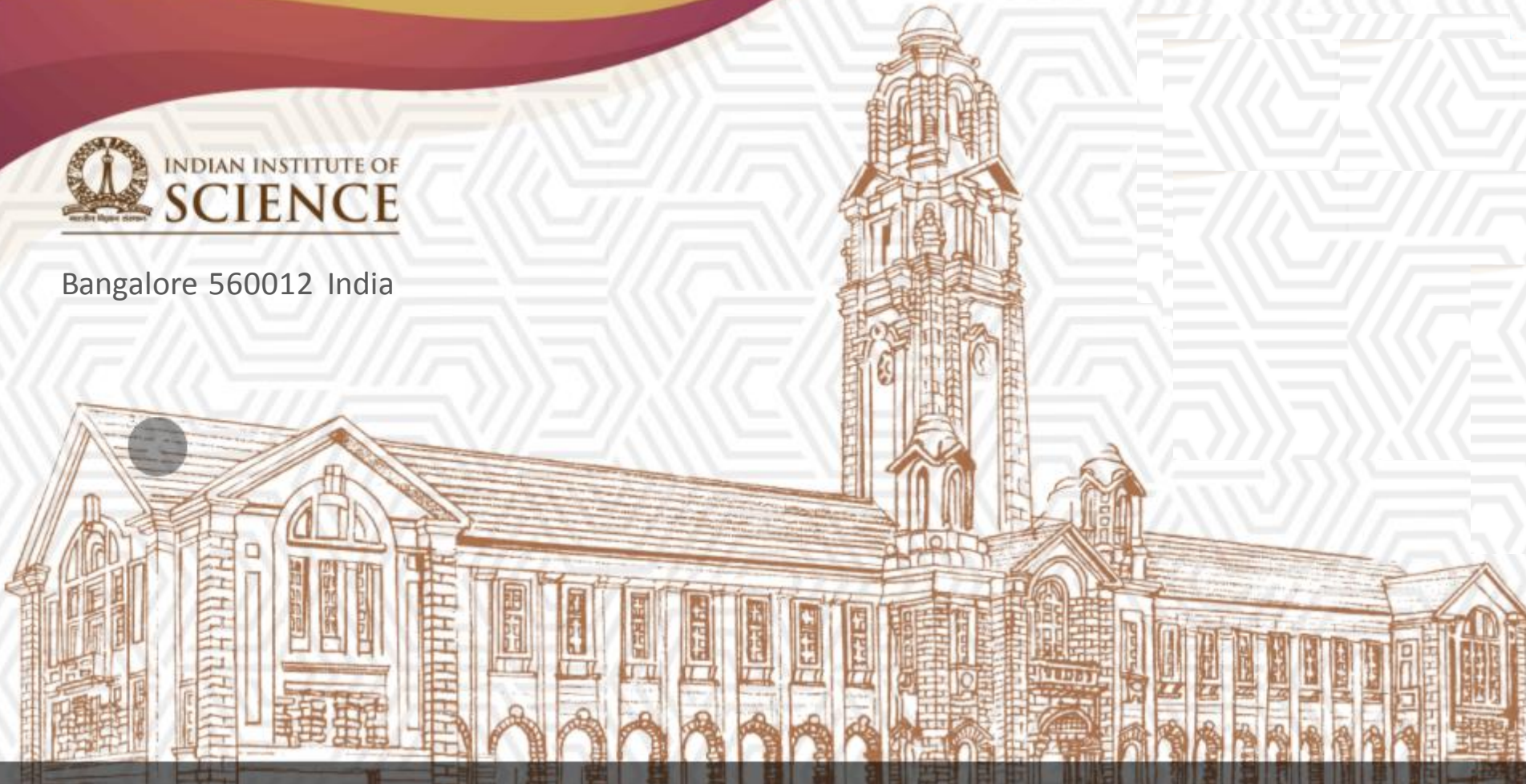


Analytics for Libraries:

