", "Help", and "About" are visible. A breadcrumb trail indicates "You are here: Home". A "Log in" link is present. A main navigation menu includes "Books & More", "Articles", "e-Journals", "Databases", and "Site Search". A search box is titled "Search for Books & More" and contains a search input field, a dropdown menu set to "MSL Catalog", and a "Search" button. Below the search box, links for "LibCat (general catalog)", "MSL Catalog (Ag, Vet, Med)", and "New books" are listed. A photograph of a student reading a book on a couch is featured. The footer is divided into four columns: "QUICK LINKS" (Databases, Agricola, CAB Abstracts, CINAHL | Nursing Ref Ctr), "GET CONNECTED" (My Stuff, Course Reserves @ MSL, Electronic Course Reserves, E-Learning (Blackboard)), "HELP" (Call Us: 979-845-7428, FAQs, HSC Access, Online Tutorials), and "ABOUT" (Contact Us, Hours, Directions/Parking, MSL Map/Floor Plan). The browser status bar at the bottom shows "Done".

Medical Sciences Library - Mozilla Firefox

Medical Sciences Library

ATM | TEXAS A&M UNIVERSITY LIBRARIES | *Medical Sciences*

Ask Now

Search Services Help About

You are here: Home Log in

Books & More Articles e-Journals Databases Site Search

Search for Books & More

MSL Catalog Search

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QUICK LINKS

- Databases
- Agricola
- CAB Abstracts
- CINAHL | Nursing Ref Ctr

GET CONNECTED

- My Stuff
- Course Reserves @ MSL
- Electronic Course Reserves
- E-Learning (Blackboard)

HELP

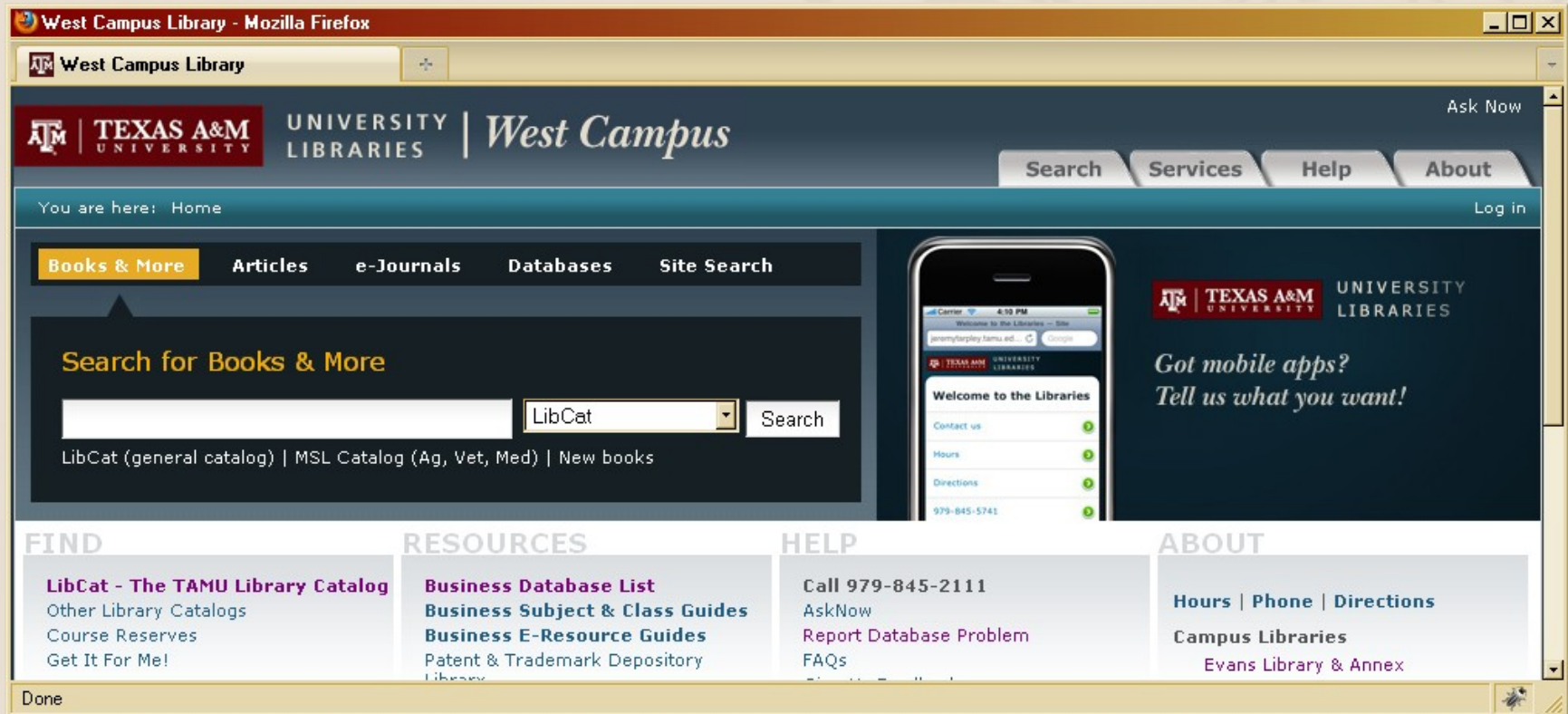
- Call Us: 979-845-7428
- FAQs
- HSC Access
- Online Tutorials

