

User Behaviour in the WebPAC: Insights from Google Analytics

Li Yiu On, Systems Section
Chris Chan, Information Services Section
Hong Kong Baptist University Library

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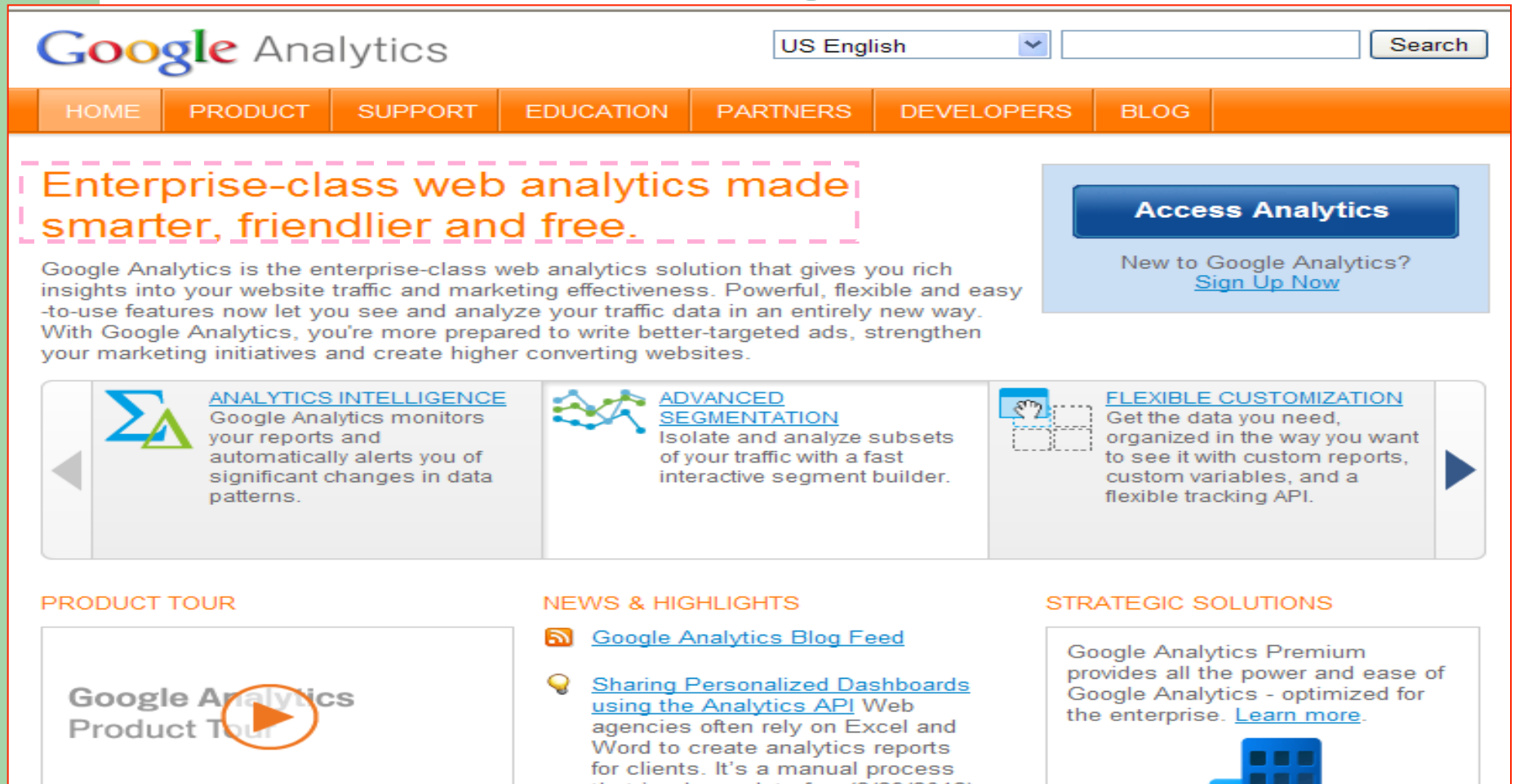
Outline

- A. What is Google Analytics?
- B. Implementing Google Analytics on WebPAC – The HKBU Library Experience



A. What is Google Analytics?

1. GA Homepage



The screenshot shows the Google Analytics homepage. At the top is the Google Analytics logo, a language selector set to 'US English', and a search bar. Below this is an orange navigation bar with links: HOME, PRODUCT, SUPPORT, EDUCATION, PARTNERS, DEVELOPERS, and BLOG. The main content area features a large headline: 'Enterprise-class web analytics made smarter, friendlier and free.' To the right of this headline is a blue button labeled 'Access Analytics' and a link 'New to Google Analytics? Sign Up Now'. Below the headline is a paragraph describing Google Analytics as an enterprise-class solution. Further down are three feature boxes: 'ANALYTICS INTELLIGENCE' (with a sigma symbol icon), 'ADVANCED SEGMENTATION' (with a network icon), and 'FLEXIBLE CUSTOMIZATION' (with a hand icon). At the bottom, there are three sections: 'PRODUCT TOUR' with a video player icon, 'NEWS & HIGHLIGHTS' with links to the 'Google Analytics Blog Feed' and 'Sharing Personalized Dashboards using the Analytics API', and 'STRATEGIC SOLUTIONS' with text about Google Analytics Premium and a 'Learn more' link.