Deriving Insights from Industry Trends



Bangalore 560012 India



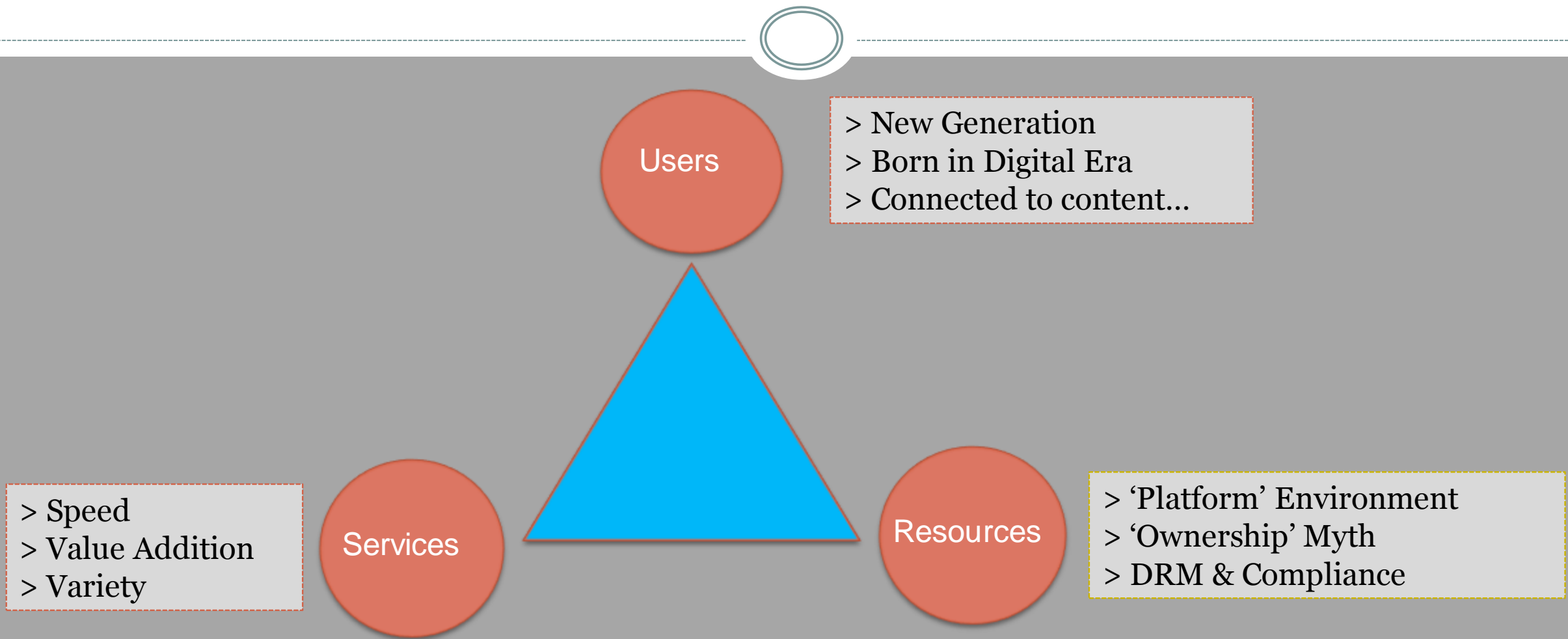
Invited talk @
LTC2018
LIBRARY TECHNOLOGY CONCLAVE

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Presentation Plan

- 1 Libraries – Need for transformation
- 2 Analytics & Its Importance
- 3 Industry Trends...SMAC
- 4 Analytics & Value Addition to Libraries
- 5 Analytics & next generation Libraries

Transforming Libraries...



Digital Life Habit of users... **Value added Service...** **'Platform'** of resources