ABOUT

- Contact Us
- Hours
- Directions/Parking
- MSL Map/Floor Plan


Done

Business Library Homepage



West Campus Library - Mozilla Firefox

West Campus Library


 UNIVERSITY LIBRARIES | *West Campus*

Ask Now

Search Services Help About

You are here: Home Log in

[Books & More](#)
[Articles](#)
[e-Journals](#)
[Databases](#)
[Site Search](#)

Search for Books & More

LibCat (general catalog) | MSL Catalog (Ag, Vet, Med) | New books

FIND

- [LibCat - The TAMU Library Catalog](#)
- Other Library Catalogs
- Course Reserves
- Get It For Me!

RESOURCES

- [Business Database List](#)
- [Business Subject & Class Guides](#)
- [Business E-Resource Guides](#)
- Patent & Trademark Depository Library

HELP

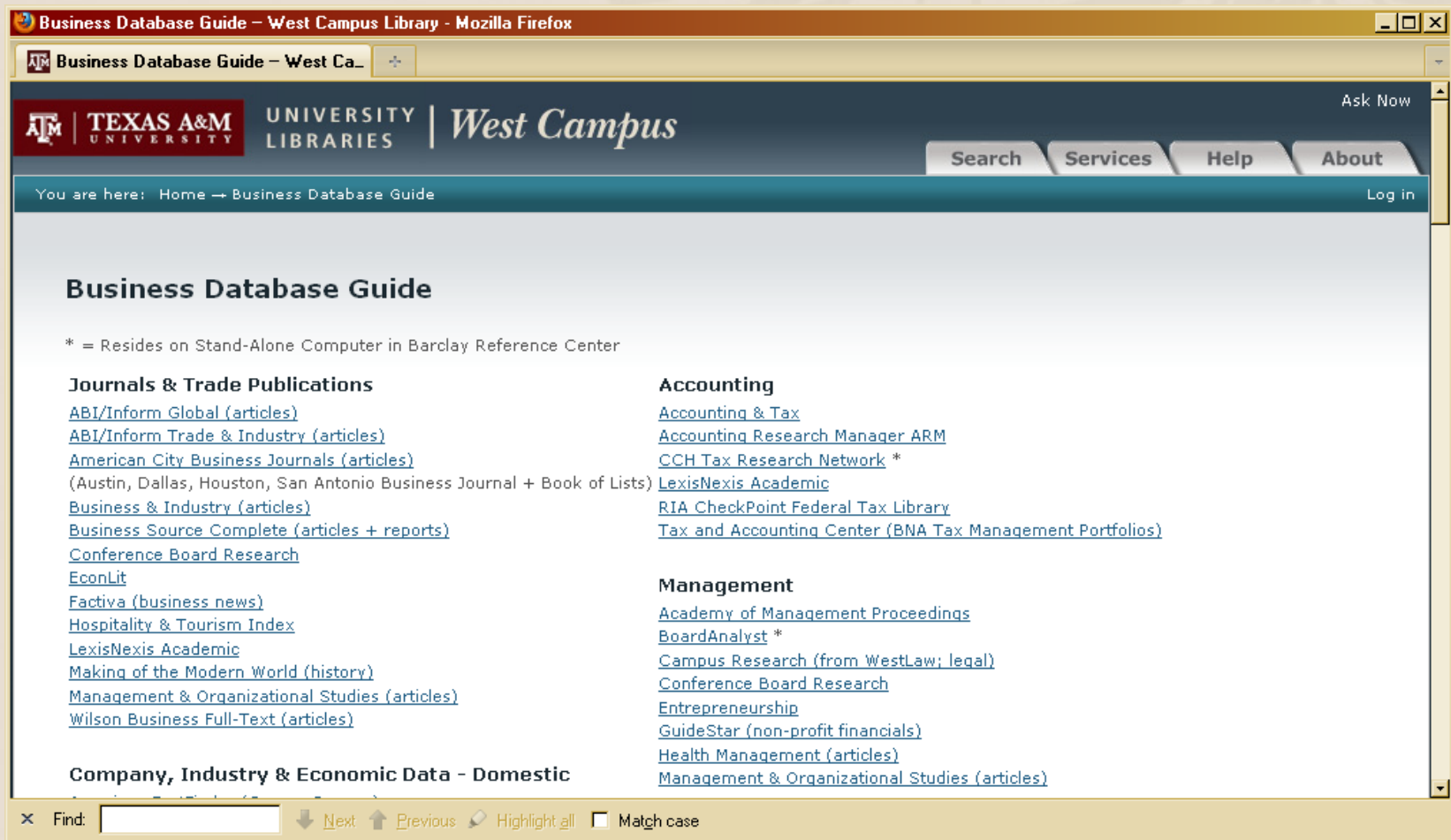
- Call 979-845-2111
- AskNow
- Report Database Problem
- FAQs