Google Analytics

US English

Search

HOME PRODUCT SUPPORT EDUCATION PARTNERS DEVELOPERS BLOG

Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

Access Analytics

New to Google Analytics?
[Sign Up Now](#)

ANALYTICS INTELLIGENCE
Google Analytics monitors your reports and automatically alerts you of significant changes in data patterns.

ADVANCED SEGMENTATION
Isolate and analyze subsets of your traffic with a fast interactive segment builder.

FLEXIBLE CUSTOMIZATION
Get the data you need, organized in the way you want to see it with custom reports, custom variables, and a flexible tracking API.

PRODUCT TOUR

Google Analytics Product Tour

NEWS & HIGHLIGHTS

[Google Analytics Blog Feed](#)

[Sharing Personalized Dashboards using the Analytics API](#) Web agencies often rely on Excel and Word to create analytics reports for clients. It's a manual process that takes a lot of time and effort.

STRATEGIC SOLUTIONS

Google Analytics Premium provides all the power and ease of Google Analytics - optimized for the enterprise. [Learn more.](#)

<http://www.google.com/analytics/>

2. GA – An Introduction

- A **free service** offered by Google that generates detailed statistics about visits to a website
- “It is the most widely used website statistics service, currently in use on around **57% of the 10,000 most popular websites**. Another market share analysis claims that Google Analytics is used at around 49.95% of the top 1,000,000 websites”[1]

[1] Wikipedia, http://en.wikipedia.org/wiki/Google_Analytics

3a. GA Advantages

- **Industry leading and standard** tool internationally for measuring and comparing website traffic among different platforms/sites
- **Free** – no hardware and software setup costs, subscription fee, or maintenance fee (for staffing, hardware, or software)

3b. GA Advantages

- Provides **comprehensive** and statistical data reports in **real time**
 - All **Key Performance Indicators** are given
- Provides a **user friendly interface** to browse statistical reports online.
 - *“Powerful, flexible and easy-to-use features now let you see and analyse your traffic data in an entirely new way”* – GA Homepage

http://hkbulib.hkbu.edu.hk - http://hk...
WebPAC - 2) Exclude libstaff IP

Home

Standard Reporting

Custom Reporting

Admin

Help



Audience

Overview

Demographics

Behavior

Technology

Social

Mobile

Visitors Flow



Advertising



Traffic Sources



Content



Conversions

Help

The Visitors Overview Report

Comparing Metrics

Using the Interactive Table

Common Report Controls

Video: Add Advanced Segments

Find Your Old Reports in the New

Visitors Overview

Feb 28, 2012 - Mar 29, 2012

Advanced Segments

Email **BETA**

Export

Add to Dashboard

100.00% of total visits

Overview

Visits

vs. Select a metric

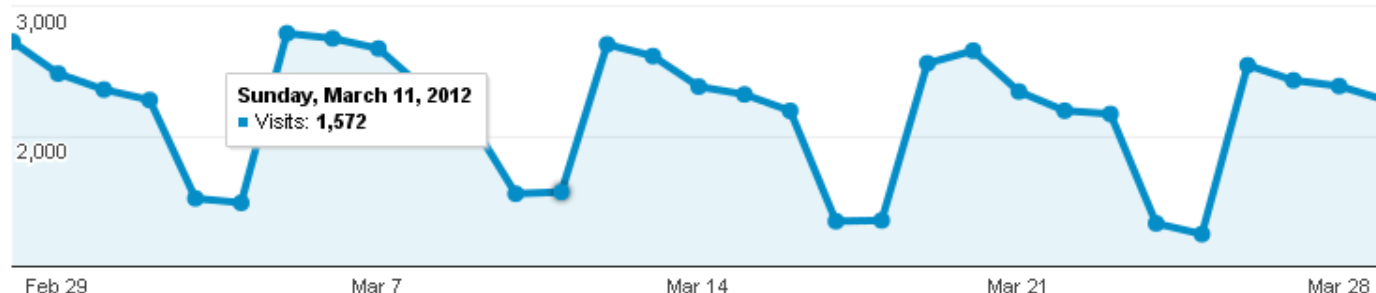
Hourly

Day

Week

Month

Visits



47,872 people visited this site



67,756 Visits



47,872 Unique Visitors



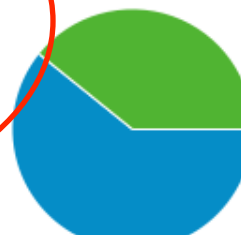
328,368 Pageviews



4.85 Pages/Visit



00:04:39 Avg. Visit Duration



60.80% New Visitor

41,196 Visits

39.20% Returning Visitor

26,560 Visits

Help

[The Visitors Overview Report](#)
[Comparing Metrics](#)
[Using the Interactive Table](#)
[Common Report Controls](#)
[Video: Add Advanced Segments](#)
[Find Your Old Reports in the New Interface](#)

[Help center](#)

Search help center

Go

47,872 Unique Visitors
328,368 Pageviews
4.85 Pages/Visit
00:04:39 Avg. Visit Duration
49.04% Bounce Rate
60.74% % New Visits



