

Our Study

To support effective library engagement and its assessment, this study sought to determine best practices for creating, managing, and marketing library resource pages embedded in Carmen, The Ohio State University's Learning Management System (LMS).*

Specifically we:

1. Examined library resource pages with high usage in relation to class enrollment
2. Determined what elements, if any, these pages held in common; and
3. Investigated whether librarian behavior influenced the use of these pages.

*Carmen operates on the Desire2Learn platform.

Methodology

A mixed methods approach was utilized for this study. It consisted of an analysis of log data, a content analysis of all library resource pages created by OSU librarians, and interviews of librarians whose library resource pages received high usage in relation to class enrollment.

To identify high use library resource pages in relation to class enrollment, the total number of times a library resource page was used for a course offering was divided by course enrollment. The resulting ratio revealed that for 44 of the 178 library resource pages created and maintained during the 2010-2011 academic year, the average student enrolled in 192 of the 5,375 course offering with these pages assigned used the page at least twice.

Results

Overall:

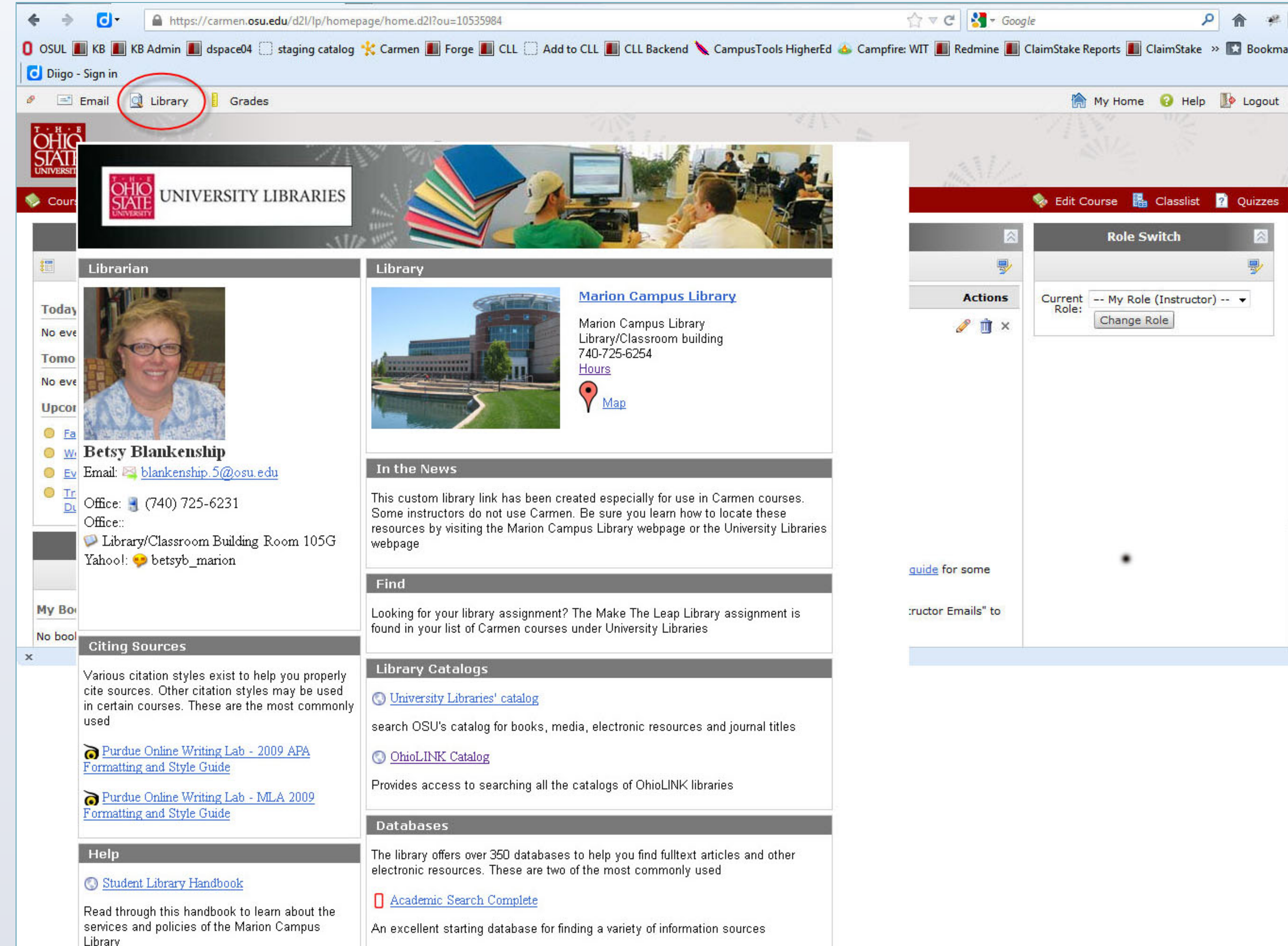
- 178 library resource pages assigned to 5,375 course offerings.
- The majority of all pages were assigned at the course level.
- The average page consisted of 4.77 widgets and 19.60 items.
- Descriptive text explaining the content of a link, its context for the page or the course, or why the link might be useful to a student, was provided for 80.87% and 85.17% of the links on both high-use and low-use pages respectively.
- Most widgets were used on only one page

Factors driving use of high-use library resource pages:

