**Academic Library Information-Seeking Ecosystem**

**The Context**

- Academic Libraries are striving to provide access to resources without necessarily requiring users to go through the library website.
- The trend of licensing services or tools to provide access to library resources like OpenURL link resolvers or LibGuides will likely continue in academic libraries.
- Users often go to Google to begin their research.
- Usage data provided by resource vendors may be limited, and vendors do not provide other analytics data.

> Within the next five years, all information discovery will begin at Google, including discovery of library resources. The continuing disaggregation of content from its original container will cause a revolution in resource discovery.

> Taiga Forum - Provocative Statements (2006)

**Analytics: UNC Health Sciences Library (HSL) Case Study**

- **Top content**
  - Homepage: 34.8%
  - Evidence-based Medicine Tutorial: 16%
  - Pharmacy – Databases (LibGuides): 7%
  - Clinical Reference – Databases (LibGuides): 4%
  - Electronic Journals search: 3.5%
  - Databases search and results: 3.1%
  - Resources: 1.6%
  - RefWorks – Getting Started (LibGuides): 1%
  - Ask a Librarian: 1%
  - Endnote Tutorial: 0.88%

- **Traffic sources**
  - Direct: 46.5%
  - Referred: 42.1%
  - Search: 34.6%

- **Browser/OS**
  - IE/Windows: 40.75% (6: 22%, 7: 11%, 8: 7%)
  - Safari/Mac: 15.25%
  - Chrome/Win: 5.9%
  - FF/Mac: 4%
  - Chrome/Mac: > 75%
  - Mobile: < 1%

- **Top referring domains**
  - unch.unc.edu, unchealthcare.org (UNC HealthCare/Hospital)
  - lib.unc.edu (UNC University Library)
  - med.unc.edu (UNC School of Medicine)
  - pharmacy.intranet.unchealthcare.org (Pharmacy Intranet for UNC Healthcare/Hospital)
  - dentistry.unc.edu (UNC School of Dentistry)
  - intranet.hsl.unc.edu
  - google.com
  - unc.edu
  - ovid.com
  - pharmacy.unc.edu (UNC School of Pharmacy)
  - guides.library.vcu.edu

- **Search Keywords**
  - unc, hsl, unc health sciences library, hsl.unc.edu, hsl.unc, hsl and other variations
  - evidence based medicine
  - unc library
  - research design definition
  - staff
  - types of studies
  - RefWorks
  - types of studies
  - Endnote tutorial
  - master’s thesis

**Our Challenge**

- Create a cohesive experience for users of academic library web resources.
- Provide access to library resources with so much of the library information-seeking ecosystem out of our control.
- Engage the IA community in further discussion and collaboration.

> Taiga Forum - Provocative Statements (2006)

> Within the next five years, there will no longer be a monolithic library Web site. Instead, library data will be pushed out to many starting places on the Web and directly to users.

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