60.80% New Visitor
41,196 Visits
39.20% Returning Visitor
26,560 Visits

Demographics

[Language](#)

[Country/Territory](#)

[City](#)

System

[Browser](#)

[Operating System](#)

[Service Provider](#)

Mobile

[Operating System](#)

[Service Provider](#)

[Screen Resolution](#)

Country/Territory

Visits % Visits

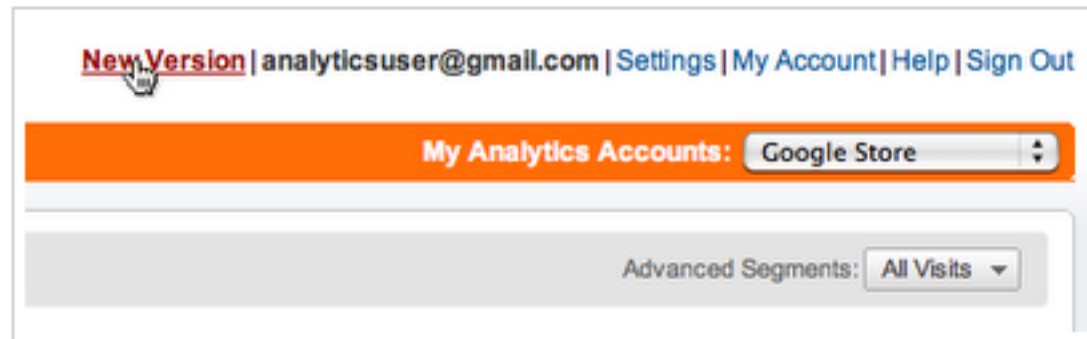
1.	Hong Kong	66,179	97.67%
2.	China	682	1.01%
3.	United States	156	0.23%
4.	Macau	105	0.15%
5.	Taiwan	103	0.15%
6.	United Kingdom	83	0.12%
7.	(not set)	49	0.07%
8.	Malaysia	44	0.06%
9.	India	31	0.05%
10.	Singapore	30	0.04%

[view full report](#)

This report was generated on 3/30/12 at 11:15 AM - [Refresh Report](#)

3c. GA Advantages

- **Recent major update to GA** -- Google adding improvements on an ongoing basis
- For those who tried GA a few years ago, well worth checking out the many new features recently added.





Analytics Blog

Official blog for Google Analytics tips, tricks and news

Learn at the Google Analytics User Conference in Mexico City

Wednesday, April 18, 2012 | 10:20 AM

Labels: [Training and Events](#)

GAUC

Google Analytics User Conference

Buenos dias analistas!

Mexico City is hosting its first [Google Analytics User Conference](#) next week on Wednesday, April 25th. This event will be a full day of valuable sessions by leaders in the Latin American web analytics market and members of the Google Analytics product team. You can view the [full agenda](#) and register at [www.gauc.mx](#).

Our readers can get 10% off that code will get a **free ticket**

Attendees will find helpful content and benefit from hearing about the latest in Analytics. You can also choose from various concepts for making analytics features like Custom Variables work for everyone at this event.

Topics will include:

- What's New & Fantastic in Google Analytics
- Web Analytics Measurement Planning
- Tag Management for Google Analytics

Search This Blog

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[twitter.com/googleanalytics](#)

82624 readers
BY FEEDBURNER

Archive

2012 (31)

- Learn news and recent development at GA Blog
- GA User Group and Conference
- These are important criteria to evaluate the **vitality** of this online tool

[Code and Configuration](#) (38)
[Content](#) (3)
[Conversion](#) (4)

3d. GA Advantages

- **Easy to implement** for different databases and websites, with no daily / routine maintenance work

4. GA Implementation

- **Very simple:**
 - no computer skills or programming knowledge required
 - *(almost)* anyone can do it
- Sign up for a new GA account
- Copy and paste the personalized GA Tracking Code into the HTML of your website

4. GA Tracking Code

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ?
"https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost +
"google-analytics.com/ga.js' type='text/javascript'%3E%
3C/script%3E"));
</script>
<script type="text/javascript">
try{
var pageTracker = _gat._getTracker("UA-xxxxxxx-x");
pageTracker._trackPageview();
} catch(err) {}
</script>
```

- To keep track of Millennium WebPAC traffic, GA Tracking Code may be added to the [botlogo.html](#) file as a global command



Many people have raised **privacy concerns** over the use of GA



B. Implementing Google Analytics – The HKBU Library Experience

I. GA Privacy Concerns

1. Security of Transmitting Personal Data
2. Google's Promise
3. Should we trust Google?
4. Use of GA Code – A Restriction
5. GA Redirect Script

1. Security of Transmitting Personal Data

- Unlike in-house analytics programmes, the use of GA necessarily means transmitting information to third-party servers
- GA does not provide reports on personally identifiable information (e.g. IP addresses), but there is concern about the data GA collects

2. Google's Promise

- Google promises not to associate GA data with other data they hold
- If users are especially opposed to having their visit tracked, they can install an opt-out add on to their browser



3. Should We Trust Google?

Even if we don't think of Google as "Evil", we do NOT have to trust Google, thus it is appropriate to:

- Confirm with relevant authorities that the use of GA is acceptable under the University's Privacy Policy
- Fully comply with Google's Privacy Policy:
 - Disclosure of the use of GA in the Library's Online Personal Information Collection Statement
 - Provision of link to Opt-out Browser Add-on

4a. Use of GA Code – Additional Restriction

- In addition, a more rigid and secure policy is followed by HKBU Library.
- GA code will **not** be executed on any page that requires users to enter personal data or disclose personal information, e.g. *My Library Account* – including the login page, and page display checkout items

4b. Use of GA Code – Additional Restriction

- GA Code embedded on [botlogo.html](#) file is a global command for tracking all WebPAC pages traffic
- In order not to execute the GA Code on My Library Account pages, a conditional javascript statement is added

