

## Do Collaborative Multi-Institution Projects Drive End-User Traffic to Digital Collections?

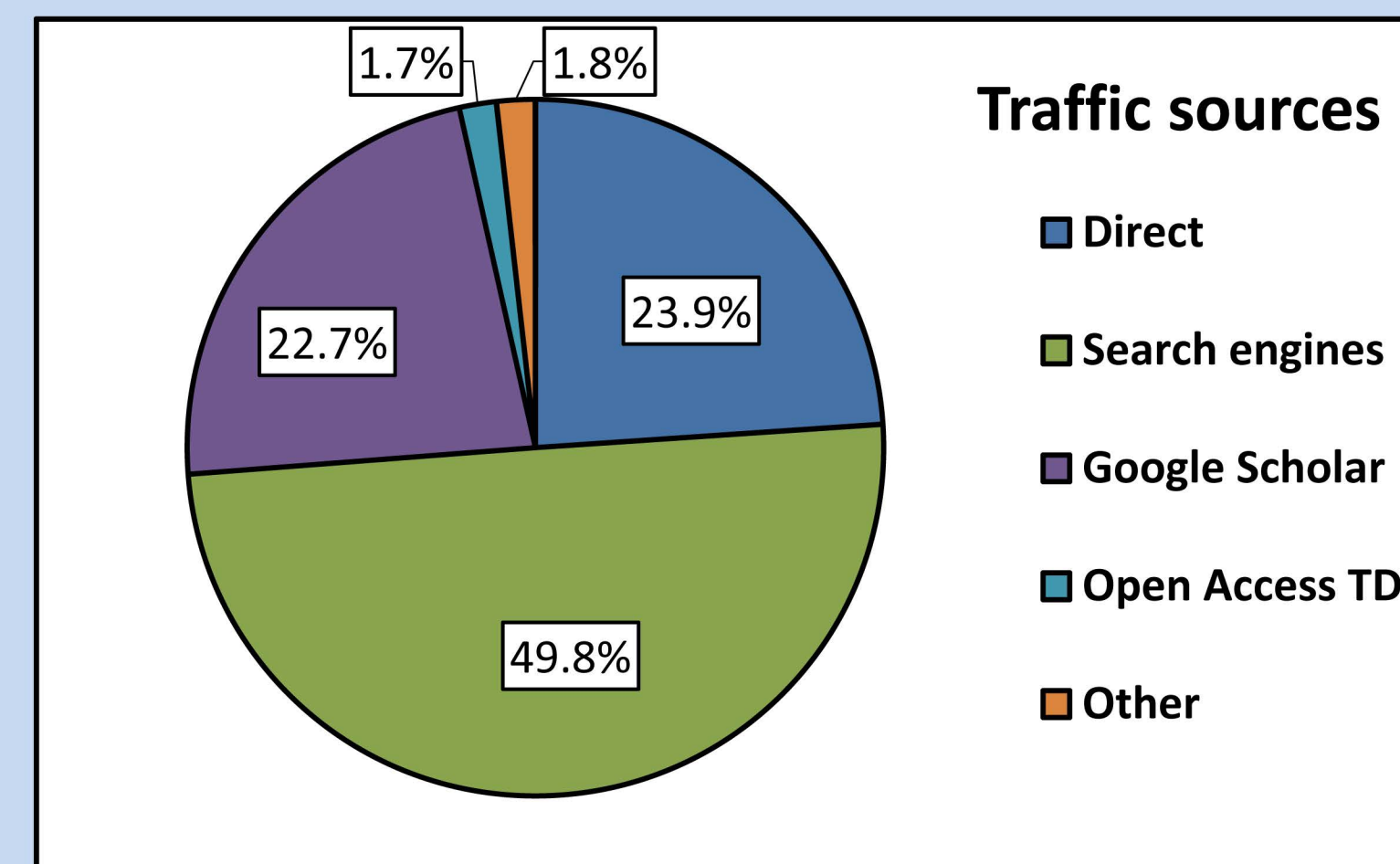
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Collaborative multi-institution digital collection projects are created to make it easier for end-users to find digital materials. Their implicit promise is that the significant work necessary for their creation will be rewarded by end-user traffic directed back to the native collections.

