Analytics for Libraries:
Deriving Insights from Industry Trends

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

Dr. Ananda Byrappa, IISc, Bangalore, anandtb@iisc.ac.in  Presented at LTC 2018 @ Goa University
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Transforming Libraries...

Digital Life Habit of users...Value added Service...’Platform’ of resources

- Speed
- Value Addition
- Variety

- New Generation
- Born in Digital Era
- Connected to content...

- ‘Platform’ Environment
- ‘Ownership’ Myth
- DRM & Compliance
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...

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SMAC

Technologies associated with Analytics

- 25% Productivity increase
- 75% Of the world's population have a mobile device
- 63% Competitive advantage
- 60% of CIOs indicate that Cloud is one of their Top 5 Priorities

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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.

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Applications of SMAC in libraries

1. Creation of active user community
2. User participation and real-time feedback
3. Mobile content/collection
4. Personalized collection and services for users

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Gaps...Challenges...Solutions

• incorporation of SMAC in curriculum

• collaborate with Library to learn better and implement

• drive digital habits in a constructive way

• need for early adoption and vision for next generation moves

Skill Development of SMAC

Theoretical Vs Practical

Ability to socialize

Speed of Technology

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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
Library+Analytics+SMAC = Next Gen Library

...Better than Google/Amazon!

Be Disruptive... or get Disrupted!

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Thank You