```
if ((document.location.href.indexOf  
    ("patroninfo")) == '-1')
```

5. GA Redirect Script



Because of this security policy, traffic to My Library Account will not be recorded.

Is there any secure way to keep the statistics of My Library Account?



My Library Account -- GA Redirect Script

My Library Account GA Redirect Script

- <http://net3.hkbu.edu.hk/~libres/cgi-bin/inmylibacct.pl>
- embedded GA code
- redirect to *My Library Account* at <https://hkbulib.hkbu.edu.hk/patroninfo/>

The image shows a screenshot of the Hong Kong Baptist University Library website. The top navigation bar includes links for 'My Library Account / Renew Materials', 'Ask a Librarian', and 'University Home'. A red dashed oval highlights the 'My Library Account / Renew Materials' link. A red arrow points from this link to the 'My Library Account' login page. The login page features a 'username' field, a password field with masked characters, a 'Login' button, and a 'SAME Login Enabled' message. Below the login fields, there is a 'What's New at the Library' section with various announcements. At the bottom, there is a 'Reminder on Renewal Service' section with bullet points about book renewals.

HONG KONG BAPTIST UNIVERSITY Library

My Library Account / Renew Materials | Ask a Librarian | University Home

Find Materials Services & Information Branches & Special Collections

Books & More Articles & Journals Course Reserves OneSearch Beta!

Keyword [v] Search [Tips]

My Library Account University E-Mail Account

username

Login

SAME Login Enabled

What's New at the Library RSS@HKBU Library

Book Culture Club 15th round : Why he writes? The life journey of a Hong Kong Intellectual 好書會第15場活動:香港知識分子的生命旅程 (30 March 2012)

Medicinal Plant Images Database now bilingual (30 March 2012)

SMCL - User Survey iPad2 Lucky Draw Results and Photo Gallery (22 March 2012)

News Archive New & Trial Resources Library Event Calendar

HONG KONG BAPTIST UNIVERSITY Library My Library Account

HKBU Library Catalogue 香港浸會大學圖書館目錄

My Library Account Help

HKBU Staff / Students Other Eligible Users

User ID : e.g. the same user name for logging on to your HKBU email account

Password : Forgot your password?

SUBMIT

Reminder on Renewal Service

- General books : can be renewed five times except for these cases.
- Overdue books : can also be renewed, but fines are accrued to your account.

45 page titles were viewed a total of 1,466,282 times

Content Performance

Views:     

Pageviews

1,466,282

% of Site Total:
100.00%

Unique
Pageviews

1,153,665

% of Site Total:
100.00%

Avg. Time on
Page

00:01:11

Site Avg: **00:01:11**
(0.00%)

Bounce Rate

49.90%

Site Avg: **49.90%**
(0.00%)

% Exit

20.06%

Site Avg: **20.06%**
(0.00%)

\$ Index

\$0.00

Site Avg: **\$0.00**
(0.00%)

	Page Title None	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
1.	HKBU Library /All Locations	1,152,395	889,583	00:01:14	27.55%	14.62%	\$0.00