- This poster examines sources of end-user traffic for some of Auburn University Libraries' digital collections during the study period (10-15-2015 through 10-14-2016).
- Page views for each collection were obtained from Google Analytics and sorted according to traffic source.

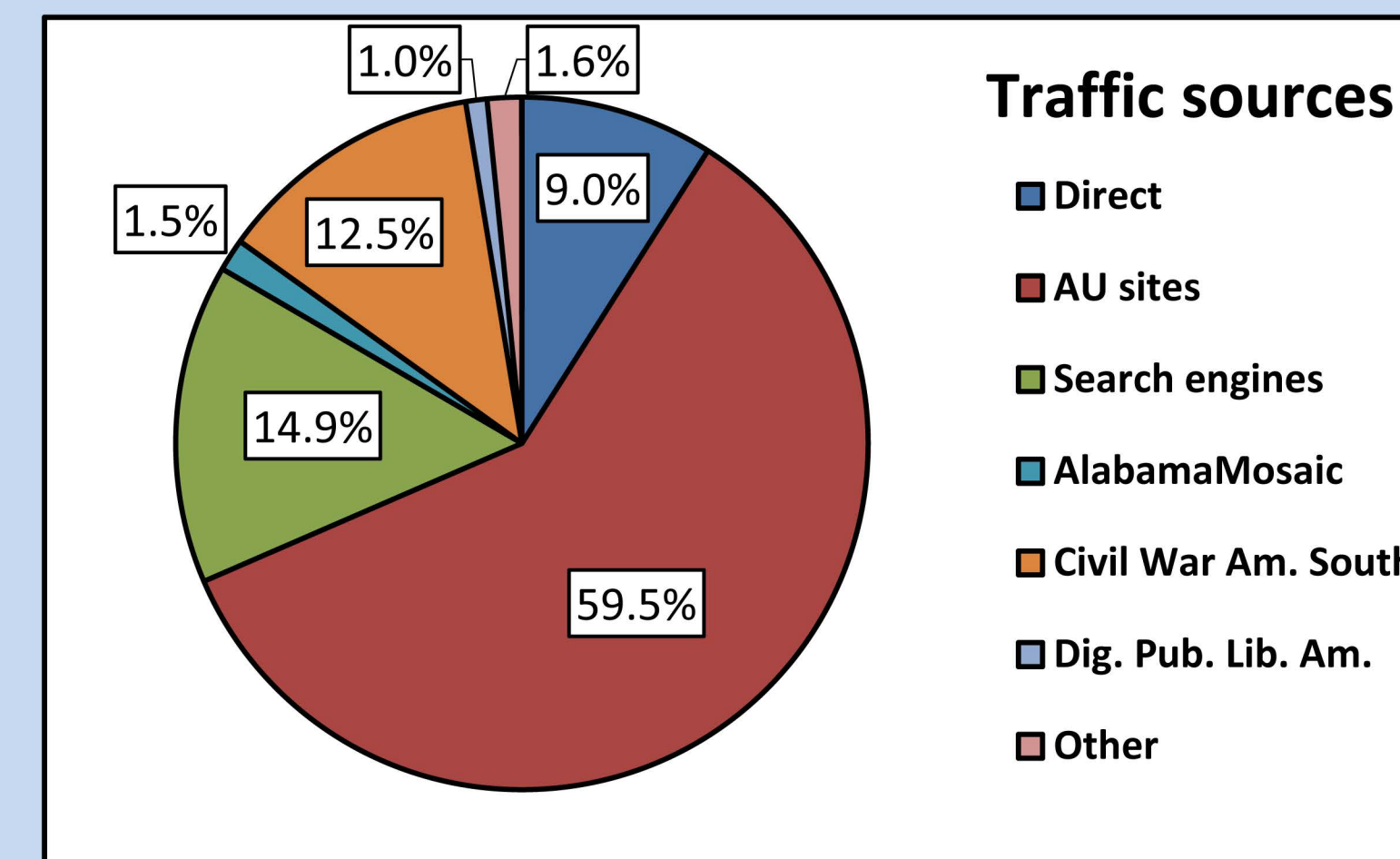
### Elec. Theses and Diss.