ABOUT

- [Hours | Phone | Directions](#)
- [Campus Libraries](#)
- Evans Library & Annex


Done

Business Database Guide



Business Database Guide – West Campus Library - Mozilla Firefox

Business Database Guide – West Ca...


 UNIVERSITY LIBRARIES | *West Campus*

Ask Now

Search Services Help About

You are here: Home → Business Database Guide Log in

Business Database Guide

* = Resides on Stand-Alone Computer in Barclay Reference Center

Journals & Trade Publications

- [ABI/Inform Global \(articles\)](#)
- [ABI/Inform Trade & Industry \(articles\)](#)
- [American City Business Journals \(articles\)](#)
(Austin, Dallas, Houston, San Antonio Business Journal + Book of Lists)
- [Business & Industry \(articles\)](#)
- [Business Source Complete \(articles + reports\)](#)
- [Conference Board Research](#)
- [EconLit](#)
- [Factiva \(business news\)](#)
- [Hospitality & Tourism Index](#)
- [LexisNexis Academic](#)
- [Making of the Modern World \(history\)](#)
- [Management & Organizational Studies \(articles\)](#)
- [Wilson Business Full-Text \(articles\)](#)

Accounting

- [Accounting & Tax](#)
- [Accounting Research Manager ARM](#)
- [CCH Tax Research Network *](#)
- [LexisNexis Academic](#)
- [RIA CheckPoint Federal Tax Library](#)
- [Tax and Accounting Center \(BNA Tax Management Portfolios\)](#)

Company, Industry & Economic Data - Domestic

Management

- [Academy of Management Proceedings](#)
- [BoardAnalyst *](#)
- [Campus Research \(from WestLaw; legal\)](#)
- [Conference Board Research](#)
- [Entrepreneurship](#)
- [GuideStar \(non-profit financials\)](#)
- [Health Management \(articles\)](#)
- [Management & Organizational Studies \(articles\)](#)

Find: Next Previous Highlight all Match case

Homepage referrals to SFX/Metalib versus page visits

Library	Referrals to SFX/Metalib	Visits	%age requests to visits
Main Library	27268	90642	30.08%
Medical Sciences Library	1107	3444	32.14%
Business Library	330	2059	16.03%
PoliSci/Econ. Library	54	422	12.80%
TAMU Qatar Library	39	300	13.00%