2.	HKBU Library: My Library Account	115,288	105,007	00:01:45	92.49%	91.08%	\$0.00
3.	HKBU Library Catalogue -- Advanced Key...	79,105	70,366	00:00:37	13.86%	8.82%	\$0.00
4.	HKBU Library /Multimedia	34,054	25,668	00:00:54	38.95%	10.52%	\$0.00
5.	HKBU Library /Local TV	23,394	17,271	00:01:24	30.42%	13.98%	\$0.00
6.	Z39.50 MULTIPLE SERVERS						\$0.00
7.	HKBU Library /Electronic						\$0.00
8.	HKBU Library /Journals						\$0.00
9.	HKBU Library /Shek Mun C						\$0.00
10.	HKBU Library /ChineseMed	1,423	1,061	00:00:51	21.43%	10.54%	\$0.00

About 10% of WebPAC
pageviews comes from My
Library Account

Filter Page Title:

containing

Go

Advanced Filter

Order: 1 Show rows: 10 of 45

II. Use WebPAC GA Statistics for Benchmarking

1. A Holistic Approach
2. Trying to identify different categories of WebPAC users
3. WebPAC Tools
4. E-Resources Access via WebPAC
5. AirPAC

1a. Holistic Approach

- With the help of GA, we now know that the number of visits to the WebPAC from 1 Nov 2011 to 31 Mar 2012 was **294,183**, of which **2.6%** were overseas visits



Are the above figures too high or too low?

Audience

Overview

Demographics

Behavior

Technology

Social

Mobile

Visitors Flow

Advertising

Traffic Sources

Content

Conversions

Help

[The Visitors Overview Report](#)

[Comparing Metrics](#)

[Using the Interactive Table](#)

[Common Report Controls](#)

Visitors Overview

Nov 1, 2011 - Mar 31, 2012 [↕](#)

Advanced Segments

Email ^{BETA}

Export [↕](#)

Add to Dashboard



All Visits 100.00% of total visits [✕](#)

non-Hong Kong visits 2.63% of total visits [✕](#)

This report is based on 241529 visits (82.10% of visits).

Overview

Visits [↕](#)

vs. [Select a metric](#)

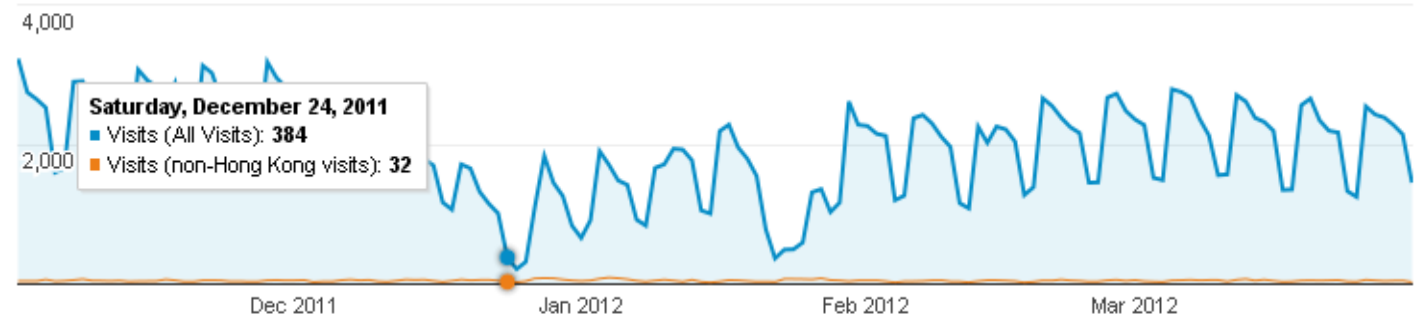
Hourly

Day

Week

Month

Visits (All Visits) Visits (non-Hong Kong visits)



188,672 people visited this site

Visits



All Visits: **294,183**



non-Hong Kong visits: **7,748**

WebPAC GA report

1b. Holistic Approach

- Not an absolute number, should be viewed as a relative figure
- At HKBU Library, GA is not installed only for the purpose of measuring WebPAC usage
- Instead, GA statistics are used to establish reference points for comparing and evaluating the usage of all HKBU electronic resources, including
 - Library Homepage, e-Announcement
 - In-house developed databases, computer programs (e.g. Online Room Booking programs)

Common Questions

How do I grant other users access to my Analytics account?

Why am I not seeing any data in my reports?

I created a duplicate account, how can I remove it?

Recommended for you

AdWords

Your ads can appear when people search Google or visit our network of partner sites. [Learn more »](#)

Resources

- [Help](#)
- [Code Site](#)
- [Features](#)
- [Product Tour](#)
- [Case Studies](#)
- [Conversion University](#)
- [Seminars for Success](#)
- [Partner Services](#)

[Google Analytics Blog](#)

Overview: all accounts

2012 Mar 3 - 2012 Apr 2