- DSpace collection
- 5,307 ETDs
- 85,958 item page views
- Indexed by Open Access Theses and Dissertations



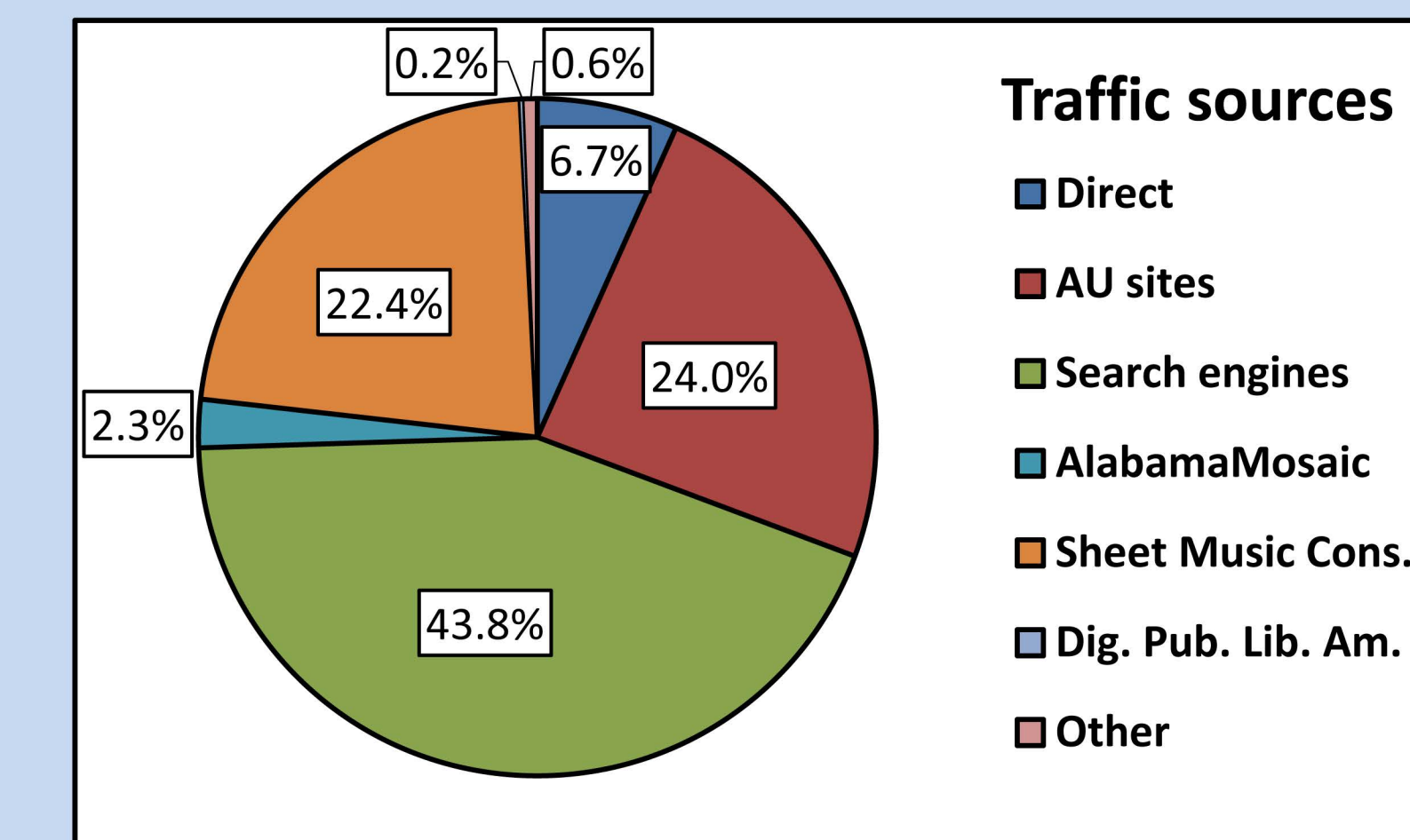
### Civil War Diaries & Lett.