Homepage referrals by function

1

Function	Main Library	Medical Sciences Library	Business Library	PoliSci-Econ. Library	TAMU Qatar Library
Database locate	44.58%	10.57%	56.97%	20.37%	51.28%
Quickset search	28.90%	8.94%	21.82%	48.15%	17.95%
Journal title search	19.27%	22.13%	14.85%	22.22%	17.95%
Metasearch	3.41%	0.72%	0.61%		7.69%
Native interface		55.74%			

PoliSci/Econ. Articles searches

Baltimore Light rail

chinese intelligence

CULTURE AND COMBAT IN THE WESTERN WORLD, 1900

Developing Light Rail transit

economic aid and dictators

economic recovery for small cities

Grand Strategy and Foreign Economic Policy: British Grand Strategy in the 1930s

internatinal aid and dictators

martha crenshaw, the logic of terrorism

migunov, china

motives, means and mayhem

motives, means and mayhem: terrorist use of unconventional weapons parachini

nonprofit science challenges

principles of disaster recovery

Putin Bush

putting WMD terrorism into perspective

review of disaster recovery

Roman Diplomacy

south africa nuclear program

The Fiscal Overstretch that will Undermine an Empire

5/25/1 The Legacies of Communism in Eastern Europe

Transatlantic Relations NATO EU

Homepage referrals by function

2

Function	Main Library	Medical Sciences Library	Business Library	PoliSci-Econ. Library	TAMU Qatar Library
New databases	0.83%		0.91%		
Quickset opening page	0.80%	0.18%		1.85%	
Connect to A-Z locate tab	0.66%	1.17%	1.82%	1.85%	2.56%
Connect to A-Z citation tab	0.72%	0.36%			
Connect to A-Z title tab	0.56%	0.18%			2.56%
Trial databases	0.27%		3.03%	5.56%	

Detour

5/25/10

Potholes in the data

- Wanted to be able to say many wonderful and scintillating things about referrals from subject & class guides
- Turns out “Referrer” data element not available in logs for many of the requests from these pages

Potholes in the data (2)

- Clicks on database link to native interface go through this intermediate page – I know they originated SOMEWHERE on the website, but not where



Metalib Redirect - Mozilla Firefox

Metalib Redirect

 Texas A&M University Libraries
College Station, Texas 77843-5000 (979) 845-5741

[Click Here to access this resource](#)

[Click here to report a problem with this resource](#)

Find:  Next  Previous  Highlight all Match case

Difficulties interpreting Google Analytics

- Google Analytics records # of visits to a page and the %age of exits from those visits
- I assumed I could calculate the # of exits from the above data, and compare total exits to exits which were referrals to SFX or Metalib

Difficulties interpreting Google Analytics (cont.)

- Wrong
- Numbers didn't add up
- When I calculated the total number of exits from a page for the target dates, it calculated to fewer exits than referrals to SFX & Metalib.

Back on track
(but it's a much
narrower track)

Economics Subject Guide

You are here: Home → Subject Guides → Economics

Economics

Starting Points Books & More Articles & Databases Journals More...

Welcome to the Libraries' guide for Economics. It provides assistance in locating and accessing resources for research in Econometrics, Microeconomics and Macroeconomics and related areas. We hope that you find these starting points and resources useful for your research, including databases, e-journals, statistical data and other collections.

Hot Topics

[Economic Recovery & Stimulus Resources](#)

Book Catalogs

[LibCat](#)
[WorldCat \(FirstSearch\)](#)

[More..](#)

Article Databases

[ABI/Inform Global](#)
[Business Source Complete \(EBSCO\)](#)
[Campus Research \(Westlaw\)](#)
[EconLit \(CSA\)](#)

Selected Journals

[American economic review](#)
[Econometrica](#)
[Journal of econometrics](#)
[Review of economics and statistics](#)

[More..](#)

News Sources

[Economist](#)
[Financial Times](#)
[Wall Street journal](#)

Online Collections

[Making of the Modern World:](#)
[Goldsmiths'-Kress Library of Economic Literature \(Gale\)](#)

Web Links

[CIA World Factbook](#)

Econ. Subj. Guide -- Books

You are here: Home → Subject Guides → Economics

Economics

Starting Points **Books & More** Articles & Databases Journals More...