Analytics & Its Importance

Content Gap

Usage Analysis

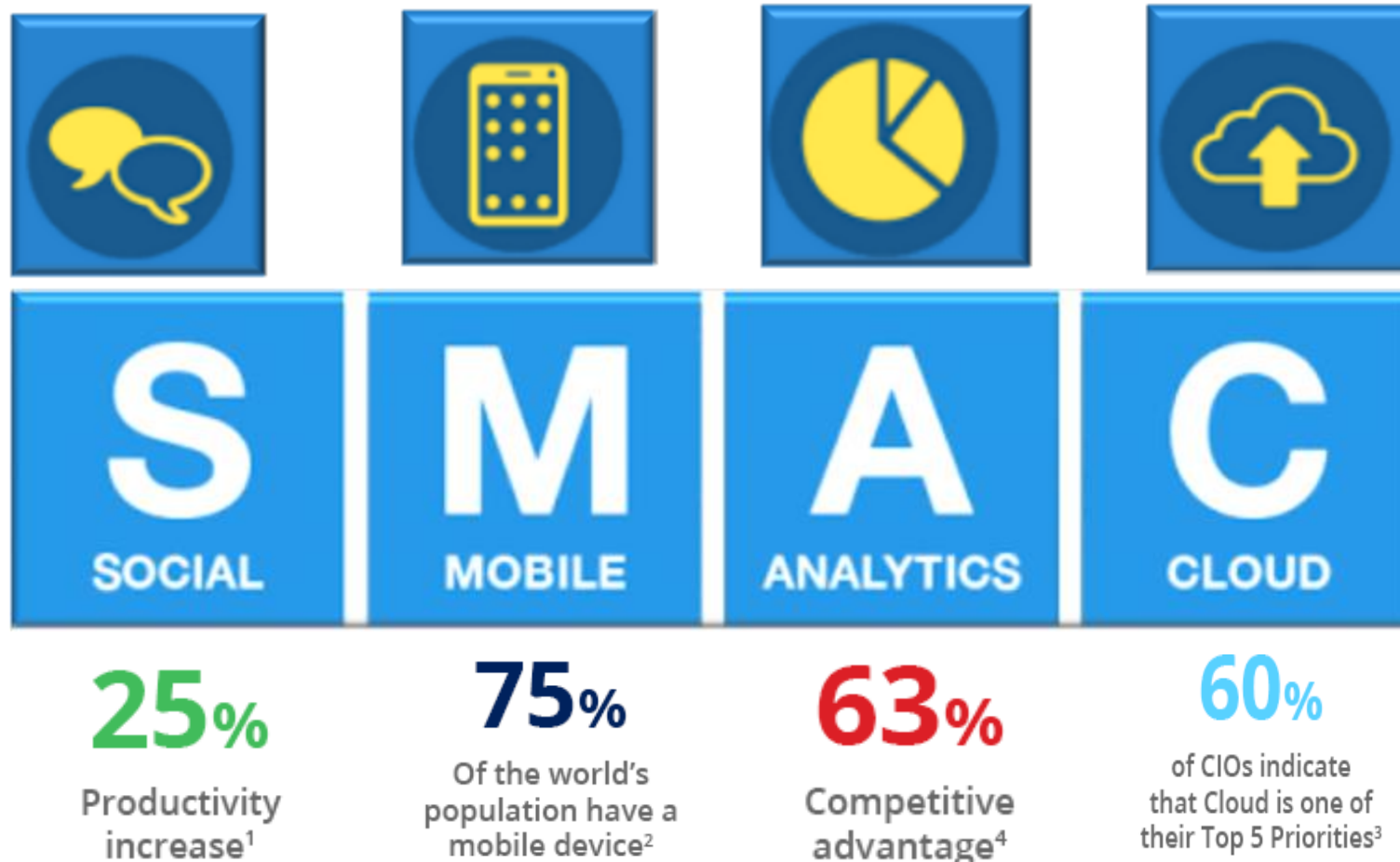
Relevance Analysis

Need for going beyond
Page visits, Views and
...COUNTER Compliant
Usage Data

...Document Centric Analysis to User Centric Analysis...Contextualization...

SMAC

Technologies associated
with Analytics



Sources -1:McKinsey Global Institute, July 2012.²

SMAC & Knowledge Transformation

	Encyclopaedia Britannica	Wikipedia
Year Founded	1768	2001
Articles	65000	5,512,310
Languages	1	270+
Updated	Annually	Real-time
Mistakes per article	2.92	3.86
Cost	\$729	Free

Source: Wikipedia Statistics & Cognizant website

Using Net and SMAC is different from effective application of Net and SMAC

- Amazon

Local
bookshop

- Google

General search
engines

- OLA/UBER

Local taxi
operator

SMAC Libraries: Why and How?

S – Social

- Create communities of users
- Organize Social events
- Develop library advocates
- User helps to keep library relevant

M- Mobile

- Increasing digital content
- Making content accessible on mobiles
- Use apps
- Mobile friendly websites
- Implementation of mobile gadgets like iPads, kindles etc

A - Analyse

- Understanding user and his information needs
- Analyse circulation data and connecting to user,
- Resource centric usage, amazon example of contex...

C-Cloud

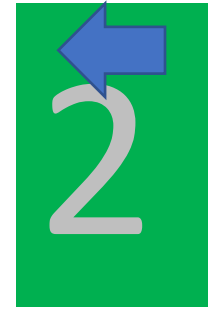
- Effective way of using IT infrastructure,
- state of the art IT,
- 100% uptime,
- Not vulnerable to local issues like, power, back ups etc.

Applications of SMAC in libraries



Creation of active
user community

User participation
and real-time
feedback



Mobile
content/collection

Personalized
collection and
services for users



Gaps...Challenges...Solutions

- incorporation of SMAC in curriculum

Skill
Development of
SMAC

1

- Collaborate with Library to learn better and implement

Theoretical Vs
Practical

2

- drive digital habits in a constructive way

Ability to
socialize

3

- need for early adoption and vision for next generation moves

Speed of
Technology

4

How nice if Analytics can help LICs in ...

- OPAC Search linked to Circulation Data
- User with 'Library use Data'
- Article/eResource with Usage Data – Most Viewed, Read...
- Library staff with response & problem resolution timelines data

Conclusion

Library+Analytics+SMAC = Next Gen Library
...Better than Google/Amazon!

Be Disruptive... or get Disrupted!

Thank You



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