- CONTENTdm collections
- 142 diaries & letter collections
- 6,334 item page views
- Indexed by AlabamaMosaic; Civil War in Am. South; DPLA



### Piano Bench Collection

- CONTENTdm collection
- 388 sheet music scores
- 1,452 item page views
- Indexed by Sheet Music Consortium, AlabamaMosaic

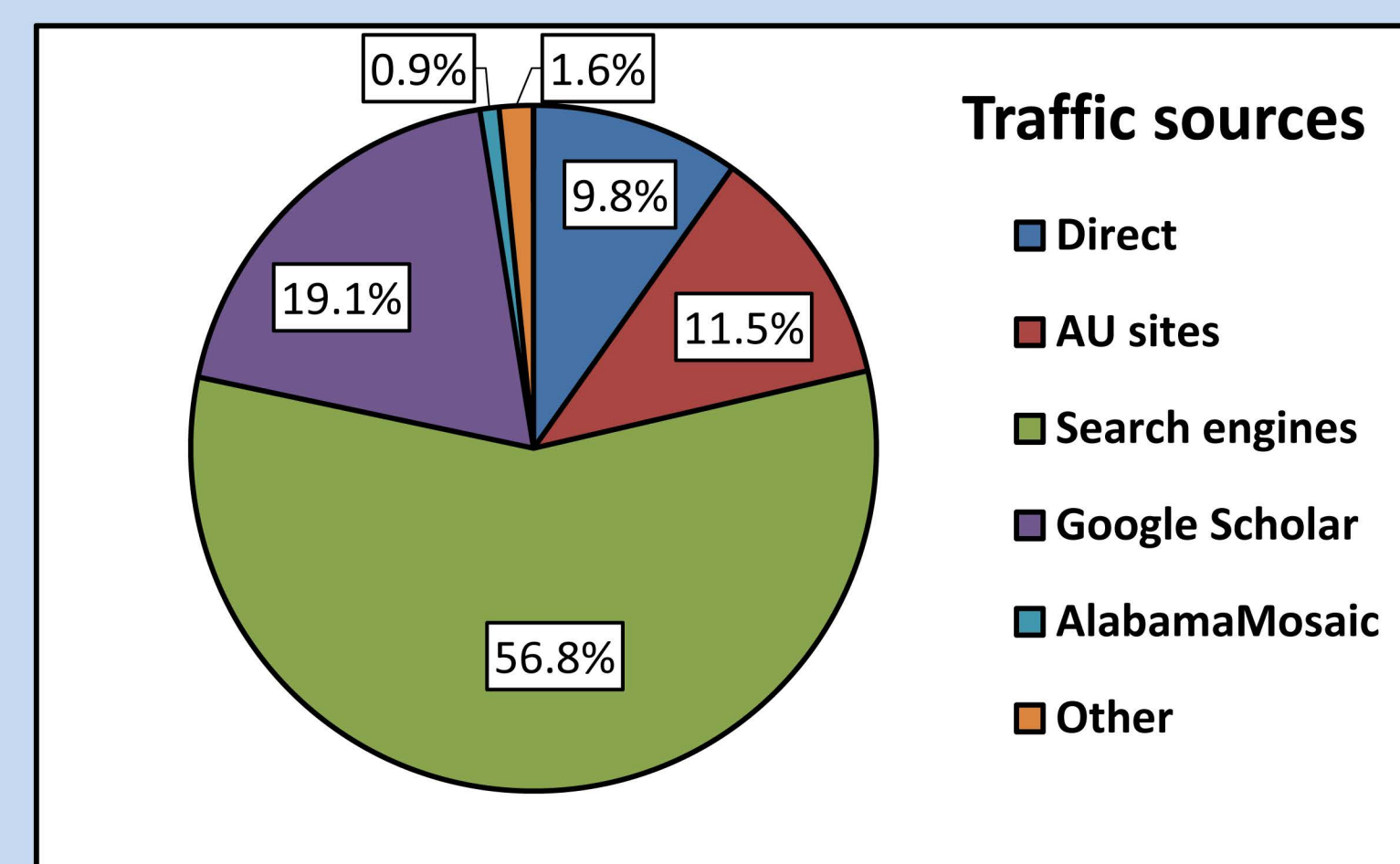


## Summary of Results

- During the Study Period:
- Specialized aggregators (Civil War in the American South; Sheet Music Consortium) directed significant amounts of end-user traffic to indexed collections.
  - Non-specialized aggregators (Open Access Theses and Dissertations; AlabamaMosaic; Digital Public Library of America) directed much less traffic to indexed collections.
  - Search engines and Google Scholar directed as much or more end-user traffic than aggregators.