Books & More

LibCat

[LibCat \(general catalog\)](#) | [MSL Catalog \(Ag, Vet, Med.\)](#) | [New books](#)

Specific Catalogs

- ◉ [LibCat](#)
- ◉ [WorldCat](#)

Related Links

[Department of Economics](#)

Other Recommended Guides

- [Agricultural Economics](#)
- [Finance](#)
- [Public Service and Administration](#)
- [Accounting](#)

Econ. Subj. Guide – Articles & Databases 1

You are here: Home → Subject Guides → Economics

Economics

Starting Points Books & More **Articles & Databases** Journals More...

Articles & Databases

Core databases

ABI/Inform Global (ProQuest)
Access to this database is provided, in part, through the generosity of the R. C. Barclay Endowment of the Center for Retailing Studies at Texas A&M University and the Association of Former Students of Texas A&M University. Provides scholarly and practitioner articles and abstracts covering all business topics, including public and private companies, industry research, marketing and advertising, finance and human resources. Full text for most publications begins in the mid-1980s.

Academic Search Complete (Ebsco)
ASC is a full-text, scholarly database of more than 9,500 journals (4,600 peer-reviewed) in almost every academic discipline.

Alternative Press Index (OCLC)
Highly recommended, comprehensive guide to alternative sources of information. Coverage is international and interdisciplinary. Provides in-depth coverage in the humanities and social sciences. Indexes over 250 alternative, radical and left periodicals, newspapers and magazines. Includes selected abstracts from research journals.

Econ. Subj. Guide – Articles & Databases 2

Search for Database Name

[Advanced Search](#)

Search for specific article

Step 1: Please enter either a Journal Title or an ISSN (or both)

Journal Title

ISSN

Step 2: Please enter a year

Year

Step 3: Use the remaining fields to narrow your search, all remaining fields are optional

Volume

Issue

Start Page

End Page

Article Title

Econ. Subj. Guide – Journals

You are here: Home → Subject Guides → Economics

Economics

Starting Points Books & More Articles & Databases **Journals** More...

Journals

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Find complete journals by keyword.

[Advanced Search](#)

Frequently used journals in Economics

The American economic review
Econometrica
The journal of political economy
Journal of Economic Entomology
Journal of financial economics
Journal of econometrics
Fortune
American journal of agricultural economics

Clicks on canned title links by source

Source	Requests
Auto-generated	25
Librarian-supplied	167

Subject & class guide referrals to SFX/Metalib

Function	Requests
Database native interface	8377
Canned journal link	192
Database locate	172
Journal title search	39
A-Z list browse	19
Connect to A-Z title tab	18
Citation search	18
Metasearch	6
Quickset search	2
Multi-choice page	1
Category search	1

Top canned links to journal-- Clicks

Title	Requests
American journal of veterinary research	20
Landscape journal	19
Landscape research	19
Studies in conflict and terrorism	19
The Wall Street journal	18
Landscape and urban planning	16
Veterinary research	13
The review of economics and statistics	12
ACP journal club	12

Top journal title searches

Title	Searches
proteomics	75
Theriogenology	61
Academic Medicine	59
Science	53
Nature	50
Harvard Business Review	45
journal of bacteriology	37
wall street journal	35
familial cancer	33
genetics	23

Top canned database links -- Clicks

Title	Requests
MEDLINE (PUBMED)	626
Academic Search Complete (EBSCO)	617
Web of Science	372
MEDLINE (Ovid)	324
Business Source Complete (EBSCO)	250
CINAHL Plus with Full Text (EBSCO)	230
ERIC (EBSCO)	186
Biological Sciences (CSA)	167
Compendex (Ei Village 2)	161
LexisNexis Academic	152

Top database locates

Title	Searches
web of science	873
academic search complete	594
ebsco	581
jstor	394
psycinfo	374
pubmed	293
MLA	280
knovel	246
medline	226
academic search	213

Conclusions and recommendations

- Patrons will use canned links if available. Post more of them.
- Surprisingly high number of “articles” searches are known item searches
- Auto-generated guides/journals pages not effective
- Canned journal links on subject guides may be effective in introducing new material