Comparing to: 2012 Feb 1 - 2012 Mar 2

Day Week Month Year

Accounts						+ Add new account
Name	Visits↓	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
HKBU Library Web Development Team	154,332	00:03:00	70.45%	0	↑ 3.26%	
WebPAC	67,978	00:04:51	49.05%	0	↑ 3.49%	Edit
TRS - Medicinal Plant Images Db	13,016	00:03:53	66.87%	0	↑ 15.15%	Edit
WebPAC Tool	5,230	00:02:46	67.44%	0	↓ -7.65%	Edit
TRS - HKBU Theses & Dissertations Db	5,046	00:01:04	66.77%	0	↑ 18.23%	Edit
TRS - Chinese Medicine Specimen Db	3,893	00:02:01	67.79%	0	↑ 16.56%	Edit
HKBU Library Mobile	3,818	00:01:22	42.93%	0	↑ 3.67%	
Lib-nt2 - HKBUTube	3,638	00:04:45	47.14%	0	↑ 11.60%	Edit
AirPAC						
lib-nt - Online Room Booking Prog.						
Chinese ebooks collections						
TRS - HKBU Honours Projects DB	1,246	00:05:10	33.63%	0	↑ 9.88%	Edit
TRS - HKBU Exam						

A dump screen of our GA accounts for the WebPAC and different websites/programs

1c. Visits from 1 Nov 2011 to 31 Mar 2012

	Visits	Index
Library Homepage	613,249	208.4
<u>WebPAC</u>	294,183	100
Medicinal Plant Image Database	43,179	14.6
<u>HKBUTube</u>	15,432	5.24
Chinese Medicine Specimen Database	11,638	3.95

1d. Overseas Visits from 1 Nov 2011 to 31 Mar 2012

	% of Overseas Visits	Index
Library Homepage	1.84%	70
<u>WebPAC</u>	2.6%	100
Medicinal Plant Image Database	55.9%	2,150
<u>HKBUTube</u>	15.9%	611
Chinese Medicine Specimen Database	69.9%	2,688



62,155 visits came from 67 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) ▾

Site Usage

Goal Set 1

Views:

Visits

62,155

% of Site Total: 100.00%

Pages/Visit

4.91

Site Avg: 4.91 (0.00%)

Avg. Time on Site

00:04:49

Site Avg: 00:04:49 (0.00%)

% New Visits

58.83%

Site Avg: 58.77% (0.10%)

Bounce Rate

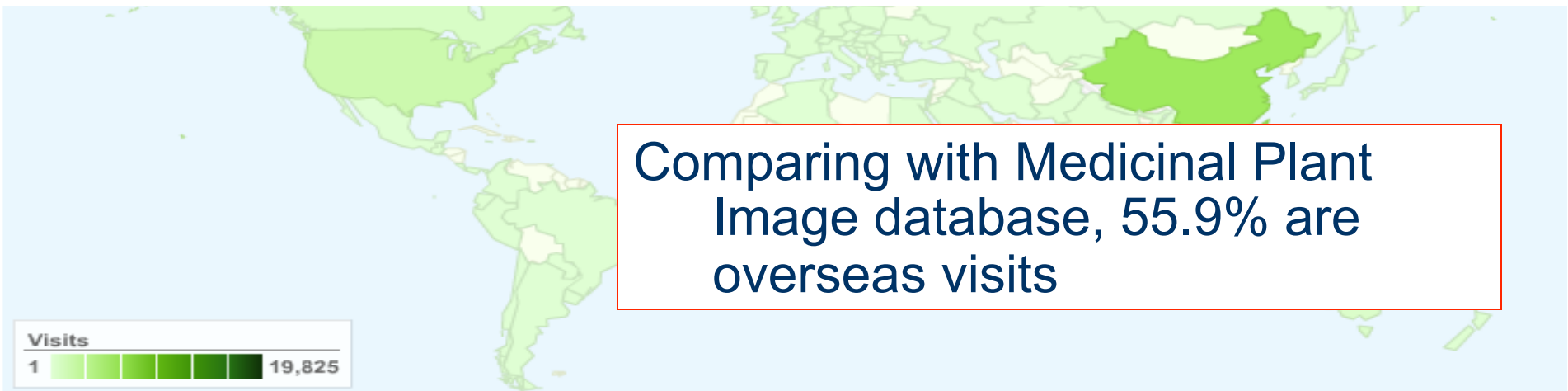
50.07%

Site Avg: 50.07% (0.00%)

	Detail Level: Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Hong Kong	60,579	4.94	00:04:51	58.54%	50.02%
2.	China	753	4.33	00:03:10	74.37%	56.04%
3.	United States	141	2.49	00:02:41	72.34%	63.12%
4.	Macau	90	4.28	00:07:35	40.00%	44.44%
5.	Taiwan	84	2.57			24%
6.	United Kingdom	68	2.97	00:02:14	64.71%	45.59%
7.	(not set)	50	2.40	00:03:15	78.00%	62.00%
8.	South Korea	39	2.79	00:01:45	61.54%	17.95%
9.	Malaysia	36	2.67	00:02:41	41.67%	19.44%
10.	Singapore	34	3.32	00:06:00	58.82%	47.06%

98% visits are local

98% visits are local



Comparing with Medicinal Plant
Image database, 55.9% are
overseas visits

43,987 visits came from 109 countries/territories



Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#) 

Site Usage

Goal Set 1

Views:     

Visits 43,987 % of Site Total: 100.00%	Pages/Visit 8.19 Site Avg: 8.19 (0.00%)	Avg. Time on Site 00:04:34 Site Avg: 00:04:34 (0.00%)	% New Visits 78.58% Site Avg: 78.41% (0.21%)	Bounce Rate 62.16% Site Avg: 62.16% (0.00%)
--	---	---	--	---

	Detail Level: Country/Territory 	Visits 	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Hong Kong	19,825	10.91	00:05:32	71.28%	55.91%
2.	Taiwan	10,233	6.76	00:03:51	84.92%	67.82%