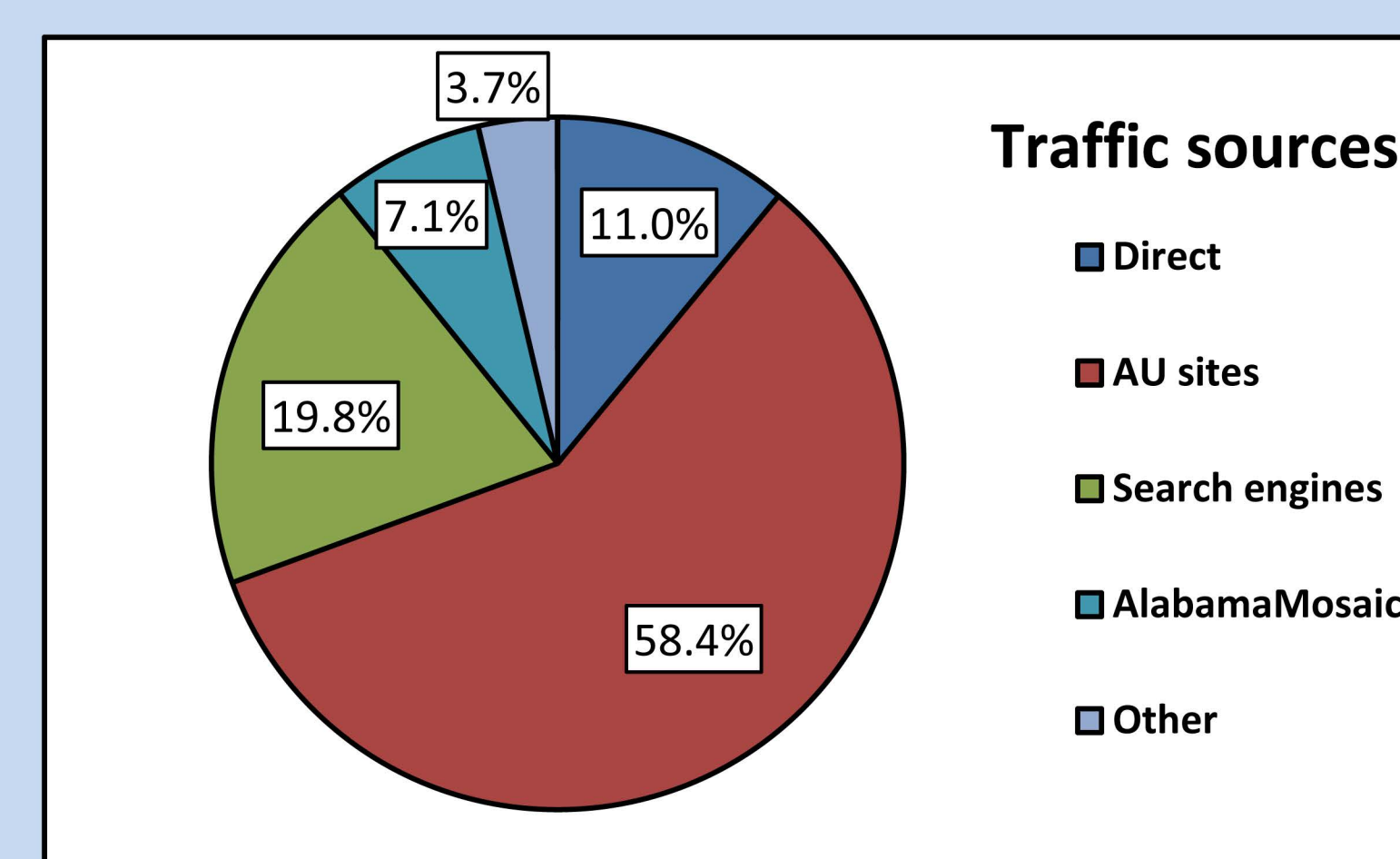
### Ala. Agric. Expt. Station Research Reports

- DSpace collection
- 2,263 digital objects
- 5,041 item page views
- Indexed by AlabamaMosaic