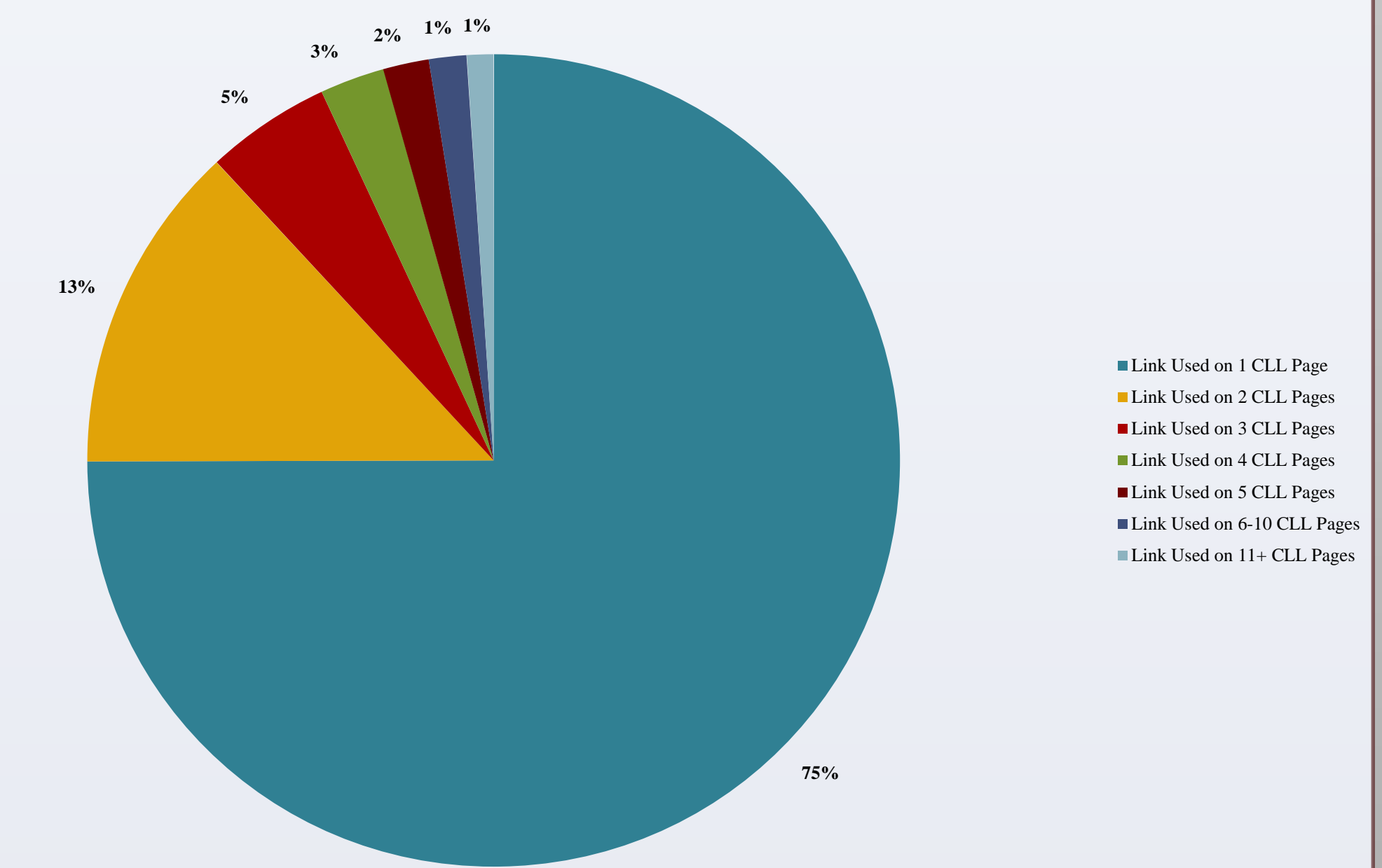
- o Librarians were assigned a 'librarian' role in the course. (38.96%)
- o The page was assigned to a course with a major research or writing assignment. (41.56%)
- o Librarians announced the availability of the page to students in general orientation or during a faculty meeting. (46.75%)
- o Librarians visited the class. (48.05%)

*For 31.17% of the high-use pages, librarians interviewed indicated they had no idea why the page received high-use.

Sample Library Resource Page Embedded in a Carmen Course



Percentage of Links On More Than One Page



Percentage of Actions or Factors Impacting Usage

Action	Percentage
Assigned 'librarian' role in course	38.96
Content of page appropriate for needs of students enrolled in course	48.05
Course has major research or writing assignment	41.56
No idea	31.17
Page availability announced to students in general orientation or faculty via a departmental mailing list or during a faculty meeting	46.75
Relationship with instructor	12.99
Use of page encouraged by instructor	31.17
Visited class	48.05
Other	24.67

Discussion

- Study confirmed both promotion and customization may influence page use, but are clearly not the only factor.
 - o 7 of the top 10 high-use pages were assigned at the course level.
 - o 72.29% of all low-use pages assigned at course level.
- Nearly half of all high-use pages were assigned at the department or college level. Interviewees indicated that for some of these pages, their strategy was to passively embed a library presence in the LMS. For some academic disciplines, this strategy is clearly working.
- Follow-up interviews with authors of low-use pages are needed to confirm if major research or writing assignments truly drive page usage.

Percentage of Links By Category

Category	High Use Page	Low Use Page
Link promotes the OSU Libraries website (http://library.osu.edu), the OSU Library Catalog, the OhioLINK Library Catalog, or WorldCat Local	6.18	5.25
Link promotes the OSU Libraries Research Databases List or A-Z Online Journal List?	3.60	3.33
Link provides a permanent URL to an OSU Libraries Catalog Record	40.67	43.15
Link promotes an OSU Libraries services, such as Article Express	10.94	8.46
Link connects to a tutorial	4.89	3.84
Link connects to a regional campus library website or another OSU academic or administrative department.	2.32	2.93
Link is to an external website not covered by a category above.	21.75	26.43

Percentage of Widgets Assigned to One Page (Bars)