3.	China	7,000	6.05	00:04:10	83.17%	66.29%
4.	United States	2,197	3.60	00:02:56	87.44%	70.32%
5.	Canada	789	5.19	00:03:34	86.57%	62.10%
6.	Malaysia	574	4.16	00:03:00	81.71%	68.82%
7.	Australia	555	6.81	00:05:07	75.14%	60.90%
8.	Macau	498	6.14	00:04:12	79.92%	60.24%
9.	United Kingdom	339	7.52	00:04:44	80.83%	69.32%
10.	Singapore	333	10.31	00:03:34	83.78%	67.87%

2a. Trying to identify different categories of WebPAC users

- Where are WebPAC users coming from? Inside the Library, on-campus, off-campus?
- In order to record website traffic from different sources, different filter profiles were setup (based on IP addresses)

2b. WebPAC Visits in Different Filters


Profiles	Visits	%
1) Unfiltered	304,375	100.0%
2) Exclude library staff IP	294,183	96.7%
3) Off Campus Access	179,171	58.9%
4) On Campus Access	115,176	37.8%
5) On Campus Non-Library Access	91,406	30.0%
6) In Main Library Public Access	23,771	7.8%
7) In CML Public Access	1,984	0.7%
8) In SML Access	554	0.2%


3a. Usage of Tools available in WebPAC


- To facilitate users in searching and accessing our e-resources, a variety of tools are installed on the WebPAC
- Are these tools helpful to our users?
- GA can also help to keep track of the usage of these WebPAC tools

[Start over](#)
[Export record](#)
[MARC display](#)
[Return to browse](#)
[Modify search](#)

[Show similar items](#)
[Another search](#)

(Search History) 

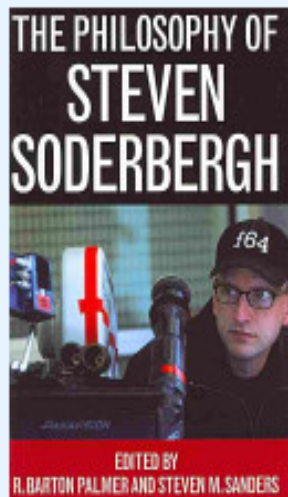
KEYWORD  philosophy

All Types  [Search](#)

☐ Limit results to items with "Available" status

32000 results found. Sorted by **relevance** | [date](#) | [title](#).

Record: [Prev](#) [Next](#)





Title The **philosophy** of Steven Soderbergh / edited by R. Barton Palmer and Steven M. Sanders


Publ Info Lexington, Ky. : University Press of Kentucky, c2011

Permanent URL for this record: [http://hkbulib.hkbu.edu.hk/record=b2488790~\\$11](http://hkbulib.hkbu.edu.hk/record=b2488790~$11)


More Resources



 HKALL

 HKBU WebBridge


 Google Preview

Manage Your Info

 RefWorks

 ADD THIS 

WebPAC Tools

LOCATION	CALL #	STATUS
 General	791.4302330924 So16PP 2011	AVAILABLE

3b. WebPAC Tools Visits from 1 Nov 2011 to 31 Mar 2012

	Visits	Index
WebPAC	294,183	100
WebPAC Tools	23,780	8.08

WebPAC Tools	Pageviews	%
HKALL	25,516	59.0
WebBridge	9,381	21.7
Google Preview	3,741	8.7
WebBridge/ILLiad	3,180	7.4
RefWork	1,269	2.9
Journal TOC RSS	106	0.2
Others	48	0.1
Total	43,241	100

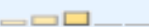
4a. E-Resources Access via WebPAC

- Links to various E-Resources are displayed on WebPAC
- One of our notable collections is ProQuest Dissertations -- do you know its usage?

	Bib Records	Index
WebPAC	1,359,946	100
ProQuest Dissertations	244,073	17.94

Theses

Click on the following to:
[access this resource online](#)

Relevance:  entries 2-32000

2

☐

[A comparison of coping styles between mothers and fathers of children diagnosed with cancer \[electro](#)

Shattuck, Daniel W