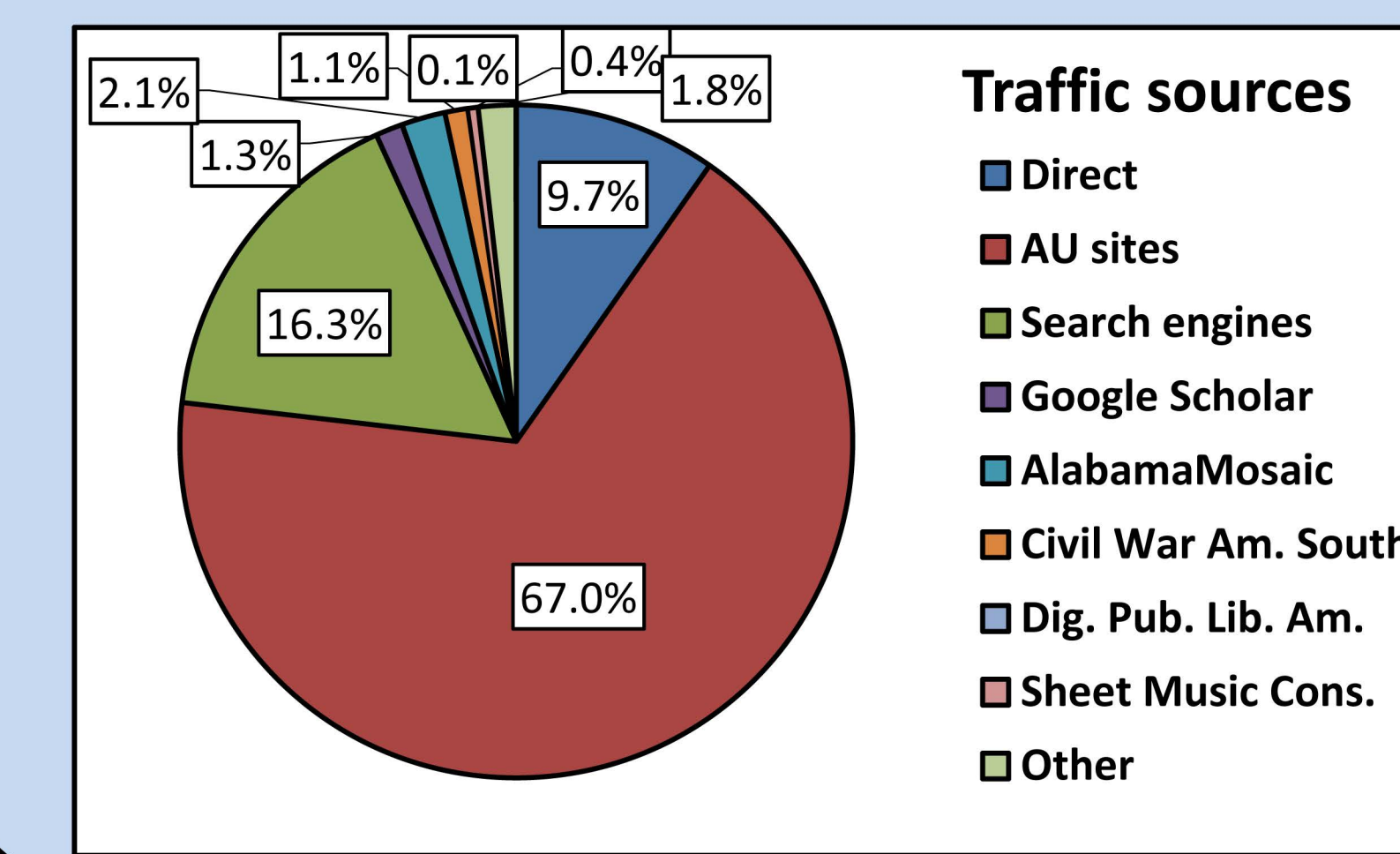
### Ala. Coop. Extn. Service Photos & Newsletters

- CONTENTdm collections
- 808 photos and newsletters
- 1,685 item page views
- Indexed by AlabamaMosaic; DPLA



### All AU Collections in AlabamaMosaic

- CONTENTdm, DSpace collections
- 12,554 digital objects
- 72,985 item page views
- Indexed by AlabamaMosaic



## Conclusions

- Specialized multi-institution projects increase end-user traffic sufficiently to justify participation. Non-specialized projects may not.
- In deciding whether or not to participate, weigh the time and resources required against probable increase in end-user traffic.
- All digital collections can probably benefit from search engine indexing and/or optimization.