2011

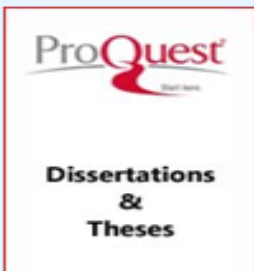
2011



Click on the following to:

[online access from CALIS ProQuest digital dissertations](#)

3

☐

[A mixed method study of a mindfulness-based intervention on incarcerated youth \[electronic resource\]](#)

Himmelstein, Samuel
2011

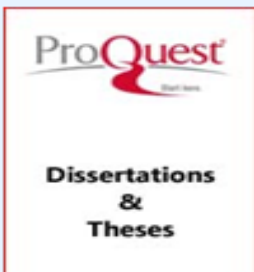
2011



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4

☐

[A pact under God \[electronic resource\] : Richard Nixon, Billy Graham, and the Evangelical movement,](#)

Rosenfield, Kimberly Lynn
2011

2011



Click on the following to:

[online access f](#)

5

☐

[A phenomenological their relationships to co-leaders in proce](#)

Wood, Benjamin Tyler



Links to ProQuest Dissertations
titles on WebPAC

4b. ProQuest Dissertations

Visits from 1 Nov 2011 to 31 Mar 2012

	Bib Records	Index
WebPAC	1,359,946	100
ProQuest Dissertations	244,073	17.94

	Visits	Index
WebPAC	294,183	100
ProQuest Dissertations	3,427	1.16

5a. AirPAC Usage

- We have recently installed AirPAC and a new Library Mobile Site in Jan 2012
- It is interesting to compare the AirPAC usage with WebPAC and Mobile Site, and also want to learn which are the most popular mobile devices from GA statistics?



HKBU Library Mobile



My Library Account



Find Library Materials



Ask a Librarian



Library Room Bookings



Library Hours



Library Branch Locations



Library News



HKBUtube (on the go)



Library Facebook Mobile



[^ Top](#) | [Home Page](#) | [Full Site](#)

AirPAC on HKBU
Library Mobile Site

5b. AirPAC vs WebPAC from 1 Feb to 31 Mar 2012

	Visits	Index
WebPAC	124,821	100
AirPAC	6,800	5.44

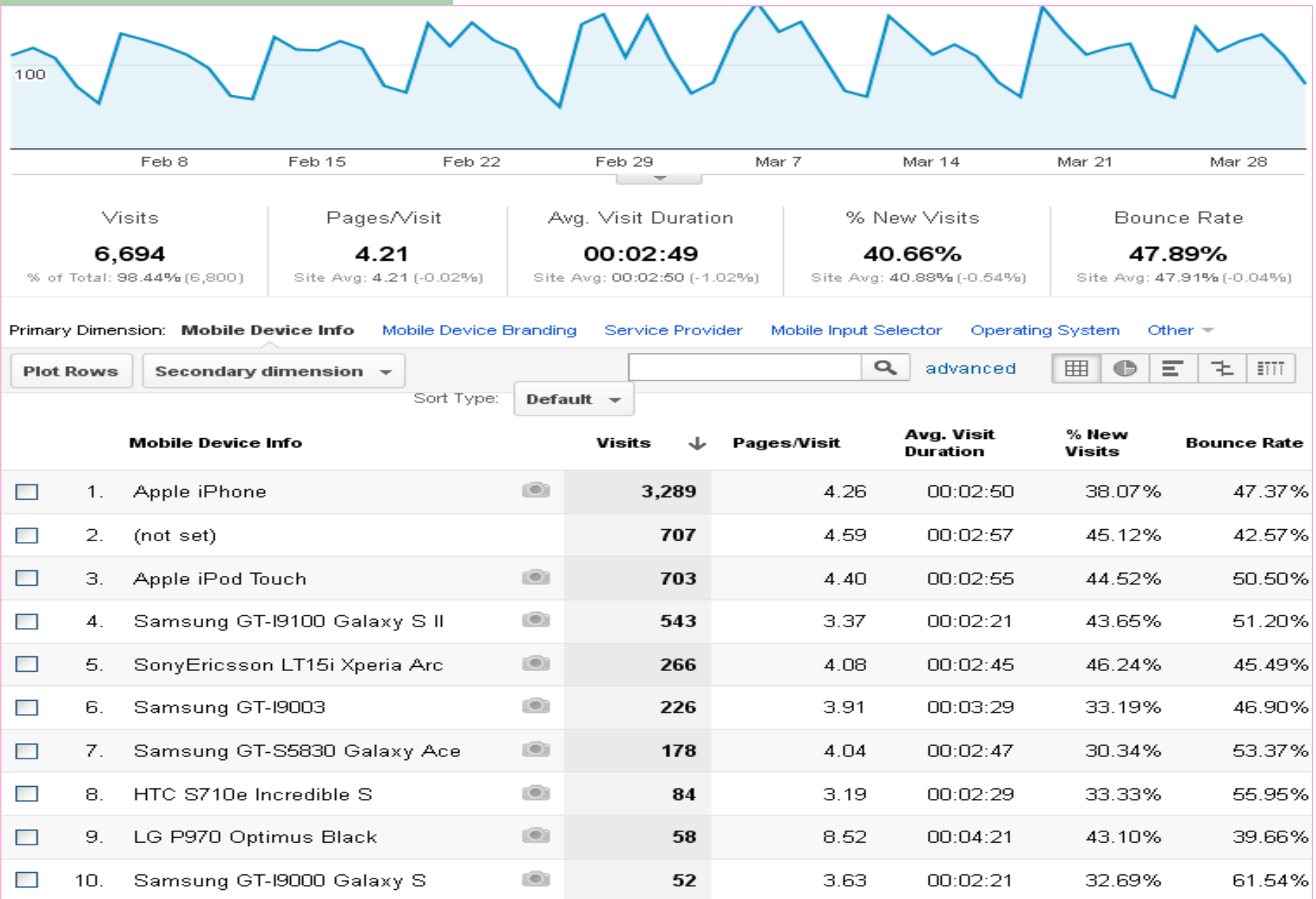
	Pageviews	Index
WebPAC	626,976	100
AirPAC	28,638	4.56

5b. AirPAC vs Lib Mobile Site from 1 Feb to 31 Mar 2012

	Visits	Index
Lib Mobile Site	7,247	100
AirPAC	6,800	93.8

	Pageviews	Index
Lib Mobile Site	15,702	100
AirPAC	28,638	182.3

5c. Mobile Devices



Summary

- The built-in Millennium WebPAC statistical report programme can only provide very basic usage data such as the gross number of hits
- GA allows for the capture of much richer usage data and also for performance comparison across different platforms

Summary

- GA can provide us an updated, complete, and consistent report of user behaviors in accessing
 - WebPAC,
 - Plug-in WebPAC tools,
 - Plug-in E-Resources, and
 - Mobile devices used to access online services

“How you gather, manage, and use information will determine whether you win or lose”

-- Bill Gates, *Business@The Speed of Thought*

Reference

Chris Chan, and Li Yiu On. “Using Google Analytics to Understand and Enhance the Library’s Web Services in Preparation for 3+3+4”, *JULAC Libraries Forum*, 23 Feb., 2012, Lingnan University

[http://www.julac.org/events/forum_2012/forum_2012/
Using_Google_Analytics.ppt](http://www.julac.org/events/forum_2012/forum_2012/Using_Google_Analytics.ppt)

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